



ACA | Canoe - Kayak - SUP - Raft - Rescue

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American Canoe Association Board of Directors

Meeting Minutes

Date: Wednesday, February 17, 2021

Location: Virtual

In Attendance:

Voting Members:

Heather Davis Miller

Scott Mann

Lili Colby

John Traendly

C.C. Williams

Robin Pope

Adam Joseph

Non-voting attendees: None

ACA Staff: Beth Spillman

Call to Order

- The meeting was called to order at 8:05 PM by Robin Pope, Board Chair
- A quorum was established with 7 of 12 voting members present.

Secretary's Report

- Minutes were presented by C.C. Williams
- John - Motion to approve, Lili - Second
- Vote to approve minutes as presented - Yes: 6, No: 0, Abstention: 1

Executive Director's Report

- Beth - Review of PowerPoint Slides
 - On Boarding of New Directors
 - Beth reviewed general requirements for new board members. The background check must be kept updated for all board members. Will also be distributing a conflict of interest declaration at our next meeting.
 - Budget Tracking
 - BOD approved budget in October. Spent time looking at seasonality of income and getting the numbers into a more usable, monthly format.

- When we get money in the door, it's usually a donation for a specific purpose, whereas the grants from USOPC/USCG are more pass through expenses for specific projects, and then there are the operating dollar which are mostly member dues.
- Adam - The USOPC COVID money is different from the athlete money?
- Beth - In late 2020 the USPOC realized that many of the athletes were suffering due to COVID related reductions. Athletes could apply for stipend. 6 or 8 of our athletes got one of these stipends. A week before Thanksgiving I got a call from USPOC that we were going to get \$34,000 from the USPOC (50% for High Performance and 50% undesignated funds)
- Robin - Under budget expenses (62150) line item for outside contract services. It was 400% over budget on a \$6,000 line item?
- Beth - That may be a "bucket issue" than a dollar amount.
- Cash & Other Assets
 - What are all the buckets of cash/ assets we have and what are the restrictions on those buckets, and how liquid are they?
 - Lili - I feel like if we have a more comfortable margin, can we discuss investing in staff or other ways?
 - Beth - We did project growth in memberships for 2021, but we won't know for sure for another month or so. The budget included \$100,000 in incremental expenditures from last year. And the budget also projected a profit of another \$100,000 in increases in member dues.
 - Adam - Are we in the position now to look at the total committed & uncommitted available funds for the next 12 months and discuss how we would allocate them? It seems like now we have a better understanding of how much money we have and what our options are for investing.
- Membership Trends
 - Beth - I do think a lot of these numbers are a timing issue.
 - Robin - I look at these numbers and I'm actually very happy. I expected a much larger, 20-30% drop.
 - Beth - Other similar organizations have seen drops in membership like 20-30%.
- "Investment" Opportunities
 - Beth - Plan would be to put some costs to these before the next BOD meeting. I will flesh these out some more prior to our next meeting.
 - DEI - We are committed to continuing our work on that. We have committed our LL Bean money to that this year. Duke Energy is going to donate some money to facilitate Instructor Certifications for underserved populations in Western North Carolina. We also have the proposal from the DEI workgroup to consider.
 - Paddling League - Could be as much as a 100K investment.
 - Community Engagement Position
 - Social Media Marketing Campaign - When I first got to ACA I spoke with a few marketing firms. Their response was to hold off until we got the website updated. The website is getting closer to the point where we could look at this again. Good thing is that we can tune this up and down and get good metrics on whether or not it's working.
 - Repackage Paddlesports Safety Facilitator Course to drive membership? One of our grant proposals to the USCG this year was to turn this into a digital, multimedia course. Do we need to reorient our marketing and digital efforts to

more entry level, recreational paddlers? The BCU has a similar program that could be a good model for us to follow.

- Adam - Specific to items 2 & 3, do these give us an opportunity to access some of the restricted funds? This should have an impact on how much and where we choose to invest.
- Beth - This issue continues to come up, "What is a restriction?" The donors put the restrictions on the funds. The Dave Kurtz money is in a little bit of a gray area. He wanted to use the money to generate interest in youth paddling. The money from the donor Marsh worked with is meant to help fund clubs with equipment purchases.
- Robin - Marsh has said that that money is to be used for new sprint clubs and only used for equipment. We still need to work with him to finalize the donors intent.
- Adam - For any of these it should be our intention to honor the spirit of the money. We may want to circle back, with Dave Kurtz for example, to explain how we plan to spend the money. The benefit for us being a little bit vague is that we go back and discuss what the best investment options are for that money based on the best use and the intention of the donation.
- Heather - Really the DEI proposal proposed two different things - the DEI committee and a paddlesports initiative. The paddlesports initiative would be focused on increasing racial diversity in paddling. Gerry James has proposed to provide support to the ACA for fundraising and work with us at the board level to help us determine our priorities with regard to this DEI work.
- Lili - How much did we finally raise with the campaign?
- Heather - We raised around \$10,000. We are still waiting to hear back from Facebook about how much their match would have been.
- Lili - We do have that money earmarked?
- Beth - Yes, we do.
- Robin - To summarize, we have \$10,000 from the fundraising campaign, \$13,500 from LL Bean Grant, and \$1,500 from Duke Energy (dedicated to western NC) all already earmarked for the DEI Initiative.
- Robin - So everyone is aware. We provided a certificate of appreciation and recognition to Duke Energy for providing water for river releases. This presented us with the opportunity to have the conversation that got us the \$1,500.
- C.C. & Heather - Both may have connections with Duke energy to continue working with them.

Old Business

- On-boarding for new Directors - Beth
 - Covered in Executive Director Slides discussion.
- DEI Workgroup proposal - Heather
 - Discussion of creation DEI Board Committee
 - Robin - Heather do you think you could summarize a couple of key priorities out of that proposal that you or the workgroup think the board should focus on?
 - Heather - I think the idea of what the priorities might be, I think the workgroup thought that that might be a task the committee takes on.
 - Robin - How many Board members would you like to have?

- Heather - 2
- Scott- Motion to form an Ad Hoc DEI Subcommittee of the Board of Directors.
- Adam - Seconded the motion
- Vote - Yes: 7, No: 0, Abstentions: 0

New Business

- Discussion of tactical priorities for 2021 - Beth
 - Discussed during Executive Director Report
- Changes to Ted Stevens Act and implications for the ACA - Robin
 - Robin - There are a few things that we have to do if we are going to continue as NGB.
 - 1 - The Executive Committee would no longer exist. For the ACA this committee was really formed when we were doing much more by mail and phone. We haven't really used this for years, so this wouldn't be a big change.
 - 2 - Required athlete representation up to 33.3% from 20% on all governance committees. This is an issue because we only have about 50 people that would fit into this category, but we could work through this to meet this requirement.
 - 3 - The USPOC and Rok would like us to consider the size, makeup and roles on the board. Currently we are a representative board membership, where most board members represent specific constituencies of our membership. The USOPC presentation on these changes specifically mentions having a constituency groups represented on the board.. The other option is to try to get more of a professional board that takes a higher level view of the organization. We don't have to decide these changes tonight but these changes will be a topic of discussion at our next meeting.
 - Beth - Right now if you look at the Bylaws, some of the roles are stipulated already. Bylaws changes will be required. We need to consider what do we want the board conceptually to look like? This conversation leads directly to what we want the board committees to look like in terms of their focus and membership. We do have an attorney and funding from the USOPC to pay for the righting and changes to the bylaws.
 - Robin - The USOPC emphasizes that the board committees should report to the board but not be made up entirely of board members. We have to have this completed by the end of 2021. I'll make a commitment to send out a few different options by this Sunday.
 - Discussion regarding asking staff members to participate in a brainstorming session on strategic and tactical priorities and possible financial investments in programs/initiatives. Group agreed to schedule time for this request at the next board meeting.
 - Adam - Let's be very clear about what portion of these funds do we really want to invest now, versus holding funds to use over the next few years when grants or operating funds may be more limited.

Additional Comments

- None

Adjournment

- Scott - Made a motion to adjourn
- Lili - Seconded motion to adjourn
- Vote - Yes: 7, No: 0

Respectfully submitted,

C.C. Williams
Board Secretary