

**AMERICAN ASSOCIATION FOR NUDE RECREATION, WESTERN REGION, INC.**  
**Inboard Directors' Meeting**  
**De Anza Springs Resort**  
**Sunday, July 30, 2017**

Call to Order 9:13 am President Gary Mussell

Pledge of Allegiance lead by Vice President Cyndi Faber

Roll Call and Determination of Quorum

President:	Gary Mussell	Present
Vice President:	Cyndi Faber	Present
Secretary:	Danielle Smith	Present
Treasurer:	Russell Lucia	Present
Directors:	Jeff Tendick	Present
	Ernie Weise	Present
	Kim Wolfe	Present
	Andy Walden	Present
	Rick Bieber	Excused
	Dave Utter	Present
	Tony Wilkinson	Present
	Rolf Holback	Present
	Mike Glinzak	Present
Legal Counsel:	Greg Wilkinson	Present

**Introductions and Announcements**

Dan Whicker- Addressed the board and Thanked us for allowing him to be here. Reminded us to utilize the AANR office as the resource that it is. Don't be afraid to contact the office or Dan when needed we need to communicate more.

Bev Price- Current AANR president Past WSA President and Past Secretary

Adoption of Agenda Change order of numbers 8&9 from the printed and circulated agenda

**Officers' Reports**

President Gary Mussell

Thank You for electing me. Teams will be appointed to committees instead of just a chairperson.

Gary will be using a Bottom Up leadership style and this year

The board is going to be using a Zero-Based Budgeting process by examining what needs to be done from scratch and making budgets from scratch and not based on what was done in the past.

This is a working board there are no slackers.

Vice President Cyndi Faber

Thank You, this is a great group; I will be supporting the President who supports us.

This year is going to include redistributing and reusing some of the things from the past.

Secretary Danielle Smith

Passed around a sign up for emails and telephone numbers.

Please get reports in on time so that they can be distributed to the clubs and other in an orderly and timely manner.

Treasurer Russell Lucia

He is personally talking to people about their expense report forms, what to include and how to send them to him.

**AANR West Trustee Report: Tim Mullins**

Not adding anything from the previous reports.

Looking Forward to representing us in Oklahoma at the AANR convention next week.

**Appointment of Committee Chairs**

(Chairs are listed first and others follow)

Internal Administration (IA) ..... Tim Mullins

Finance ..... Rolf, Russell, Mike and Gary

Public Relations

(External – how organization looks to the public)..... Andy, Ernie, Danielle, Tony

Website Subcommittee (Ad Hoc)..... Gary, Walt, Dave, Tony

Membership Marketing

(Internal - focus to gain renewals)..... Ricc, Tony, Mike, Clint Richards

WINR (Women in Nude Recreation) Subcommittee.. Kim, Claudia, Cyndi, Danielle

Singles Subcommittee..... Cyndi

AANR West Associates Subcommittee (Ad Hoc)..... Cyndi

Legislation..... Mike Ernie, Tony, Greg

Conventions & Facilities (C & F)..... Dave Jeff, Cyndi

Sports..... Dave Jeff, Cyndi

Club Liaison Subcommittee (Ad Hoc)..... Jeff, Ricc, Ernie, Gary AANR

AANR West Facility Improvement Loan Committee..... Folded into Club Liaison Committee

West Youth..... Ernie, Cyndi

Scholarship Program Committee

“Go back and re think entire giving program and report at November Board Meeting”

..... Tony, Cyndi, Ernie

..... Oliver Ellsworth is an adhoc member as an advisor only

Government Affairs.....Walt Ernie, Gary

Legal..... Gary, Greg, Tony

Credentials..... Cyndi Dave

Western Nudist Research Library (Ad Hoc) ..... Rolf, Dave

All committees should utilize emails and Go to Meeting to talk to each other frequently

Respect each other and everyone’s ideas.

Walt reminded everyone that we need 2 days minimum advanced noticed to set up Go to Meetings

**Discussion of Goals and Budget Process**

This was an open process in which each member of the board spoke on the committees they had been assigned and assisted in conversation. Club Owners, and Members in attendance were also encouraged to speak and include what they would like to see from the board.

- Tony. Instead of having people send in request then balance we are a policy is the board says we want to so the following... We should be able to describe in general how we are contributing to how the directors follow what the board would like and the directors will follow.
- Rolf- This is day one of our new year and new board committees need to meet as soon as possible, Think about what you want to do and how to do it before November to propose your budget by October 1 to request a budget. The

finance committee is there to help with what you would you like and how to do it. Rolf will be hounding you to get your budget.

- Russell added that it is important to plan for next year, but remember we are halfway through the year and you may still have resources from this year that can be utilized. Will be sending a budget report to include with the minutes so that committees can see what they have left or potentially in the previous budget.
- Gary - Remember budgets are a “use it or lose it” system. If a huge expense comes up we can borrow/move budgets from other places that the money is not be utilized with that committee chair’s permission.
- Tony - we should be using the money that is currently in the budgets to move forward with the past and how we want to go forward. We need to focus on member engagement and we need to be partners in festivals and engage our members and why they need AANR we need to direct our focus to our members and how to engage and maintain them. This should be the member engagement year.
- Mike – Agrees with Tony we need to get better contact with the members we need to reach out more as opposed to them always having to contact us. We need to look into the offer Dan Whicker made and look into new contact. Legislation blast to clubs to see what they would like to see from legislation from the club level.
- Ernie - would like to bring in the legal defense fund and see where we can utilize. Setting up a legal defense fund per state reach out to clubs and keep connections within the state. This offers value to the members and we should communicate it out
- GAT and Legal are expected to be there for others and have our backs we will provide advice to those who need it and if they need it. We have used the Legal defense fund to hire lobbyists, when needed.
- Greg- we need a legal committee so we can retain outside attorneys and vet them on nudist legal issues so we can provide legal advice to local people in each of the states when needed.
- Dave.- Sports we should lead the way in getting clubs and members to participate in festivals and other activities, Bare Burro, Nude Summer Games, we should encourage participation from inter club play and participation. Gary the logistics are difficult. Teams are encouraged to start practicing prior to events. This is a terrific idea for participation. Dave the website should be a great idea to publicize these sports events.
- Bev. **Club Happenings** is not part of the September Bulletin it is being taken out. It is being claimed that advertising is the reason. Please push back AANR East and others are not happy about that contact your clubs and make sure they push back if we want this then we need to keep it going. Contact the AANR Office to let them know we need to have it back. This was an executive director decision. The weekly report has become very secretive and goes just to the board please if you would like to get the weekly report back let them know. AANR got no nominees for honor awards this year. Bev was sorry Dan had already left so that he could not defend his decision.
- Tony would like to make us more open and open the opportunity to more information to those who would like it and what level they should be receiving it.
- Jeff. thinking like a timeshare style of things in giving someone something for engagement we need to consider successful businesses and see how they engage the public and the members. From marketing perspective, we should look to success in the past
- Andy- we need to look into new marketing to sell the experience to the next generation as they want something tangible and to be able to connect. Gary added that approx. 50% of under 35 is still living with parents, they are finding other ways to experience things. We need to look “out of the box” as though there is “no box.”
- Cyndi. after talking to Dan they are looking into bringing back the Nakation box these are tangible items that go along with an experience. Millennials love subscription boxes, if you have an experience and something tangible to follow with the experience they are more likely to return and sign up to continue.
- Ernie – we need to find out how to draw attention to membership how do we pull people in a small incentive to bring people in. New membership promotion.
- Danielle- we need to be aware as to how we are delivering the information to those who want it. We need to determine how to use our lists (emails, newsletters, etc.). The email lists will be gone through to find those interested, and we need a way to remove people who do not belong on them or change their minds later.

- Walt when you are forwarding email please look at what you are sending out. Be willing to talk about being a nudist once we put clothing on. Always be open to getting back to the GAT and CAT team about what is going on locally. Look at our new position and see of what in the past has been done is current and relevant. We can change the GoToMeeting nights.

### **Club Liaison Program Discussion & Appointments**

We have added to the committee and where it is going and how we will proceed with it. More discussion to be done at the Fall Board meeting at Shangri La Ranch

### **Business specifically referred to this meeting:**

Vote on Bids for Future Board Meetings, Convention, & Festivals Fall Board Meeting is the first weekend of November at Shangri La We will solicit bids for the festivals and board meetings in the coming weeks and have a special meeting to vote on the upcoming locations.

### **New Business**

Trade Shows - We have already committed to LA Adventure and Travel Show Kim asked if it was beneficial, It is viewed as a public outreach as opposed to funnel to the club. Is Quartzite really worth it? Can we staff it we need to reach out properly to get the staff to it? We are going to pay the bill to secure our spot. The response there is very high many people see the brochures from all clubs in the region It is more of an RV show than the LA show. People want information and these are the vehicles for it. We can look for alternate shows and see if they make sense to the committees. The Earth Day show in San Diego everything was given away.

Medallions – We are going to go ahead and order the ones for the new terms, it changes per your position and term. Metal vs Plastic: keep as is. Bev will order for us.

Business Cards we have a standard form. We are going to try and standardize the emails. Secretary to send out the template to everyone.

Audio Visual Equipment – How are looking to replacing the audio-visual equipment. Walt will continue to provide his equipment until we find a solution that he will talk with Cyndi about. Go to Meeting- Traditionally is once a month on Thursday nights. We do not take notes and distribute them they are not unofficial meetings. Thursday Nights 6pm Pacific time has been traditional. First Thursday of the Month at 6pm PST is what we will go with starting in September. Contact Walt if you have not worked with Go To Meeting before so all technical issues can work it out August 10.

### **Announcements**

Cyndi- Fall Festival in October at Shangri La October 6,7,8 also look forward to the November board meeting the first weekend of November.

Rolf- August 5th Summer Games at Olive Dell 12pm-7pm come out have fun play the fun games. Personally Thank Walt as outgoing president for the work he has done.

### **Good of the Order**

Oliver saying goodbye as a board member he has attended every AANR West Convention since 1982 and been on the board or held a committee since 1992 He is stepping back from taking positions he will still be around if and when we need him.

Greg – Everyone one the board has a fiduciary responsibility to the board please take your oath seriously contact to stay out of trouble. Be cognizant of *who* is on email chains and *what is said* on the email chain. Everything that Greg is on is covered legally. What we say to non board members who do not belong on an email waives of our legal rights of protection. Greg represent the board as a whole. Contact Gary or someone else first if we need to go to legal then we can go that way. Be cognizant of your records and notes you have do not destroy things before making sure it is within your rights. We have a document retention policy for a reason.

Adjournment 11:45am