

PRESIDENT'S REPORT

Larry Deschenes

Well here we are. Covid-19 era has established itself and we here at AANR-East, have adapted. The last meeting was held Via Zoom and our leading the way just as we always have was the catalyst for AANR to do the same for their Convention as well. We had better attendance and more participation at our Regional Assembly via Zoom, than we have had in our face-to-face meetings in years. Second to that, we held all the meetings in just one day. Our expenses for that meeting were in the hundreds rather than thousands thus saving precious dollars. Our January meeting is going to be held in the same manner, via Zoom, thereby saving us money again and keeping people safe during the winter by curtailing travel in winter weather. Although I personally miss the trip to Bob Roche's beautiful White Tail Resort and to see all of you in person but that is the reality we now face due to Covid-19. The next Regional Assembly is currently scheduled for June at White Tail however may be another Zoom Meeting if our respective borders remain closed. We will wait and see what the future brings.

We currently have a pair of volunteers, Lewis and George, working on a total re-vamping of our website. Hopefully we will see a first draft before long. We have talked about this for a long time and it would be good to see action in the future.

This meeting will be one of my last as your regional president; my term of office will end with the Regional Assembly in June 2021. This is the time for those who have thought of serving AANR-East on the Board of Directors or as an officer to consider letting your name stand. The organization exists for you, the members and is run by volunteers. Contact Deb Olevano, Nominations Chair, Mary Fleck, Secretary-Treasurer or any of the board members for more information.

VICE PRESIDENT'S REPORT

Tom Pearce

In 2020 Covid-19 has had a major impact on our physical ability for AANR-East to meet as well as the activity of the clubs in our region. Our president, being from Canada, was unable to cross the border into the US. This prompted me to suggest we hold our annual meeting virtually online via ZOOM. I piloted a proof of concept meeting and provided the pricing background to the board. With support of the board, we were able to hold the AANR-East Summer Meeting using ZOOM meeting. To our delight there was more member participation via this virtual format than we have experienced in recent years with in-person meetings. It appears regardless of whether future annual and mid-winter meetings return to formal in-person gatherings an electronic form of attendance should be seriously considered as well.

For several reasons, President Larry determined he was uncertain of his ability or availability to attend the AANR National meeting and asked me to attend in his stead. Initially we thought the Annual Meeting was going to be held in-person, but as the date drew near, it also was moved to a virtual, online meeting. I therefore did attend the AANR annual membership meeting in Larry's place, as well as the President's online meeting. Fortunately, Larry was also able to attend these virtual meetings as well.

Over the past year I have been participating in a KRA (or committee) focused on updating our AANR-East website. Myself and several other AANR-East members have been actively reviewing and providing suggestions and updates needed on the site. Gloria Waryas has been holding meetings with Charlie Bliss, Connie Pearce, and myself on possible changes and updates for the site. We are looking forward to a new look and feel for our site in the new year, 2021.

I have also been active on the Reddit Group r/nudism, Central Virginia Naturists, Nourist Family Network, and a newly growing Facebook group, "Naturists for a Clothes Free World". I have been actively promoting AANR, AANR-East, and our AANR-East clubs whenever the opportunity arises.

I continue to attend our executive (President, Vice-President, and Secretary/Treasurer) conference calls, our board Communication Calls, complete necessary paperwork related to doing business as AANR-East, and performed the duties of the KRA Coordinator (reported elsewhere). It is a privilege to serve our region and support the cause of body acceptance and family friendly nudism.

SECRETARY/TREASURER'S REPORT

Mary Fleck

As usual, the past year has been busy. Our ruling documents were updated and posted on our web site. They are available for download or a hard copy can be requested from the AANR-East office.

As always all of the submitted written reports are available on our website. If a printed copy is desired, a copy can be requested by email at secretarytreasurer@aanr-east.com or snail mail.

The current status of all of our savings accounts will be available upon request as well as our Capital Assets list, which has not changed since last year.

Since we are experiencing a pandemic, our Summer Meeting was held via ZOOM with a better turnout than we have had for several years with an in-person meeting. Our Interim meeting will be held again via ZOOM, login information is on the schedule.

KEY RESULT AREA COORDINATOR'S REPORT
Tom Pearce

With regard to activity within the KRA groups I personally have nothing to report other than those items mentioned in my Vice President Report.

GOVERNANCE KRA

Judy Turner, Team Leader

Hopefully in 2021 COVID-19 will be in our past, as it has given us numerous challenges. I have checked in with different team leaders. The concerns will be discussed in the correct forums.

As the pandemic has slowed down numerous things in our communities, we are hopeful that the new year will be different and we all will be able to return to a normal.

ANNUAL MEETINGS & FACILITIES

Submitted by Mary Fleck

The 2021 Interim Board Meeting will be conducted via ZOOM. Login information is available on the schedule. Hopefully our Summer Meeting will be held at White Tail Resort, June 21-24, 2021.

INTERNAL ADMINISTRATION

Robert Roche

No written report submitted

LEGISLATION

Submitted by Mary Fleck

There were no motions voted on by the Board since our Summer Meeting. There are 4 motions that will be presented to the Board at our Interim Board Meeting.

All strikethroughs are deletions and underscores are additions.

All 4 proposals are for the Board to consider for placement on the 2021 Ballot since they are amending the AANR-East Bylaws.

PROPOSAL 1: Move to amend Article III section A. 3. of the AANR-East Bylaws to read as follows:

AANR-East members may vote for one (1) AANR-East ~~Member~~ Regional Trustee ~~and seven (7) AANR Club Trustees~~ pursuant to provisions in the AANR Bylaws and Procedure Manual.

PROPOSAL 2: Move to amend Article IV section A. 5. of the AANR-East Bylaws to read as follows:

In the event that an AANR-East Officer or Director shall fail to perform in a satisfactory manner, the individual shall be given notice that contains the specification of the charges being made. The charged individual shall be given ten (10) days advance notice of an in-person hearing by the Board of Directors to discuss the specified charges, at which time the individual so charged shall have an opportunity to present a defense. If the charged individual fails to appear at the

announced meeting, all rights to present a defense are waived and the Board may proceed with making a decision without further restriction. An elected AANR-East Officer or Director can only be removed by a two thirds (2/3) majority vote of the seated members of the AANR-East Board of Directors as defined in Article IV. A. 1. Upon removal the Board shall elect a successor by majority vote to serve until the next AANR-East election with respect to Directors or until the next Regional Assembly with respect to Officers, at which time a successor shall be elected. If the office of ~~Member~~ Regional Trustee becomes vacant, the AANR-East Board will elect someone to fill this position within sixty (60) days, to serve until the next AANR election.

PROPOSAL 3: Move to amend Article IV sections F. and F 4. of the AANR-East Bylaws to read as follows:

- F. In the event of the death, resignation, removal, promotion to higher office or other inability to serve, of any Officer, Director or ~~Member~~ Regional Trustee in the AANR-East, the resulting vacancy shall be filled as follows:
 - 4. Director or ~~Member~~ Regional Trustee - The Board shall elect a successor by majority vote according to the procedure set forth in Section 4.07.00 of the Procedure Manual within sixty (60) days. The successor shall serve the remaining portion of the unexpired term.

The purpose of the above motions is housekeeping since AANR no longer has both club and member trustees – only 1 per region.

PROPOSAL 4: Move to amend Article VII sections A. 1. and A. 3. of the AANR-East Bylaws to read as follows:

- A. Required Meetings
 - 1. The Inboard Meeting shall be held in person, or via a video conference call if necessary as set forth in the Procedure Manual, after the close of the last session of the Regional Assembly and before the close of the Convention.
 - 3. The Outboard Meeting shall be held in person, or via a video conference call if necessary as set forth in the Procedure Manual, before the next Regional Assembly. ~~and at the site of that convention.~~

PURPOSE: To allow video conferencing if the circumstances warrant it.

GOVERNMENT & LEGAL AFFAIRS

Robert Roche & Sandra Cordell

No written report submitted

NOMINATIONS

Submitted by Deborah Olevano

We have 3 incumbent directors. I received replies from Judy Turner who is running again, Deb Olevano is considering running again and Connie Pearce is not running again.

Tom Perce is running again but doesn't know for which position.

ADVOCACY AND ALLIANCES KRA
Judy Turner, Deborah Olevano, Team Leaders

We are hoping COVID-19 will become a thing of the past with the vaccines now being administered. With that in our hopes, the clubs will slowly open up back to a new normal. Which when we know what that might be to find a way to advocate in this “new normal”

Hopefully we will be able to inform clubs about Pickle Ball Central, and the discounts. The plan was to let clubs know about the discounts available when they began to open, unfortunately Covid-19 has messed with that plan. We are presently looking for a different approach to informing the clubs. I have continued to try to reach out to Wilson, without any response. But will continue to reach out to Wilson.

I have also had made contact with White Thorn Lodge, unfortunately with Covid-19 Super Bowl 50 has been postponed, I will continue to reach out and keep in contact as they are hopeful in doing the super bowl in the fall of 2021.

BRAND KRA
Connie Pearce, Team Leader

Due to Covid-19 restrictions during 2020 there has been minimal activity in the Brand KRA. I continue to participate in the efforts to update our AANR-East Website.

MEMBERSHIP/MARKETING

Volunteer needed

PUBLIC RELATIONS

Submitted by Melody Bage

Attendance has been regular at the AANR PR Committee meetings held via the internet by Ronna Krozy, Chairperson.

Progress is being made on several key questions regarding the services AANR can and should provide and reaching the appropriate audiences.

George Oberle has been doing research using Google Analytics to gain insight on exactly who is visiting the AANR website, the number of hits, bounces and returns. He is preparing a full report for presentation at the AANR mid-winter meeting. His ultimate goal is to provide research-based recommendations for a website facelift and social media improvements.

Three additional members of the committee, Matthew McDermott, Timothy Sargent and Evan Nix have developed draft AANR PR Social Media Guidelines. The draft document outlines the policies and guidelines for the use of AANR social media accounts. It defines the content, messaging, platforms and usage of the account to help create a consistent, responsible, and beneficial public voice for AANR and for nude recreation in general.

Both of these initiatives and all reports are in draft format at this time, but we feel we are making good progress at identifying PR challenges and addressing them with an eye toward a younger generation who will lead the organization in the future.

LINKAGE KRA

Submitted by Mary Fleck, KRA Leader

This KRA is a category for the various things that AANR-East offers to our members and clubs. Volunteers are always needed to enhance, expand and improve these areas.

AANR-EAST YOUTH CAMP

Camp was cancelled this past year due to COVID-19. Hopefully we can once again have a youth camp in the summer of 2021.

EDUCATIONAL GRANTS

It is still too early for submissions. Hopefully we will have some in the Spring.

AANR-EAST HISTORIAN/ARCHIVIST

Submitted by Melody Bage

The boxes containing archives and history for AANR-East have been inventoried and a spreadsheet cataloging the contents has been provided for the President.

At this time, a space for the AANR-East Library has not been determined.

Due to Covid-19 restrictions, no additional history has been provided for addition to the existing spreadsheet.

AWARDS

As of this writing, I have not received any submissions.

YOUNG ADULT NUDIST ENHANCEMENT

This was discontinued at the AANR level, so it has gone into limbo in AANR-East.

WEBSITE

Submitted by Gloria Waryas

As all of you know our website has been in need of updating for a long time. I have now acquired a great design person, which is what is needed. If all of you want to see this improvement to our website than it is going to take some work. This may sound somewhat harsh, but the truth is if we don't function as a team, whether it is Directors or other volunteers none of what is necessary will be accomplished.

What is needed for the website:

- 1) 2 LARGE banner images that absolutely scream FUN! If our liaisons can reach out to or directors contact one of their favorite clubs for pictures, perhaps skinny dip, pool images, or something you like even better.
- 2) A few smaller images, but we can also fill these in with stock photos. But our own images would be best. REMEMBER releases
- 3) At least 4 articles from our board

- a. Who are Naturists
 - b. About AANR-East and AANR
 - c. Women to Women
 - d. Perhaps Resort/club of the month
 - e. What AANR does for Naturists
 - f. Articles about Non-Landed Clubs
 - g. Ecosystems-how green naturists are at clubs
- 4) Younger people respond to outings without a membership, i.e. Runs, volleyball, etc.

This is a fairly comprehensive list, however it needs to be done to get the new website up and running. As chair I would like to see this done so we can begin to roll this out in June. This all depends on how dedicated the board is to having a new website.

SOCIAL MEDIA

Submitted by Gloria Waryas

I would first like to start with our Social Media, which includes FaceBook and Twitter. A few years back I put the word out that I needed a social media person to help us with our brand. We were very lucky because we found someone almost instantly. Shannon has been with us for a long time now and in my opinion has done a fantastic job. Having said that our statistics are as follows:

Twitter

AANR-EAST: 17,236 followers
 AANR FL: 11,689
 AANR MW 5,569
 AANR NW 3,066
 AANR SW 893
 AANR-WEST 412

FaceBook

AANR-EAST:7,466
 AANR SW 6,539
 AANR MW 2,349
 AANR FL 1,858
 AANR NW 1,762
 AANR WEST 1,312

These stats were as of December 17, 2020

We should be proud of what we have accomplished and a great big thank you to Shannon.