



# Spring 2020 ... Board Meeting Minutes

AMERICAN ASS'N FOR NUDE RECREATION — WESTERN REGION, INC.

*de Anza Springs Resort, Jacumba Hot Springs CA  
14<sup>th</sup> March, 2020 — Andy Walden, AANR-West Secretary*

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**1:40 PM PDT ... CALL TO ORDER**

:02:55:00

**Pledge of Allegiance** – Vice President Jeff Tendick led the assembly.

**Moment of Silence** – To honor Rich Hirst, Manager of GLEN EDEN SUN CLUB and Western Nudist Research Library

**Introduction** – Honored Guests in attendance:

- Tim Mullins, Former AANR Trustee
- Walt Stephens, AANR Trustee, Past AANR-West President

**Host Club's Welcome** – Gary Holden, on behalf of Dave and Hellen Landman, welcomed the Officers, Directors and guests to the DE ANZA SPRINGS RESORT in their cozy southeastern corner of San Diego County. The weather may be cool but the hospitality is warm!

**Roll Call** – Quorum achieved:

• President	Gary Mussell	SCNA	CA	present
• Vice President	Jeff Tendick	Shangri La Ranch	AZ	present
• Secretary	Andrew Walden	Hangin' Loose	HI	present
• Treasurer	Cyndi Faber	Shangri La Ranch	AZ	present
• Directors	<b>Ricc Bieber</b>	<b>SCNA</b>	<b>CA</b>	<b>excused</b>
	Curt Flynn	Glen Eden Sun Club	CA	present
	<b>Larry Gould</b>	<b>Canyon State Naturist</b>	<b>AZ</b>	<b>excused</b>
	Rolf Holbach	SCNA	CA	present
	Claudia Kellersch	de Anza Springs	CA	present
	<b>Rolando Mantilla</b>	<b>Glen Eden Sun Club</b>	<b>CA</b>	<b>excused</b>
	Barry Nielsen	Shangri La Ranch	AZ	present
	Treena Saavedra	Roadrunners	NM	present
	Ernie Wiese	Mountain Air Ranch	CO	present

**Agendum Adoption** – The 14<sup>th</sup> March, 2020, Spring Board Meeting:

- **Motion № 1** by Claudia Kellersch, seconded by Ernie Wiese – 6 yea / 0 nay **PASSED**

**Minutes Approval** – The 2<sup>nd</sup> November, 2019, Fall Board Meeting:

- **Motion № 2** by Ernie Wiese, seconded by Treena Saavedra – 6 yea / 0 nay **PASSED**
  - "... that the Minutes of the November 2, 2019 meeting of the AANR-West Board of Directors be adopted as written."

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**1:46 PM ... OFFICERS' REPORTS**

:03:01:18

**President** – Gary Mussell stands by his report as submitted:

- Three new Directors this session: Curt Flynn was welcomed in November; Rolando Mantilla, who has been made chairman of the Young Adults committee and is working with Walt Stephens on the *ad-hoc* Web Site committee; and Dr. Larry Gould rounds out the roster. Don Giles resigned the Board.
- Membership is down by eleven at the end of 2019 after having been up as much as 120. Associate members remain steady, the loss being with club membership. Jeff Tendick is working on returning the numbers to the positive.

- The February Trustee Meeting in Florida was attended. Their budget passed with a \$23000 deficit instead of the anticipated <\$149000> by taking a conservative approach to stock investments which yielded a \$11000 gain.
- The Impexium™ system has been planned, approved and work continues these last two-to-three years, and it is still not fully on-line. Clubs and associates can renew memberships but reports, automatic renewals and other promised functions are still unavailable. There are many complexities which are now surfacing.
  - **Trustee's Note:** *One of the problems with Impexium™ is that everybody is an AANR member directly — the Regions have no members — so how are the Regions and individual clubs collecting their dues and renewals? Each group has a different way they renew, some want automatic renewals whilst others not, and there are different amounts collected by the clubs or sent to AANR. There seems to be no consensus.*
- AANR-Florida has, after some 25 years of building relationships in the state legislature, achieved enough backing to forward a bill supporting legal nude beaches. This is substantial for AANR to have this accomplishment since nude recreation in the Sunshine State is about a \$1-billion business.
  - **Secretary's Note:** *A complete summary of the Trustees Meeting is available in the February 2020 newsletter.*
- Tim Mullins and Bev Price are both standing for Trustee for AANR-West.
- A couple of new clubs: SOUTHERN UTAH NATURISTS (SUN), S<sup>1</sup> George; and FAYWOOD HOT SPRINGS, New Mexico.
- A column in **The Bulletin** is available for travel *destination* clubs to promote themselves with stories, history of the club, coming events and other notifications of interest.
- August is the 100<sup>th</sup> Anniversary of Women's Suffrage in the United States. **The Bulletin** will be a special edition highlighting our lady pioneers, leaders and other notable *women in nude recreation*.

**Vice President** – Jeff Tendick stands by his report as submitted:

- The search for incentive gifts continues. Duffle and tote bag samples were distributed amongst the Board members. These were also presented to the Kissimmee office where they received near unanimous approval and support. One officer is quite proud of the wording on the logo; however, the rest of the group understands we needn't go into public screaming NUDE RECREATION. We have a simplified logo with the web address which will hopefully spark conversation. Hats are now in the works. Costs are pending but we can attach a value.
- David Ziegler is introduced as an interested candidate for the Board. He has been nominated and has applied for the July election.
- Newly designed name badges and lanyards were presented to the Officers and Directors.
- With the morning committee session, we obtained a lot of good suggestions for improvements for the Region's web site. On our web site, we should have a way to have members "give one name who will sign" along with incentives.
  - **Trustee's Note:** *Aside from recruiting new members, we need to be concerned with membership retention. The ones we lose leave with a negative narrative. The sooner we engage the associate members, the more of a chance we have to get them involved with a club and into activities.*
  - **President's Note:** *With regards to nominations, the Board ought to represent "the face" and reflect our target market as well as who we want to become. We need more women and minorities as Board members or be active on committees. Having videos in Spanish from Héctor Martínez (NNG/FNdM) on our web site is a great asset. Claudia Kellersch is currently working with the FNdM for their upcoming election.*



**Secretary** – Andy Walden stands by his report as submitted:

- A welcome to our newest Board members and committee members
- In responding to the needs of everyone, we are still in the "reactionary" mode but quickly moving towards a proactive stance. As a former employer instilled in its employees, "anticipate the wishes and needs of our guests." If there is new personal datum — mailing address, e-mail, telephone number, &c. — please forward that information to the Secretary as soon as possible. The directory is a lot more fluid than anticipated!
  - **President's Note:** *A thank you for correcting typos, punctuation and the overall presentation of the Meeting Packet and Minutes. Good remarks from AANR have been received which means they are actually reading them!*

**Treasurer** – Cyndi Faber stands by her report as submitted:

- Need to look at alternatives for our tax preparation and annual financial reviews (will discuss w/ Gary, Rolf). There are options available but they are proving to not be at a lower cost. There are firms who will provide more thorough review and services for the same rate. In other words, we can get added value for our cost.
- When moving into this position, files and files which, per our **Procedural Manual** need to be retained for seven years, along with Treasurer’s Manual which is grossly outdated. It is now being significantly revised.
  - **Director CK’s Note:** *There is a Youth Account mentioned. One’s personal account ought not be used to make large purchases (airfare, &c.).*
- Purchases can be made directly by the Treasurer. Call directly with necessary information and direct payments from the respective account will be made. The object is to reduce the number of reimbursements made, which will keep the books a lot more streamlined.

**Trustee** – Walt Stephens stands by Gary Mussell’s report as submitted:

- The Trustees passed its annual budget. For 2020, they project a revenue of \$911,000 with a net profit of \$12000, again using conservative stock market earnings. The projected savings per month by converting to an **e-Bulletin** is only \$3500 because most members have indicated they want to continue with a printed copy.
  - **President’s Note:** *A thank you to Walt Stephens for his service to the Region as Trustee.*
  - **Trustee’s Note:** *“Like old shoes, the last thing that wears out is its tongue!”*

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## 2:24 PM ... COMMITTEE REPORTS

:03:39:50

**Internal Administration** – Tim Mullins has nothing to report for this session.

**Finance** – Rolf Holbach stands by his report as submitted:

- Included with the meeting packet e-mail are financial charts and graphs. The Income and Expenses (P&L) Statement for 2019 shows we spent \$7,132.59 more than our income. In considering the *Budget vs Actual*, we anticipated a loss of almost \$52,000 — so being over budget by only \$7100 is a testament to this Board’s fiduciary responsibility but also to the Region’s need to increase our income.
  - **President’s Note:** *The graphs were produced before the amounts were finalized. The dollars are off but the differences in percentages are negligible. Rolf has redefined the Finance Chair. In years past, the Treasurer had assumed many of these duties, so he took the responsibilities of checking invoices and receipts which has freed the Treasurer for more focused duties. We need someone who is willing to take over this job as Rolf is leaving the Board after Convention. Thank you for a job well done.*
- All expense reports for this meeting need to be submitted to the Finance Chairman first; they will be forwarded to the Treasurer after review and approval.

**Public Relations** – Each sub-committee reports individually:

- **Social Media** – Andy Walden stands by his report as submitted:
  - We are an organization which promotes social nudism, period. We are not promoting our personal feelings, our personal biases or our personal politics. Remember, those responsible for posting on social media are *speaking* with the voice of your club, not of yourself. It is good policy for representatives to avoid “brand-standing” or virtue signaling unless there is a direct concern regarding nudism. A thank you to Gary for assisting in one particular, rather stubborn, situation.
    - **President’s Note:** *Our clubs need to be politically neutral and inclusive to all walks. We have members across the ideological spectrum. There are too few of us to have members get angry and quit. We count on the clubs to use common sense with their media presentation. There was little support from the other regional presidents as far as “putting teeth” into it other than using personation.*
  - There are still many clubs in our Region which have idle Twitter and other social media accounts. Social media is a tool which is so easy and quick to gain an audience and convey our message. Gary Holden is doing a fantastic job with the DE ANZA SPRINGS’ account!
- **Trade Shows** – Rolf Holbach stands by the report as submitted:
  - The Los Angeles Travel and Adventure Show was in February with thousands of people passing the AANR-West booth, where we held a raffle. About 150± answered four questions on an information card about their interests:

beaches, camping, clubs and/or hiking. The trend over the past few years is about 56% of those providing data are women. They are showing more interest in nude recreation. Lots of tchotchkes were given away — mostly emery boards — as well as discount cards to our affiliated clubs. With thanks to Cyndi, we have an excellent corner location near the main stage for our booth at next year’s show!

- The California Parks and Recreation Show was the week-end before the Board Meeting. This is a completely different show than the LAT&A, with a lot less people but, with those who stop, we can have more substantial dialogues with them. These are P&R employees, many of whom are surprised to learn there are nudist activities available as an alternative and they can be profitable for their areas. A conversation with Nick Franco, Dir/P&R for San Luis Obispo County, opened the ideas of a permanent permit as well as trash cans and facilities at Pirates Cove, a clothing-optional beach, which made the cost of the booth worthwhile. A young woman said she, inspired by her visit to the AANR-West booth last year, visited Blacks Beach. She had a great time and later returned with friends.
  - **Trustee’s Note:** *That SLO Co. beach at Pirates Cove was almost lost due to activities by non-nudists. We lose a lot of beaches because of illegal and immoral actions by those outside the nudist community, so it is imperative to partner with local authorities, to let them know who we are and to be involved with AANR-West.*
  - **President’s Note:** *AANR-West will have a presence at Earth Day in Balboa Park (rescheduled to September) and at Bike Ride at OLIVE DELL RANCH with gift bags in hand.*
- **Newsletter** – Gary Mussell stands by his report as submitted:
  - It continues to be a challenge to obtain fresh material from clubs and members. Calendars are important to keep up-to-date as well. People are reading it, albeit, some clubs are not forwarding it to their members. Recent stories include the blood drive at SHANGRI LA RANCH and bowling at MOUNTAIN AIR RANCH.

**Membership Marketing** – Each sub-committee reports individually:

- **Women in Nude Recreation** – Treena Saavedra stands by her report as submitted:
  - The new rack cards and tri-fold have arrived! Meeting attendees are asked to take supplies back to their clubs to save postage. A .PDF of both will be soon available on the website as well. There was a small issue with the first set of cards which will be corrected before the next printing.
  - A project in the planning stage, along with Rolf Holbach and Cyndi Faber, is a *Bring a Friend* event, possibly at CASA DEL SOL in Altadena. A lady who is already an AANR member will bring an interested girl-friend for a safe introduction to social nudism.
  - Claudia Kellersch went to New Mexico to help present flyers at *Ten Thousand Waves* – an onsen-style spa near Santa Fe – where their international clientele is also a good target market for AANR.
  - The committee is speaking with Joan Harris at AANR to see if she would be interested in conducting a quarterly *Go-to-Meeting* with all of the WiNR committees so we are in sync and not “re-inventing the wheel” in each region.
    - **Treasurer’s Note:** *It’s great to give women a lot of information but if we have no events towards which to direct them, all we have is, “a lot of information!” We need to engage them in events, gatherings and such. Also, we are invited to participate again at two women’s events in Phoenix, one at the end of April and the other in October – both on week-ends when SHANGRI LA RANCH has major events planned. The same company has an expo in September in Los Angeles. We should consider an Arizona, Colorado or other state as opposed to another California venue. Perhaps if one of the other clubs could staff the booth?*
    - **Director CK’s Note:** *There ought to be a telephone number on the card or brochure so that interested women can talk one-to-one with a lady nudist. We need to make that personal connection, be able to answer questions and put the curious caller at ease about social nudism.*
    - **Director EW’s Note:** *Last year’s top-free event in Denver was a success for AANR-West but an administrative nightmare due to in-fighting; those have apparently been resolved. No definitive plans announced for this year yet.*

**About Our Organization**  
The American Association for Nude Recreation - Western Region (AANR-WR) comprises 10 clubs in Arizona, California, Colorado, Nevada, Oregon, New Mexico, Utah, and Wyoming. There are over 100,000 members in the Region. Our goal is to provide a safe, fun, and healthy environment for everyone. Our standards of behavior are outlined for membership in every club. We are a non-profit organization.

**Join Us Today!**  
2017 California State Fair  
E-mail: [info@aanrwest.org](mailto:info@aanrwest.org)

**AANR-West**  
American Association for Nude Recreation - Western Region  
[www.aanrwest.org](http://www.aanrwest.org)  
**Born to be nude!**

**Ladies: Think you need to have a perfect body to be a nudist? Think again. Nothing could be further from the truth.**

It is never to be concerned and have questions. We have all been right where you are. One of the things you will discover is quality as the most important, well-organized, and supportive environment. We are a non-profit organization. We are a non-profit organization. We are a non-profit organization.

**Women who enjoy nude living come from all walks of life, ages, occupations, sizes and shapes. And all are warmly welcomed!**

One of the many benefits of nudism is meeting like-minded people who enjoy being nude in a social setting. Many clubs offer activities like beach fun and interest with other ladies. We invite you to visit throughout the United States and beyond, you will find a warm and friendly atmosphere. Join us at AANR-West and be a member of the family. Doesn't that sound wonderful?

**Once you try nudism, you will wonder why it took so long as you experience a feeling of freedom that is beyond compare.**

**Ladies - Come join the fun!**  
Have you contemplated nudism? If you are not alone, then you are not alone. The nudist life is a wonderful one. It is a lifestyle that is fun, healthy, and relaxing. It is a lifestyle that is fun, healthy, and relaxing. It is a lifestyle that is fun, healthy, and relaxing.

**Who We Are**  
The American Association for Nude Recreation - Western Region (AANR-WR) is a non-profit organization. We are a non-profit organization. We are a non-profit organization.

**AANR-West**  
2017 California State Fair  
E-mail: [info@aanrwest.org](mailto:info@aanrwest.org)

- **Spanish Ad-Hoc** – Gary Mussell stands by the report as submitted:
  - A first draft of the *Spanish* brochure has been produced but the pictures are not “ethnic” before proceeding. Since the Earth Day festival in San Diego has been postponed, hopefully a final product will be available. Rolando will proofread the text to assure spelling, grammar and syntax is appropriate.
- **General Discussion** – Gary Mussell leads the conversation:
  - An analysis of our members’ locations. Approximately half of all AANR-West members are in California; Arizona has 14%; Colorado with 10%; and the rest are scattered across the remaining states. For associates, again, there are 50% in California.
  - The theatre in Hollywood has been successful because we have a computer there for interested people. Unfortunately, we are not set up to recruit new members at a show because the system is centralized and everything goes directly to AANR in Kissimmee; it’s one of the things about which the regional presidents have complained for twenty years.
    - **Trustee’s Note:** *We need to take the associate and get them into the clubs where they will have tangible people with whom to talk. It’s about connections. We need to work on retention of membership amongst the associates. They are leaving with a negative narrative. In other words, the Region is not doing something for them. Also, once we attract prospective or associate members to the club, give them a different colored lanyard so club members will recognize them and “make that effort” to welcome them. It’s one thing to talk with them at the promotional events but it’s the personal contacts they make at the resort that brings them back. Mudslides!*
    - **Treasurer’s Note:** *Let’s do a better job with communicating “What We Do” as a region. Let’s put more focus on activities and locations: beaches in California, state lands, &c. We’re not seeing our return on investments with regards to trade shows other than having great conversations with representatives. Could we not have that conversation with the same person without spending the show fee? As far as retention, we should be making ourselves so appealing, there is no hesitation when the renewal notice arrives because the associate knows what we are doing. Too many members have no idea what AANR is! The newsletter has made a positive impact connection tool. We might want to consider eliminating some of the trade shows which have not yielded new members and focusing on the members we have right now. We need to be smarter on where we are spending our money – including fees and tchotchkes – and what return we are getting.*
    - **Vice President’s Note:** *The members need to know about scholarships, our Youth Camp and the other benefits.*
    - **Director EW’s note:** *There’s an expense with trade shows yet we never tangibly know how many people actually sign with us from one. What if we had access to the list, focused on areas of higher concentration, contacted them and organized a “picnic in the park” or some activity? We’re not seeing any gatherings after the trade shows.*

**BRAINSTORMED IDEAS FOR ATTRACTING NEW MEMBERSHIPS**

- ✓ Two clubs host party at either location, split costs, invite interested show attendees
- ✓ Hold a *Day-at-the-Beach* gathering following a show or other public venue
- ✓ Have an information tent at a nude beach, establish an ad-hoc 100% club on the spot
- ✓ Bring gift bags and tchotchkes to these events

- Thirty-seven people responded to the most recent AANR-West members’ two-page survey. Questions included themes like, “what are we doing good/bad,” “what can we do better,” “are you visiting the website,” &c.

**3:26 – 3:43 PM ... BREAK**

04:41:51

**Membership Marketing (cont.)** – The reporting resumes:

:04:58:11

- **Alternative Funding Sources** – Brian Yen presents an oral report:
  - The purpose is to increase and diversify AANR-West income streams to empower the organization, to better fulfill its goal of promoting nudism, its philosophy and the way of life for all members in the Region and the affiliated clubs. A bigger budget is better than a smaller one! By only depending on membership, we spend a lot of time catering to people’s perceptions of what their membership buys. As a non-profit, there’s also concern of making too much outside of membership. As we approach that threshold, there would be the monies to retain

legal council to advise on alternatives to protect our not-for-profit standing whilst funding the various programs, projects, travel and trade show expenses, as well as general awareness.

### ***RANDOM IDEAS TO GENERATE NEW INCOME***

- ✓ Increase marketing and sales via social media and website
- ✓ Branded items (gardening tools, UV wrist bands, bicycle seats, grocery bags)
- ✓ Logoed t-shirts, beach and butt towels, sunscreen, lip balm, hats, yoga mats
- ✓ Coordinated campaign on website and social media circling back to on-line store
- ✓ Partner with a web platform (i.e. Amazon) and use drop-shipment company

- **President's Note:** *The concern is that we are at the mercy of AANR in Kissimmee and all of our income comes from membership. There are so many projects we want to pursue and so many alternative forms of revenue. Brian Yen has a background in looking at profit-and-loss, changing a mindset, and to finding new ways to generate returns.*
- Amazon has a huge analytics program behind it which watches buying patterns, provides recommendations, effective product organizing on the store page and push products towards like-minded consumers. People are now conditioned to look on Amazon first.
  - **Vice President's Note:** *We would have to invest in stock at the beginning: bags, hats, lip balm, &c. but staying away from sized clothing due to the impossibility of inventory forecasting. We would need to know what Amazon's costs of doing business are (percentage of mark-up, shipping charges, &c.). The logo also will need to be trade or service marked to protect our branding.*
- In promoting clothing optional events which are open to the public, we want to create a “very wide funnel mouth” to get people to understand destination clubs, resort properties and activities geared to the clothes-free life. The Bare Necessities™ cruises, beach and lake parties, nude hikes to hot springs, garden day workshops, WNBR after-parties, black light parties are some of the ideas which would appeal to a younger demographic and are a more wholesome clothing optional environment.
- AANR has a strong commitment to its current membership, in growing it and to move forward with them. To accomplish this, we need to have a shift in mindset in the way things are achieved now. It's call “preservation of capital” and needs to be applied in regard to the plays, comedy shows or short films to which we donate or sponsor. No investment ought to be made without the full intention of generating a return of that investment with residual income. This will create a greater financial base from which AANR can expand its other endeavors. The concept is that of a *Family Bank* from which you borrow from yourself, write an IOU, make payments back – with interest – and, over time, the account grows. This is in lieu of credit card purchases where monies only flow out.
  - **President's Note:** *The next step needs to be the formation of a sub-committee to examine the budget and find opportunities to put this into practice. Brian Yen, the Treasurer, Finance Chair and Barry Nielsen will spearhead this sub-committee. Use of the Region's Go-to-Meeting account is available and hopefully we can have an initial report and plan ready by the Convention in July.*
- Let's look at creating assets which generate passive income. One example is a member writing a book on, say, nudist living or naturist philosophy. After content approval from AANR, it can be jointly published via Amazon, promoted by AANR-West social media and linked to the Kindle™ store, with profits/expenses divvied between the author(s), their home club and the Region.
- **Club Liaison** – Andy Walden stands by his report as submitted:
  - Each club liaison is that club's representative to the Board – not only **BOARD**→**CLUB** but also **BOARD**←**CLUB**. The flow of information goes both ways and this will add intangible value to membership. The Board of Directors is the House of Representatives for the Region.
  - Once the Impexium™ system is on line and fully operational, plans are to use the liaisons to assist their respective clubs when Kissimmee gives us the green light.
  - Committee chairs, please submit any information about committee work, upcoming events or other material you want to go to the clubs so that the liaisons can communicate it.
  - A checklist of subjects to be incorporated into the conversations with clubs will be distributed as needed.



- Liaisons need to help with communicating their clubs' calendars so upcoming events can be published regionally.
- There is a budget line item which provides for travel compensation to ease the burden of directly contacting clubs.

**Legislation** – Tim Mullins presents the following motion:

- **Substitute Motion № 3** by Gary Mussell, seconded by Ernie Wiese – 6 yea / 0 nay **PASSED**
  - "... that Section 5 (Committees) of the AANR-West Procedure Manual be amended as follows:
    - **Secretary's Note:** *Only the updated sections are listed here with new text in red. A full text of Motion № 3 with all editing notes is included as an addendum to these Minutes.*
  - 5.01.00 Internal Administration (IA) **Committee**
  - 5.01.02 Finance **Committee**
    - 6. Verify the Secretary and Treasurer are updating and maintaining the on-line electronic records required in Sections 2.04.04 and 2.05.08, and report **the profit and loss, bank balances, and assets of the region quarterly** to the Board of Directors **and annually** to at the Regional Assembly.
    - 7. (see note below)
    - **Chairman TM's Note:** *The entirety of §5.14.00 was moved to ¶7. See addendum for full text.*
  - 5.03.00 Public Relations **Committee**
    - 1. **Press Releases.** Plan and develop AANR West publicity such as press releases, **and other public relations materials as may be required to furnish the media with newsworthy information. Maintain files of all press releases, and correspondence, and records related to committee activities, conversations, and festivals.**
    - 2. **Maintain and provide an annual inventory of all equipment and intellectual property which is owned by the committee.**
    - 3. **Establish and maintain a Speakers' Bureau to explain nudist principles and activities to interested civic and business groups. A subcommittee may be created to specifically oversee these activities.**
    - 4. **Establish and maintain an AANR-West presence on the Internet and other similar social media through the creation of but not limited to blogs, forums, web sites, bookmarking sites, media sharing sites, travel reviews, and community service organizations. A subcommittee may be created to specifically oversee these activities.**
    - 5. **Publish and maintain a periodic newsletter for the purpose of sharing news among AANR-West members and other prospective members and media about the activities of nudists and naturists within the Western Region. A subcommittee may be created to specifically produce this document.**
  - 5.04.00 Membership **Committee**

This committee will handle AANR-West basic and associate memberships, **including recruiting and retention of same. The committee will develop, and execute changes meant to enhance membership procedures as may be necessary over time. To assist in attaining its goals, the committee will specifically oversee the following sub-committees and initiatives:**

    - 1. **The Club Liaison Committee provides a direct two-way conversation between AANR-West clubs with Board Directors through on-site visits, electronic mail, and other communication methods as outlined in the AANR Governance Manual. Its purpose is to both provide information to the clubs about the various activities and services available to the clubs and to hear feedback so the regional organization can better serve its constituency.**
    - 2. **The AANR-West Passport Committee is designed to encourage visits to multiple nudist parks and non-landed clubs throughout AANR West. This committee oversees the annual printing and distribution of passports to AANR-West members so they may participate in an annual raffle held at the annual Regional Assembly.**
    - 3. **The Member Inclusion Committee, whose goal is to encourage compliance of the AANR non-discrimination policy at the club level as stated in its By-Laws, Section I Article IV A: "AANR welcomes all people willing to conform to its principles and standards, regardless of age, gender, marital status, religious beliefs, ethnic origin or sexual orientation."**

- 5.05.00 Marketing Committee  
This committee will handle AANR-West’s brand management, specifically placement and design of advertising, logos, trademarks, promotional brochures, and other literature, giveaway items, and spiffs.  
Specific duties include oversight of the following:
  - 1. The WINR (Women in Nude Recreation) Committee, whose purpose is to increase women's positive experience of nude recreation, of AANR and of AANR West, with the ultimate goal of increasing the number of women members in the region.
  - 2. The Multinational Committee shall create and maintain versions of all published material, as deemed necessary, in various other languages to better promote positive information about nudism to AANR-West members and to potential members from those nationalities and ethnicities who are more comfortable communicating in languages other than English.
- 5.06.00 AANR West Youth Committee, whose purpose is to handle all matters pertaining to nudist activities for the children and grandchildren under the age of 18 of both members of AANR-West and other prospective members.
- 5.07.00 AANR Young Adult Committee, whose purpose is to increase the positive experience of nude recreation, of AANR and of AANR West to persons between the ages of 18 and 30, with the goal of increasing the number of members in this age range within the region.
- 5.08.00 Scholarship Program Committee
- 5.09.00 Sports Committee
  - 3. Review AANR West sports rules and recommend needed rule changes.
- 5.10.00 By-Laws and Procedures Committee
  - 5. The chair of this committee shall act as Parliamentarian at all Board meetings and during the Regional Assembly unless the position is appointed to someone else by the Regional President.
  - *Chairman TM’s Note: The entirety of §5.05.00 was moved to §5.10.00.*
- 5.11.00 Government Affairs Committee
- 5.12.00 Legal Committee
  - 2. Members of this committee shall include the President, Vice President, Treasurer, and the Finance Chair, plus others as appointed by the President.
  - 3. This committee shall maintain master copies of all master contract forms and shall keep them updated from time to time as needed, with the approval of the Board of Directors.
  - *Chairman TM’s Note: No changes suggested as the original motion has alternative wording for this section.*
- 5.13.00 Conventions & Facilities Committee (C & F)
- 5.14.00 Credentials Committee
- Rationale: AANR-West’s committee structure has not been modified in over a decade yet we have evolved with many new tasks added and others no longer necessary. This reorganization reflects the reality of how our Board does its business today and makes our operations more efficient.

**Conventions & Facilities** – Jeff Tendick stands by his report as submitted:

- The Board needs to select a location for the November 2020 Board of Directors Meeting. Suzanne Schell has verbally offered both LAGUNA DEL SOL and MIRA VISTA RESORT as candidates for the 7<sup>th</sup> November, and GLEN EDEN SUN CLUB is available for the 14<sup>th</sup> November.
  - *Vice President’s Note: From a cost perspective, and since they haven’t held a regional meeting there in a while, it would be a good idea to select GLEN EDEN SUN CLUB as a personal opinion.*
- **Motion № 4** by Ernie Wiese, seconded by Treena Saavedra – 6 yea / 0 nay **PASSED**
  - “... that GLEN EDEN SUN CLUB be selected as the location of the AANR-West Board meeting to be held on November 14, 2020 ~~on a specific date yet to be determined.~~
- The AANR-West Convention is 23-26 July, 2020, at SHANGRI LA RANCH.
  - *Treasurer’s Note: Requests for rooms or RV sites need to be made before the end of this session. SLR members’ reservations are “on hold” until the Board and Officers are accommodated.*

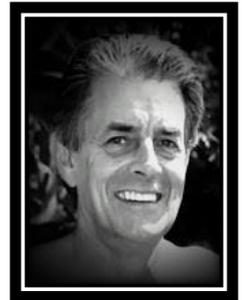
**Western Nudist Research Library** – (see below)

**Young Adults (18-30)** – Rolando Mantilla’s report is presented as submitted:

- Ronna Krozy, a Trustee with AANR, started the idea of a Young Adult Advisory group. Cyndi Faber is now a member of a Facebook™ group which was quite active for a first couple of weeks but, after the introductory period, it has now slowed. AANR needs ideas to attract young adults. One main theme is being inclusive – getting clubs to accept single men and alternative lifestyles – and, if there is such discrimination exists at the gate, it will not only turn away those perspective members but also many other people due to such a mentality.
- AANR is also making a push to help the travel *destination* clubs in a way of establishing a *Dummy’s Guide* to events, forming and building groups, and reaching out to young people. They are asking for help with this project as well.
  - **Secretary’s Note:** *This committee was called upon out of turn to report. There was no objection.*

**Western Nudist Research Library** – Rolf Holbach stands by his report as submitted:

- Rich Hirst, Founder and President of the WNRL and former General Manager of GLEN EDEN SUN CLUB, passed away at the end of January from complications of an earlier stroke. He was 87. Rich was the primary force behind its existence and expansion. He was also in charge of the website and held all of the keys to library. The staff is now scrambling to passwords, bank accounts and other secured aspects of the foundation. The library Board has since accessed a lot of the necessary files and records but it was slow going for a number of weeks.
- The American Nudist Research Library at CYPRESS COVE RESORT in Florida has instituted a new Twitter account (@anr\_library) to help attract more interest. The WNRL is also considering a similar move and have had a long discussion on the pros and cons of the social media platform.
- People are bringing their collections to the library, so an intake form is being drafted to document books, magazines and photographs. We need to secure fair use sharing for electronic files so when researchers or interested visitors come into the WNRL, we know how our material is being used.
- The 8MM films in the library’s collection are currently being digitized. A transferring service will need to be hired to convert the 16MM movies.
  - **Secretary’s Note:** *Vintage photographs from nudist journals are trending on Twitter. Respecting the concerns about the platform, it would be a wonderful to have another positive light. Many of the clubs and resorts from the “Western Sunbathing Association” days are gone but continue to live in the pictorials and movies. We have a rich history in this Region which needs to be shared.*
  - **Member Linda Weber’s Note:** *On a recent visit to CYPRESS COVE, a lot of time was spent in the ANRL with Bob Proctor. “People don’t know what they don’t know.” The library has since received a lot of enquiries.*
  - **Director CK’s Note:** *All four nudist libraries – including the AANR-Northwest and the Naturist Education Foundation Research Library by the Naturist Society in Oshkosh – are coordinating efforts to electronically share resources to better serve their patrons.*



**Youth (under 18 years)** – Claudia Kellersch stands by her report as submitted:

:00:04:50

**THE FOLLOWING IS FROM THE COMMITTEE WORKSHOP CONDUCTED DURING THE MORNING SESSION**

- Gary Holden of DE ÁNZA SPRINGS assures that feeding the kids during Youth Camp will not be a problem.
- If the travel situation is not soon resolved, we will have a serious concern with having counsellors for Youth Camp. They are coming from Idaho, Wisconsin, Florida so airfare needs to be discussed. Also, a fourth counsellor is local but he works in the medical field. Depending on the number of children registering for Youth Camp, we may need all four; however, no travel arrangements are made at present.
- It is scheduled right after the GLEN EDEN Youth Camp (20-21 June).
- Registration due date has to be moved to mid-May.
- An announcement will emphasize necessary “social isolation” available at DE ÁNZA SPRINGS, where they will be in nature enjoying the high desert with hiking, rock climbing and fresh air.

- **Vice President's Note:** *Can the Youth Camp be somehow marketed as an alternative to the Coronavirus concerns? Knowing what's going on, we can utilize the current situation and present Youth Camp as an isolated venue with a limited number of people in the area, counsellors and medical personnel to keep the children safe.*
- **Treasurer's Note:** *Let's avoid using the Coronavirus pandemic as a marketing or anti-marketing tool. We need to emphasize it's a small camp and accentuate the positive. As a reminder, there is no such thing as a certified camp counsellor!*
- The five-day plan includes outdoor time (hiking, 5K trail, rock climbing, swimming), social building (health, well-being, active talking/listening), and a talent show at the end of the event. They will receive trophies and certificates at the completion of the Youth Camp. The kids will be engaged and have a wonderful, wholesome experience.
- Youth Camp is open to kids of eight years and older. There are plans to accommodate the various age, skill and ability levels, with counsellors to attend to the different groups, when necessary. The threshold is at least four kids with four or five being ideal. The number of counsellors will, of course, be adjusted to suit the needs. We have already five children who are *tentatively committed* so Youth Camp should be a go. Enrollment fee has been rolled back to \$150, which is more enticing than the original \$200 proposal.
- There will be counsellors to oversee the kids and the meeting room is perfect for a dormitory, with restrooms and showers close by. Requiring parents to be present could stymie the idea; Youth Camp is also a *vacation* for them!
- Dave Landman and Gary Holden will take care of the food by assuring someone will be on staff to prepare meals.
- The registration form will ask for pertinent information about the child, including parent contact, club affiliation and any allergy concerns. A medical information and waiver, as well as a general waiver for the event are also required. These forms can be uploaded to the website for convenience.
  - **Director RH's Notes:** *At the CP&R Show, a vendor – CampDoc (campdoc.com) – offers camp leaders a reminder service based on information provided by the parents.*
- The kids will be encouraged to be nude ~~100~~ % of the time; however, since de Anza Springs is clothing optional, nudity will not be required except in the swimming pool, as standard operating procedure.
  - **President's Note:** *An issue from a decade ago is still a concern to-day; opponents to a clothing-free camp for children, based on their personal moral issues, kids and adults ought not see each other, &c. Texas and Virginia had legislators who made this a main theme and were successful in closing camps in those states. Assure there are background checks on counsellors and any other adult working with the children.*

Directors are asked to return to their respective clubs as well as the club liaisons and encourage members to send their children to Youth Camp this summer. Also, talk with club management to help subsidize the kids' expenses.

#### Scholarships – Ernie Wiese stands by his report as submitted:

:06:19:16

- The new brochures are now available. They will change year-to-year. Holders to display the brochures are available for each Director to take back to their clubs. An estimated cost is \$500 to send via USPS so please help lower that expense. Hindsight: we should have had dual holders to pair scholarship information with the WiNR brochures!
- We have interested parties who would like to add endowments to the fund. There are five scholarship applicants.
- Also, for consideration is to limit the number of years a beneficiary can be awarded a scholarship.
- Legislation is pending to move the deadline to early or mid-June since applications are completed on-line now.
  - **Motion № 5** by Ernie Wiese, seconded by Treena Saavedra – 6 yea / 0 nay **PASSED**
    - "... that the submission date for scholarship forms be moved to the final file date of June 1<sup>st</sup>."
    - Rationale: none given.
      - ❖ **Secretary's Note:** *No written rationale is presented on the motion; however, as verbally explained prior to the motion, applications are now submitted on-line.*
- An advert to submit an application for community education, scholarship or continuing education will be posted on social media with links back to the web page.

#### Government Affairs – Gary Mussell stands by his report as submitted:

- A pending California bill targets *revenge porn* but is so broad scoped that it could affect anyone who takes a nude photograph of anybody at any time.

**Nominations and Awards** – Jeff Tendick stands by his report as submitted:

- Typically, the Region has four or five Directors who term out every other year. It can get confusing when there are resignations mid-term so a chart was organized to show where the Board is at this time; thank you Gary Mussell.
- Ricc Bieber and Rolf Holbach's terms expire and they will not be eligible for the next session. This will leave two open seats on the Board after the out-Board Meeting at Convention.
- Curt Flynn, Larry Gould and Rolando Mantilla need to be reaffirmed at this July's Convention. Of these aforementioned three, the one receiving the greater number of votes will be awarded a two-year term, the other two will receive a one-year term and then will be eligible for a full two-year seat in 2021.

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**5:21 PM ... NEW BUSINESS**

:06:36:09

**President:**

- The last of the *AANR-West Passports* need to be delivered to the clubs and resorts. They are available after the meeting. There are still three to four months before the raffle. The instructions are inside the booklet. More prizes are still needed to make this project successful. Let's talk to our liaison clubs for donations. From towels, hats and tchotchkes from smaller clubs to tickets to a party, a week-end pass or discount coupons from resorts are welcomed.

**Trustee:**

- It is highly suggested for the Directors to consider *Conflict of Interest* documentation to protect yourselves and the organization. There is a lot of boilerplate language which will exclude board members from voting on anything which could be beneficial to a director personally, for an employer or an entity owned by a voting individual on the Board. The Treasurer will contact the insurance carrier to assure they're satisfied with our coverage (background checks too).

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**5:27 PM ... GOOD OF THE ORDER**

:06:42:59

**President:**

- Thank you to Walt Stephens for the morning Website Workshop. It was very orderly and polite.
- Announcements:
  - The Southern California Naturist Association (SCNA) received an invitation to be the "Man-on-the-Street" from the *Jimmy Kimmel Live!* show.
    - **Director RW's Note:** *The producers called, asking if there are any SCNA members who would take part in the MotS interview where they would be placed with two other people on the street and Jimmy Kimmel must guess which of the three is the nudist (à la To Tell the Truth). One member has already volunteered but the gig may or may not go forward, considering the Coronavirus situation.*

**Treasurer's Note:**

- Some expense checks have been printed, so please obtain them after the meeting; the rest will be available in the morning. Be sure to cash them as soon as possible, there is a sixty-day expiration! If it goes stale, it needs to be voided and re-issued; not good!

**Director RW:**

- Please follow the rules concerning the completion of expense reports. Include mileage, receipts, cost comparisons (if applicable) and any other pertinent documentation.

**Director CK:**

- A set of matching mother-daughter mermaid outfits was presented as a possible *Passport* prize. However, on second thought, the set will instead be taken to the AANR Convention in M<sup>c</sup>Dade TX and placed on auction.

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**5:33 PM PDT ... ADJOURNMENT (by presidential proclamation)**

:06:48:15

Respectfully Submitted,  
*Andy Walden*, Secretary  
AANR Western Region