



## American Canoe Association (ACA) Board of Directors Meeting Minutes

**Date:** 11/18/20

**Location:** Call-In

### Attendance:

Voting Board Members Present: Robin Pope, Trey Knight, John Traendly, Stanton Collins, Adam Joseph, Sam Fowlkes, Lili Colby, Heather Davis Miller, Scott Mann.

Non-voting attendees: C.C. Williams

ACA Staff: Beth Spilman

Quorum is established

### Open: [19:35]

### **Agenda:**

**ED report - moving, election status, NGB bylaw status, member meeting survey results**  
**Budget and finance - approve budget and changes, future plans**

The Board welcomes and introduces themselves to C.C. Williams.

### ED Report:

Beth: Updates on in-progress projects. Middle of December we will be in the new location which will reduce our expenses. YM bot attacks are being resolved but still having issues.

- John explains the issue and why we are dissatisfied with the YM support.

Heather: Working with a work group on diversity and inclusion. Putting together a committed group to have actionable proposals in the near future.

Beth:

- Our insurance coordinator is leaving and we are looking to fill the position.
- We believe we had about 400-500 individuals attend at least one event at the fall conference. Survey responses were very positive.

- Strategic goals include reaching new communities, club support, high performance improvement.
- Discussion on short term Tactical Priorities include replacing Insurance Coordinator and compliance manager, communicating new dues changes with membership, changes to customer facing pages of the website, revamping Quickbooks, bylaws changes, and how to capitalize on momentum from the fall conference.
- After receiving high turnout from the fall conference we are looking to continue to engage these members and looking at options for webinars moving forward.

**Budget & Finance:**

John: Presents Finance Committee suggestions. Recommendations for dues changes presented to the board with notes from previous board discussions.

**Motion to change dues (included in meeting materials) Robin calls a vote**

- **Unanimous approval**

John: Looking at Insurance, we expect it to not be profitable in FY21 since we are still dealing with COVID, however, we expect it to generate profit in a normal year. We expect a marginal increase in membership, reflecting the situation with COVID. Event memberships will be increased from 5 to \$10 to cover overhead, we are losing money at the \$5 rate.

**Motion to approve insurance budget changes(included in meeting materials) Robin calls a vote**

- **Unanimous approval**

John: We have built \$50,000 into the budget for membership support. We are budgeting for an expected \$100,000 in profit and the board should discuss where that money should be applied.

Discussion on what ways to move forward if we do retain a profit include several projects to invest in to grow the ACA and saving to protect from losses should they arise in the future.

Before closing the board offers its appreciation for the service of Sam Fowlkes through his years as an active member and board member of the ACA

**Trey motions; Adam seconds.**

**Meeting was adjourned at [21:15]**

Submitted by,

Stanton Collins  
Secretary  
ACA Board of Directors