

## **Priority Projects for the AANR-Western Region 2017-2018**

As compiled from Gary Mussell and Cyndi Faber and the region's Board of Directors

There was a consensus that we needed more precise definitions for each committee to provide focus and avoid overlap. Deadline is Oct 7 for your committee reports. Send to Danielle so she can combine them into the regional report sent to the clubs. She will send email on the do's and don'ts for how to write them.

### **Finance (Rolf H, Russell L, Mike G, Gary M)**

- Establish budget broken down by anticipated income & expenditures by month, not just YTD.
- QuickBooks goes online
- Ability to compare actual bank statements to QuickBooks entries.
- Explore consolidated break out accounts (New Mexico & Youth) back into main account.
- Review if we want change auditors. Consensus last year was we did not get our money's worth.
- Deadline for each committee's budget submission is: October 1.

### **Public Relations/Out-facing (Andy Walden, Danielle Smith, Tony Wilkinson, Ernie Weise)**

- Social Media Ad Hoc Committee: Establish wider presence on social media and drive inquiries to region's web site.
- Reduce Spiff diversity and order all 2018 items by 11/30 so billing is to 2017.
- Expand trade show schedule to include Earth Day events in as many states and counties as possible.
- Review existing show backdrops for replacement or duplication so they can be used at several community events at same time.
- Make alliances with other nudist-friendly organization (TNS, INF, BEACHES Foundation)
- Cyndi: Solicit new nude photos using on-line ad "nude models wanted"; required budget to pay and get photo release.

### **Membership Marketing (Ricc Bieber, Tony Wilkinson, Mike Glinzak, Clint Richards, Jeff Tendick)**

- Create Monthly on-line newsletter for clubs and members.
- Receive list of region's members from AANR. Devise letters to communicate with these members.
- 100% Club Initiative - benefits of being a 100% club (Cyndi will speak to Sharon McLeod)
- Consider adopting a Passport for visiting all the clubs with prize at season's end.
- Long-term goal of adding more minorities to membership.
- Associates: Explore concept of "Virtual Memberships" (Gary, Andy and Ricc)

### **WINR Ad Hoc (Kim Wolfe, Danielle Smith, Cyndi Faber, Claudia Kellersch)**

- Review women's brochure for new text and photos, print new batch for 2018
- Research and recommend new trade shows to attend

### **Singles Ad Hoc (Cyndi Faber)**

- Research and recommend how to update and implement this committee (including any budget)

### **Young Adults Ad Hoc (18-35) and Youth Ad Hoc (0-18) (Cyndi Faber, other members TBD)**

- Make alliances with other nudist-friendly youth organization (Vita Nuda, YNA, Free the Nipple, WNBR)

### **Web Site Ad Hoc (Gary Mussell, Walt Stephens, Tony Wilkinson, Dave Utter)**

- Launch new web site and upgrade modules (Members only section) by the end of 2017.
- Create Club News section to replace loss of info in ANNR Bulletin.
- Establish ongoing maintenance budget and hire web site manager.
- 2018: As visitors grow, explore adding ads (filtered) as new money stream.

### **Legal Committee (Greg Wilkinson, Gary Mussell, other members TBD)**

- Create process to vet and recommend new lawyers to members and others in need of legal advice and/or representation.

### **Legislation (Mike Glinzak, Tony Wilkinson, Ernie Weise, Greg Wilkinson)**

- Investigate Bylaws and Procedure Manual to increase efficiencies and reduce regulations where practical. Report as necessary but reports required at Fall and Spring Board Meetings and the 2018 Summer Convention.
- Separate all Sports Rules and Forms into their own documents and out of Procedure Manual.

### **Club Liaison Committee (Jeff Tendick, Ricc Bieber, Ernie Weise, Gary Mussell, Mike Glinzak)**

- Re-think the existing program to make it less complicated. Create brochure?
- Assign Directors and others to specific clubs to communicate with them and report back to the full Board at the Fall and Spring Board Meeting and summer convention.
- Expand travel budget so liaisons can visit their assigned club?
- Gary will send out a signup sheet so Directors can select which clubs they want to be the official contact.

### **Facilities Improvement Committee (Walt Stephens)**

- move into Club Liaison committee as it is one of the items to discuss with individual clubs.

### **Club Awards (see Liaison Committee members)**

- Find members of local clubs to nominate for annual Man/Woman/Family/Hall of Fame awards.

### **Conventions and Facilities (Dave Utter, Cyndi Faber, Jeff Tendick)**

- Supervise all Festival and convention plans, club contracts, and daily activities at these events.

### **GAT/Government Affairs (Ernie Weise, Gary Mussell, Walt Stephens)**

- Expand Community Activist Team into as many states, local communities as possible.
- Add Ernie to monthly GAT Chat phone conference call.
- Create book of standard policy positions so we can be consistent with our mission statement's goals.

### **Sports (Dave Utter, Cyndi Faber, Jeff Tendick)**

- This is our public face to our membership at most clubs!
- Coordinate as many sports as possible at local clubs to create multi-club league (5K, Volleyball, Tennis, etc.) Establish trophies for intra-club play. Establish permanent leagues where possible.
- Budget for prizes and some transportation needs to be submitted to Board at November meeting.

### **Youth and Young Adults (Ernie & Cyndi)**

- Transfer Youth trailer from Shangri-La to Glen Eden or Mountain Air Ranch for storage.
- Re-think Kids Camp program – do it or give it a rest for a few years?

### **Scholarship (Tony Wilkinson, Cyndi Faber, Ernie Weise)**

Re-think entire program with the goal to increase participation by members of all clubs. Report to Board at Fall Board meeting and recommend changes in program. One option suggested at previous board meeting is to remove age maximums since students today can be of any age, and instead turn it into grant program not tied to any college, but based upon essays submitted within different age ranges of applicants. Recommendations may require by-laws and procedure manual changes.

### **Audi Visual Equipment Ad Hoc (Walt Stephens, Danielle Smith)**

It was the consensus of the summer convention that the current audio-visual equipment used by the Secretary was out of date and unreliable. This committee will research alternatives looking at state of the art equipment to conventions and board meetings to be captured electronically to assist the secretary in recording and transcribing the meetings so the minute are successfully converted into written minutes in a timely manner. The committee's report and budget requirements should be sent to the full board at the earliest possible date for approval, so that any equipment purchased is available for use at the Fall 2017 Board meeting.

### **Web Site status:**

- Is everyone's aanrwest email working? Please try it to be sure as all official correspondence should go through these emails.
- Review of Proposed Member's Only Section of new web site  
Cyndi and Gary reviewed the proposed sections of the "Members Only" section of the new web site and decided the following:
  - Legal Documents (yes, include minutes, convention reports, financials)
  - Club Discount Coupons (these should also be in the non-member section)
  - Photo Gallery (ok, should also have this in non-member section)

- Hot Topics (Blog) (ok, not a top priority, install when we get request for it)
- Video Library (ok for future, but we need contributions)
- AANR-West Store (ok for future)
- Classifieds (ok for future)
- Club Owner's Blog (delete – owners do not want this.)
- Sign Up for Special Events (delete – owners do not want this)

The full Board has a stake in what goes into the new web site. Please review the aanrwest.org pages to be sure the text reflects our collective thinking and properly promotes our mission. Send any suggestions or edits to [garym@vcnet.com](mailto:garym@vcnet.com) for the present until we get the email system totally functional.

**AANR-West Monthly Go2Meeting Phone Conference Schedule:**

(The first Thursday of each month, 6 pm Pacific Time)

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9/7/17  
 10/5/17  
 No November Call (Board meeting instead)  
 12/7/17  
 1/4/18  
 2/1/18  
 No March Call (Board meeting instead)  
 4/5/18  
 5/3/18  
 6/7/18  
 July date TBD (interferes with Independence Day)  
 No Aug Call (convention)

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Please add these dates to your personal calendars. Login passwords will be emailed to everyone a few days before each call.

**Other unfinished business:**

- Did everyone get business cards? NO, Danielle needs to resent template to everyone.
- Do you want Medallions mailed or wait until Fall Board meeting? Ernie, Cyndi, and Jeff wants theirs mailed. Everyone else will wait for the Nov Board meeting.
- DropBox – Walt will work with Danielle to setup.
- Tim will contact Terra Cotta Inn about joining AANR as a B&B destination.
- Danielle will check with Russell about bank card. Need to circulate among officers and Finance Chair for signatures.