



American Canoe Association (ACA) Board of Directors Meeting Minutes

Date: 5/20/2020

Location: Call-In

Attendance:

Voting Board Members Present: Robin Pope, Lili Colby, Bill Micks, Marsh Jones, Stanton Collins, William Irving, Adam Joseph, John Traendly, Sam Fowlkes, Heather Davis

Non-voting attendees: N/A

ACA Staff: Beth Spilman

Quorum is established

Open: [19:35]

Robin Introduces Agenda:

COVID19 Response

Financial Update

Staff Initiatives

Competition Update

Strategic Plan

COVID19 Response

Robin: We are working with our paddlers and instructors to help teach how to operate safely during this time. Shared a document with additional information on class safety.

Beth: I advised our staff not to try and be interpreters of the document but instead to direct members to the document.

Financial Update (P & L sent to board with the slide deck for the meeting)

Beth: We did receive \$95,000 through the PPP loan. The money can be spent in specific ways and needs to be spent by June 12th on only the stipulated areas. I fully expect the loan to be forgiven. The revenue did not

drop as far as we had forecasted in April and we expect to have a positive cash flow through the summer. I skipped a paycheck and took a half paycheck and we have paid those back once the PPP was awarded. We did take a big hit in revenue but we have had a slight uptick in membership recently so I hope our numbers get closer to the benchmarks last year. We have seen a slight dip in new members.

Marsh: Maybe we should further explore suggesting an auto-renew for membership.

Adam: With event memberships in decline maybe now is the time to get rid of them.

Staff Initiatives

Beth: With Rok taking over competition it has really freed me up to focus on other projects. We are looking at the rate of event members being converted to regular members. After measuring the amount of money we are spending on converting event members to full members, we found it to not be at all cost effective. We have stopped sending mail to try converting. We should look at dropping event memberships or raising cost to incentivize people to get full memberships.

Beth: we learned our contract with YM only allows 20,000 records and we have 220,000. We are working on purging unused records.

Looking for ways to cut expenses everywhere in the office (shipping fees, xerox costs, etc.)

We are working on a rollout from SEIC for SafeSport training for instructors.

John is working on additional CMS enhancements. Will be testing new features tomorrow.

Drew Story offered to start helping with our website and will be doing so about 2 times a week.

Competition Update

Beth: Rok is working with external resources and internal resources to help make us more marketable; working on mission and goals/initiatives.

Strategic Plan

Robin: Rok has taken the key terms we came up with in Virginia and has developed those. Made a list of core values and added ideas for the mission statement and our vision. We now need to work on tactics to meet our objectives.

Heather and Adam volunteer for strategic planning committee with Rok.

Beth to help Lili with 140th anniversary event.

Robin: We need to start thinking about how to plan for our October meeting taking COVID into consideration. We also need to work on recruiting.

Trey volunteers for the Nominating Committee.

Lili: We should schedule a special meeting in June to talk about board recruiting more specifically.

Sam moves to close and Trey Knight seconded

Meeting was adjourned at [20:51]

Submitted by,

Stanton Collins

Secretary

ACA Board of Directors