

## Minutes – ACA Board Meeting 16 March 2022

In attendance: Beth Spilman (ED), Robin Pope (Chair), Jerry Dunne (Vice Chair), Scott Mann (Slalom Athlete Representative), Suzanne Britt (Treasurer), Thom Crocket (Sprint Athlete Representative), Risa Shimoda, Pam Dillon, Rainey Hoffman, Dave Lumian, Brandon Slate, Anna Levesque (SEIC Chair)

Excused: Sarah Bahn, Jack Wallace (Para-Athlete Representative), CC Williams (Secretary)

Guests: Andrea White (State Directors), John Kells (Sugar Island)

Meeting opened at 2002.

Mr. Pope welcomed guests. Motion called to approve minutes from February; approval made by acclamation without opposition.

The meeting then turned to the Executive Directors report. Ms. Spilman noted:

- Two new staff members joined the office. Lily Otu will be leading our DEI efforts and Kaycee Maas will be working in a communications and outreach role. Please welcome both of them to the ACA's staff.
- Elections for Competition Committees are underway. Freestyle has been completed; Sprint and Slalom are in progress; other ICF disciplines will hold elections shortly.
- Annual insurance premiums have been paid. Ms. Dillon asked for additional details.
  - ACA has two overarching insurance policies; one for recreation and one for competition.
  - Base coverage is \$1M, with a secondary \$4M umbrella policy.
  - Recreation includes Director and Officer insurance and business insurance.
  - Competition adds abuse and molestation coverage.
  - Any coverage for participants is secondary to their own; insurance is intended to protect the ACA and those representing the ACA
- Financially, we are doing well. Revenue is \$36K above budget whereas expenses are \$17K below budget.
- Individual memberships are increasing (currently 15,130) as are club membership (currently 349).
- Instructor and IT/ITE numbers have decreased (12.5% and 9%, respectively). During Covid, all instructors, ITs and ITEs were granted a one-year certification extension, and the decrease is believed to be due to normal attrition compounded over two years.

Ms. Shimoda and Ms. Spillman reported on DEI issues.

- ACA's recent demographic survey has had about 1300 respondents, nearly 10% of our membership. Respondent demographics were:
  - 63% male, 35% female, 2% identifying as non-binary or not identifying
  - 88% White, 4% Black, 2% Lantinx, 5% preferred not to say
- 50 groups applied for the LL Bean DEI grants, 9 groups were chosen. \$16,025 was distributed. This was 2x more applications than we've seen in previous years.
- Mellon grants are being awarded for DEI Leadership. Several organizations, including Yonkers Canoe Club, have applied.

Ms. Levesque next gave an overview of recent SEIC activity.

- A third-party review of ACA's curriculum is underway. Results are expected in a few months. Part of the review will be consideration of "who is ACA's customer base? How do we best serve them?"
- Planning for an upcoming ITE conference, to be held in the fall of 2022, is underway.
- The Spring 2022 SEIC meeting will be held on 19 March 2022; motions from that meeting will be presented for approval during the April Board call.
- Ms. Dillon asked about ACA's participation at IBWSS; we did not send anyone this year and were missed. Next year, we'll make an effort to send staff to both IBWSS and NASBLA.

Mr. Dunne next discussed activity by Divisions and other regional groups.

- He will be meeting with representatives of the State Directors to examine how to integrate Properties, Divisions, State Directors, and clubs into a regional activity group.
- Hopefully, a fully integrated group representing regional activity will take a burden off ACA's staff and better coordinate activities on local and regional levels.
- Ms. White noted that a proposal to create a Regional Activity Council was presented to several Board members last year. However, that proposal did not include specific bylaw wording for implementation, and did not address the impact on Divisions.

Ms. Dillon then gave an overview of the Strategic Planning process she is leading.

- The process started with a survey of participants, looking at ACA's strengths, weaknesses and opportunities in several different areas.
- The work group, including a range of current ACA constituencies, will use this along with data from our 2020 survey and a review of strategic plans from other organizations, to create a draft plan.
- She anticipates wide outside review of the draft once completed.
- Mr. Pope expressed appreciation for Ms. Dillon's expertise in this area, and her willingness to lead the process.
- Discussion followed on the importance of setting and communicating a clear vision for the organization – without that vision, there's a void that can be filled by any individual's personal vision.

Following this, the Board moved into closed session to discuss personnel and business strategy issues. After approximately 30 minutes of discussion, the Board returned to open session.

Mr. Pope noted that an angling program will be discussed at the upcoming SEIC meeting and asked for support of Mr. Geoff Lockett as the Board representative to SEIC for March 2022 meeting. He was approved by acclamation, without dissent.

The meeting closed at approximately 9:45 ET. The next scheduled meeting will be April 20, 2022.

Minutes submitted by Robin Pope, Board Chair