

ESVA Board Meeting Minutes
October 10, 2009
West Seattle, WA

1. Call to Order – The President called the meeting to order and the Secretary certified a quorum with 22 of the 30 clubs represented.
2. The agenda for today’s meeting and the minutes of the previous meeting were approved.
3. Officer reports
 - a. President
 - i. Bob noted the passing of Tina Gerard of the Interlaken Trailblazers. A flyer with information on memorial walks on October 18th and 31st is available or contact the club.
 - ii. There are 2000 copies of the Come Walk With Us brochure still available for clubs.
 - iii. Forms are available on the ESVA website for ordering copies of the 2010 TNP.
 - iv. We need a Chairperson for the Awards Committee. Dick Baker has broken his arm and needed to resign the position. Please contact Bob Morrison if you have any interest in helping fill the position.
 - b. 1st VP - none
 - c. 2nd VP – see financial committee
 - d. Treasurer – see publicity committee
 - e. Secretary
 - i. Meeting minutes will be posted on the ESVA website in addition to being emailed to the Club Reps
4. Special Committee reports
 - a. WHF – Chuck Garrison reported that the WHF has taken over the responsibility for conducting the annual State Health Convention which the University of Washington used to do. Therefore, the WHF will not be available to meet with the ESVA until the end of this year at the earliest.
5. Standing Committee reports
 - a. Audit – Elizabeth Wittenberg stated that the Audit will be complete by the end of November.

- b. Finance Committee – Treasurer Nancy Regan:
 - i. reviewed the ESVA financials as of the end of September 2009
 - 1. cash available is \$8,828.96
 - 2. 2 CDs of \$11,916.48 each will mature in November 2009
 - 3. actual expenses are \$2,111.75 over the budget (negative)
 - ii. stated that the Publicity money has been spent and will appear on the straight line budget.
 - iii. reviewed the declining revenue from walks over the past 5 quarters
 - iv. reported a gift of \$271 from the closure of the Mercer Island club

- c. Pathfinder Committee – Dick Baker was not available but Eleanor Borgardts stated;
 - i. that she needs YRE information from the clubs ASAP
 - ii. that the driving directions for the YREs will not appear in the Nov/Dec issues of TNP

- d. Publicity Committee – Nancy Wittenberg reported:
 - i. the new website is up and operating
 - ii. need articles (250 words) for the website about the walks that you have done with pictures of the scenery
 - iii. also need pictures of walkers facing the camera for banners on the website
 - iv. club events will be published if the information is sent to Nancy in a timely manner. Colored pictures of the walk scenery will be helpful.
 - v. the PC is still doing advertisements in the October issue of the Northwest magazine. She needs pictures of walkers facing the camera.
 - vi. that Nancy will be forwarding articles to the AARP for publication. Articles of 250 words should report how walking has helped your health.

- e. Challenge Committee - Sue Black and Linda Ellingboe. Linda reported that:
 - i. Tina Gerard will be missed by the Committee
 - ii. need more people for the Committee

- f. Nominating Committee for 2010 elections
 - i. Bob Morrison is the only person to volunteer for this committee so far. The committee is suppose to be in place by November. The EC would like to have a volunteer from east, central and southern Washington. Please contact Bob if you are interested.

6. Area Coordinators reports
 - a. Northwest Region – Fred Fisher was not present but Mary Allen Clark reported:
 - i. that the Olympic Peninsula Explorers will host a “Twilight” walk in Forks, WA on November 14, 2009
 - b. Eastern Region – Jim Buchholz
 - i. the walking season for eastern WA is closed
 - ii. there will be a Christmas Lights walk in Spokane on 12-12-09
 - iii. the ESVVA annual meeting will be in Spokane on 4-10-10
 - c. Central Region – Millie Haupt
 - i. reported on the friendly competition between Ellensburg and Desert Air
 - d. West Central North Region – Sue Black
 - i. FS Family Wanderers 25th anniversary walk on October 17th
 - ii. the annual Halloween walk at Remlinger Farms on October 24th and 25th. Costumed participants are eligible for prize drawings.
 - e. West Central South Region – Fran Carson = no report
 - f. South Sound Region – Susan Berry
 - i. Annual Capital walk starts at the decorated Holiday tree in the Capitol and walks through downtown, along water front and around the Capitol Lake.
 - g. Southwest Region – Earl Bowen was not present but Sam Korff reported:
 - i. the Border Crossers will host a Christmas walk in Longview, WA on 12-19-09
 - ii. the AWW will host the Legacy Salmon Creek walk in Vancouver, WA on 01-30-2010
 - iii. the AWW and the VUSAV clubs will host the Mt. St. Helens event again next September 4-6, 2010
7. Old Business = none

8. New Business
 - a. A proposed motion to limit the number of marketing copies of THP that clubs can receive free was discussed at great length.
 - i. a brief history of TNP revealed that:
 1. there were originally 800 to 1000 walkers at each event in 1985
 2. the original fee that the ESVA received per walker was \$.45
 3. 12,000 copies of TNP were originally produced in 1985
 4. at some point the ESVA fee was reduced to \$.30
 5. other revenue sources (walks) for the ESVA have been eliminated. The \$.30 is now also used for operating costs.
 6. current events are considered a success if they have 200 paying walkers
 7. 1,250 paid subscribers is the average now
 - ii. current revenue/cost figures are:
 1. the \$.30 fee per walker generates \$7,500 annually
 2. TNP total costs average \$1.00 per copy. Much of the production cost is due to all the YRE information.
 3. therefore, 6 publications of 1,500 (an average) copies costs \$9,000
 - iii. advertising revenue for TNP
 1. clubs are NOT required to advertise their events in TNP
 2. but, the AVA "DOES REQUIRE" that clubs advertise all sanctioned to the public
 3. per RD Sam Korff, an ad in TNP meets this AVA requirement
 4. there is some members who think that if clubs have to pay for marketing copies, they may be less likely to pay for advertising space
 - iv. does TNP require funding from ESVA and Oregon?
 1. per Sam Korff, paid subscriptions will cover the publication costs assuming the number of free marketing copies is limited
 - v. other issues
 1. Could the ESVA produce its' own Starting Point and eliminate the YRE information in TNP?
 2. what would be the cost of the "Come Walk With Us!" brochure if ESVA had to pay for it? Apprx \$.20 a copy
 - vi. club discussion of proposed motion
 1. the Executive Committee would like club feedback
 2. contact Bob Morrison for any questions
 3. the proposed motion as presented or as amended will be on the next agenda

9. AARP – Bob Morrison
 - i. The article that Bob prepared for publication in the AARP magazine which stated that any AARP member who joined a ESVA club during October would be given a free New Walker package was not published.
 - ii. But, there may be some AARP members who may still join a club and should be given a New Walker package which the ESVA will pay for.
 - iii. Bob needs to be provided with all the AARP member's info in order to reimburse the club.
 - iv. Bob would like any feedback that clubs receive from AARP walkers.
 - v. Mike Nagan would like AARP articles for the Emerald City New Years walk.

10. Announcements
 - a. AVA NW Regional Directors report – Sam Korff
 - i. Sam noted the memorial walks for Tina Gerard on October 18th and 31st.
 - ii. Is everyone receiving his Sam Grams? If not, contact him.
 - iii. Annual AVA club financial reports are due in November
 - iv. Annual AVA club officer reports are due in November
 1. this report must be done even if there is no change in the information. To do this, simply click the submit button and the submit date will be updated.
 2. PLEASE MAKE SURE THAT YOU HAVE INCLUDED THE INFO FOR THE ESVA REP AND ALTERNATE REP
 3. please double check all info for typing errors
 4. Eleanor pointed out a problem with submitting city names that contain four or less letters. Sam will refer it.
 - v. AVA electronic reporting is in development
 1. participation reports can be electronically submitted starting next January
 2. individual Trail Masters will have to submit their participation numbers to the club member who has the club AVA password
 - vi. AVA Awards Booklet
 1. contained many mistakes on the number of years of service for members
 2. each club needs to review and correct the info for this booklet
 - vii. the next AVA NEC meeting will be November 13-15 in Orlando, FL

- b. Other
 - i. Nancy Wittenberg will have to cancel the south Tukwila walk and bike YRE immediately due to the city placing sand bags along the Green River.
 - 1. the Fort Dent YRE will be re-routed.
 - ii. Mike Nagan commented favorably on the Extreme program.
 - 1. David Olszyk reported that the Extreme I program would run as long as he was alive. He then outlined the Extreme II program which is called “the 30 Summits Challenge”.
 - iii. Mike Nagan questioned how the ESVA Board meetings are scheduled.
 - 1. two meeting in a row in Seattle does not seem fair
 - iv. Mike Nagan state that he has received complaints about YRE instructions. There needs to be some type of quality control for these instructions.
 - 1. Sam Korff stated that the ESVA Area Coordinators have done this type of quality control in the past and maybe could do it again.
 - 2. Mary Allen Clark stated that the clubs should group walk all their YREs.

11. Next Meetings

- a. January 30, 2010 in Vancouver, WA - Earl Bowen
- b. April 10, 2009 – Jim Buchholz (Annual Meeting)

12. Thanks to the Four Plus Foolhardy Folks for today’s’ event. There were 250 walkers with several first time walkers.

13. Adjournment – 3 PM