

**DAIRYLAND WALKERS MONTHLY MEETING
LAKE FARM PARK HERITAGE CENTER
OCTOBER 9, 2001**

Officers Present: Tom Doyle (President); Bonnie Hamer (Vice President); Karen Reger (Secretary); Bob Sparks (Treasurer); Russ Crane (Assistant Treasurer)

In Attendance: 20

Before the meeting at 7:00, walkers were given a short tour of the area around the Heritage Center by Richard and Judy Fritz. Many favorable comments were made, and people expressed an interest in coming back at a later time. Perhaps the site of a future AVA event walk?

After the walk, Judy Fritz gave a brief overview of the Heritage Center and park. The building itself had a grand opening this past August, and as we could see, not many furnishings have been installed yet. The room in which our meeting was held is to contain a museum about Indians and early settlers.

Lake Farm Park, the Capitol City Bike Trail, and the Nine Springs E-Way all come together at this point, and close by is the Madison Metropolitan Sewage District, which is a wildlife viewing area. The Audubon Society does a lot of bird watching there. When the ponds are lowered, you're able to see many different kinds of shore birds.

The meeting began with everyone introducing themselves and their present or future roles in the club.

Russ gave the Treasurer's Report.

Russ had made a mock-up of discounted coupons for frequent walkers, which was passed around. They would be good for our own club's year-rounds or seasonal walks, not special event walks.

Russ also had assembled a collection of the club's old awards, making a display of the individual pieces. One problem with left-over awards – how do you get rid of them?

What are ways that our club can make money?

The previous Board meeting was discussed. It was stressed that everyone is invited to participate. The next Board meeting, on October 29, will center around the walking schedule for next year. It will be held, again, at the Middleton Community Bank. The doors will be open at 6:00, and the meeting will begin no later than 6:30, or even earlier if the full Board is there.

Bob Sparks indicated that not many people from the club have done the Lake Geneva walk. It is currently rated a 1, but probably should be changed to a 2 next year because it is not all on sidewalks. There was an article in the *American Wanderer* which mentioned that particular walk.

The walk box for the Devils Lake walk will be in a new location next year – the entrance office where people buy day passes or year-round stickers. Russ brought up the question – should the direction of the walk be changed for next year?

The orders for next year's year-round awards have to be in by November 1. Still waiting on the Arboretum award. Should La Crosse have an A award? Awards are a major cost for our club. Should we have a club pin? A header with walk bars below it? The cost of event walks puts our club in the red.

(over)

The next club meeting will be on November 13 at the main Madison public library. The program will consist of a short video from Walking Adventures, and everyone is invited to bring any brochures, etc., that they may have featuring trips involving walking.

In 2002, the newsletter will be published six times a year, with Board meetings being held during the other months. People were asked to write articles about walks that they have taken for the newsletter. Readers are interested in what other walkers have to say about various walks. The format of the newsletter may change a little bit, with Microsoft Word being used.

The newsletter may include a more comprehensive list of upcoming events in bordering states.

The photo contest, which ends on October 30, needs more entries.

Russ designed the brochure for the Cedarburg walk, which will be held on December 1 and is a special event walk.

It was suggested that when printing walk brochures not to use dark colors. Photocopies do not turn out well.

The Doyles' club holiday get-together will be held on December 2, starting at 3:00.

The turnout for our last three special events has been disappointing. In planning for 2002, we have to think of ways to get more and better publicity. The Owen Conservation walk was poorly attended, but it was a rainy day. The weather is a factor in all walks; it's a risk we take.

Tom mentioned again about changing the word "Volksmarch" on the front of brochures to "walk."

Russ indicated that he would not be in favor of doing walks for causes.

How do other walks manage to get so many people? How do we tap into that market? What marketing strategies can we use? The AVA is pushing clubs to do events with Girl Scout troops. Can we do walks in partnership with other groups? Is there one star walk that we're known for that we can really market and publicize, that we can have on the same weekend every year? Can our walks be held in connection with another special event, such as a festival? For example, the first weekend in December, Cedarburg usually has a special Christmas event citywide. Many times we're in competition with other walks – Madison has a lot of walk and run events on weekends. Would it help to have events on Sundays? It's not feasible for our club to do two-day walks. Push our walks by emphasizing health and family-oriented events.

Scott Kempen reported that he did about 40 AVA walks out East during the summer.

Ron Moore did walks in San Francisco and at the Garden of the Gods in Colorado Springs.

The meeting adjourned at 8:20.

Submitted by Karen Reger.