



SEIC MEETING MINUTES

16 August 2021

Meeting Details

Topic: SEIC Summer Meeting

Time: 16 August 2021 07:00 PM Eastern Time (US and Canada)

Venue: Zoom

Meeting Agenda

- Proposed ACA Bylaw changes related to our **NGB status**, a Board restructuring, a Local Activities Council and other changes important to the future of the instructor community and the ACA. Also discussed will be funding and staffing proposals, i.e. how best to invest your dues.
- A new online process for **submitting and evaluating motions** that will hopefully make our Fall and Winter meetings more productive and allow more time to discuss issues beyond committee updates and motions.

Background information on both items forwarded to SEIC members prior to the meeting.

- **Fall SEIC Meeting** – The upcoming fall meeting will be similar in format to our recent full day meetings. It will be a virtual meeting held on Saturday, October 30, 2021 beginning at 9:00 am EDT and ending at 5:00 pm EDT. Lydia and Kelsey will be sending additional information regarding the submission of suggested agenda items, committee reports, motions and discipline committee meeting requests. Beth Spilman will be sending information regarding the Annual Membership meeting.

Attendees

John Traendly <i>SEIC Chair</i>	John Browning <i>SEIC Vice Chair</i>	Trey Knight <i>SEIC Past Chair</i>	Lydia Wing <i>SEIC Secretary</i>
Anna Levesque <i>SUP Chair</i>	Trey Rouss <i>RKC Chair</i>	Jeff Atkins <i>IPC Chair</i>	Matt Murphy <i>Surfski Chair</i>
Ashely Brown <i>CKC Chair</i>	Elisha McArthur <i>Rafting Chair</i>	Lynn Dominguez <i>Canoe Touring Chair</i>	Ge Wu <i>International Representative</i>
Ben Morton <i>At-Large Member</i>		Robin Pope* <i>Board of Directors Chair</i>	Kelsey Bracewell* <i>SEI Manager</i>

* indicates non-voting member

Called to Order: 7:05p

Roll Call - Members present as noted above and indicated on [Attendance and Voting form](#).

- Quorum is achieved: 14 of 18 voting members present (8 is quorum)
-

Chair Introduction

- This meeting is helping to achieve this council's expressed desire to meet more frequently; this is our third of four projected meetings for this year.
 - Review of meeting decorum: please raise hand for questions; Secretary will help moderate those with questions/input.
-

MEETING MINUTES

NGB Motion Briefing (presentation) – John Traendly

This update was supplemented with a presentation that is available for review in the appendix.

- New congressional mandate has increased requirements for athlete representation from 20% to 33%
 - Should the ACA change its operating procedures and bylaws to comply with the congressional mandate?

Questions / Comments

- Robin Pope shares that after speaking with USOPC representation in the last week, it is not clear what they would do if the ACA takes no action on this issue; a thoughtful plan from the ACA on a path forward could be attractive to the USOPC.
- Members present request more information regarding budget projections and specifics from the pro-NGB team. Some discussion is had regarding the importance of marketing and fundraising to support organizational growth and members contemplate various staff positions that could be added to the ACA's office as a result of increased available funds.
- John Traendly notes that while considering updates to the Bylaws, work with the State Directors has led to the suggestion of creating a Local Activities Council. The State Directors would be elevated to be included in the Bylaws and would become a Council at the same level as SEIC and Competition Council under the Board of Directors. This also includes a seat at the Board.
 - Three parts of the "pie:" Competition, SEIC (instructor community), Local Activities Council (looks after local paddling clubs, stewardship, and membership)* *new addition via Bylaws*
 - Moving on from NGB status would not mean not focusing on competition; the Competition Council would support and focus on local, regional, and national

competitions that do not depend on being an NGB and does not focus solely on elite athletes.

Friendly Amendment to revise current draft regarding Nominating Committee representation:

- Current Bylaws - one Division representative, one Elite Athlete and three presidential appointees
- Revised Bylaws - At-Large Director, Independent Director and three presidential appointees.
- Friendly Amendment - One representative from each Council, one Independent Director and one presidential appointee.

The Friendly Amendment is accepted by members present without opposition or discussion.

Summary Points Regarding Voting & Next Steps

The goal for this meeting is to ¹promote transparency through the sharing of information and ²ensure there is at least one option for the membership to vote on that represents an independent ACA as there will likely be other options for the membership to vote on. Approving a motion (via SEIC vote) that would support an independent ACA will allow this option to be considered at the Board level for the membership to vote on during and/or ahead of the General Membership meeting.

Turnout of the membership during the vote will be critical. Only 305 members of ~15,000 members voted in the last vote to become an NGB.

Questions / Comments

Members present request more information regarding the nature of the pro-NGB plan, and John Traendly indicates that a document from this team is available for review in a detailed analysis ([ACA NGB Status Analysis v5](#)).* Discussion is had regarding the importance of evenly and objectively informing the membership of all options regarding NGB status as well as strategies to inform and engage the membership in both discussion and eventual vote on the issue.

**Shared with the SEIC on 23 August 2021.*

Motion A: Proposed amendments to Bylaws for Board consideration.

- Friendly Amendment to proposed Nominating Committee representation: One representative from each Council, one Independent Director and one presidential appointee.
 - Vote to present amendments to Bylaws to the board passes unanimously, 14 of 14; see [Attendance and Voting Record](#).
-

- John Traendly offers additional context to proposed amendments to the Bylaws, including recommendations regarding staffing needs and suggestions. Discussion is had regarding the origins of these proposed staff functions, and some members express a desire for a fourth staff position to be proposed or a reworking of the proposed positions to include a dedicated DEI staff member. Members present agree to further consider the details of this proposal and provide feedback with request for a vote on specifics in a few weeks to ensure that the SEIC has the opportunity to offer input on any staffing decisions made by the Board. (**Action Item**)

Motion B: Develop and approve staffing recommendations through motion proposal for Board consideration (if no longer an NGB).

- *This vote is tabled; John Traendly will draft an updated proposal with inclusion of alternative positions/staff functions for consideration by the SEIC.*
-

Motion C: Use of excess funding (after funding new staff positions) to be allocated to additional projects.

- *This vote is tabled; a call for feedback is made for this proposal that will be amended after excess funding is reappropriated to accommodate a fourth staff position dedicated to DEI work.*
-

Members present are called to offer considerations for Board positions as voting will take place for the coming cycle. Any candidates interested in serving should be submitted to the Nominations Committee.

CMS Meeting and Motion Procedures Briefing (presentation) – John Traendly

This update was supplemented with a presentation that is available for review in the appendix.

- Review of what is going to be possible in CMS regarding motion submission and discussion
- Submission requirements will help streamline pre-meeting document assembly as well as meeting discussions
- Virtual training sessions will be available

Members present voice no opposition to this new procedure, though no formal vote is taken to approve it.

Questions / Comments

- Members present request more information regarding the timeline for use of this new platform; the Executive Committee indicates that there are currently no plans to deviate from requirements set forth in Bylaws, but some flexibility may be in order.
 - Submission Deadline: 15 September
 - Distribution Deadline: 30 September
 - Some concern over limiting motion discussion during voting is expressed, particularly with how such limitations regarding “no new questions” could inhibit organic, constructive conversations. Trey Knight explains that members will be able to host independent conversations via Zoom, Slack that will allow for this kind of conversation outside of the meeting, and John Traendly offers to amend this language to read “discourage” while noting that the point of this adjustment is to inspire conversation offline so as to encourage more efficient meeting time during SEIC meetings. (**Action Item**)
 - Executive Committee to remain focused on development to support this roll out so that it can be used in advance of the 30 October Fall SEIC meeting.
-

Meeting Adjourned: 9:48p

SEIC Voting and Attendance Register - 16 August 2021 (virtual)

SEIC Board - Voting Members	Name	Attending / Alternate?	Motion A	Motion B	Motion C	Motion D	Motion E
Chair	John Traendly	Present	Y				
Vice Chair	John Browning	present	Y				
Secretary	Lydia Wing	Present	Y				
Past Chair	Trey Knight	Present	Y				
Introduction to Paddling Chair	Jeff Atkins	Present	Y				
Universal Paddling Chair	Crystal Skahan						
Canoe Touring Chair	Lynn Dominguez	present	Y				
Coastal Kayaking Chair	Ashley Brown	present	Y				
Prone Paddling Chair	Adam Masters						
Rafting Chair	Elisha Lynn McArthur	Present	Y				
River Canoeing Chair	Mike Aronoff						
River Kayaking Chair	Trey Rouss	Present	Y				
Safety & Rescue Chair	Sam Fowlkes						
Stand Up Paddleboard Chair	Anna Levesque	Present	Y				
Surfski Chair	Matthew Murphy	Present	Y				
Surf Kayaking Chair	<i>Vacant</i>						
Board of Directors Appointment	<i>Vacant</i>	<i>n/a</i>					
SEIC Chair Appointment	<i>Vacant</i>	<i>n/a</i>					
International Representative	Ge Wu	present	Y				
International Representative	Sandra De Ugarte						
At-Large Member	Ben Morton	<i>Present</i>	Y				
At-Large Member	Dale Williams	present	Y				
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					
Engaged Athlete Representative	<i>Vacant</i>	<i>n/a</i>					

*Join via conference call (all virtual)

**Unable to join call

For (Y) >>>

Opposed (O) >>>

Abstaining (A) >>>

Result >>>

14	0	0	0	0	Y
0	0	0	0	0	O
0	0	0	0	0	A
Pass					

SEIC Operating Procedures a/o 3/3/2019

E. The voting members of the SEIC Board may consist of a:

- Chair
- Vice Chair
- Secretary
- Immediate Past Chair
- one(1) National Board of Director appointed by the ACA National Board President
- one(1) appointment by the SEIC Board Chair
- two(2) International Representatives
- two(2) At-Large members
- six(6) Actively Engaged Athlete Representatives (ACA Board Policy ATH-001: Athlete Representative Classifications)
- the Chair of each Discipline Committee

Quorum Determination

A Quorum shall be 40% of filled voting members.

Voting positions = 28

Filled voting positions = 19

Voting members present = 14

Quorum = 8

n/a = position not filled

n/p = not present at the time of the vote



National Governing Body Briefing (NGB)

Safety, Education and Instruction Council

August 16, 2021

Education. Recreation. Stewardship. Exploration. Competition.



New Congressional Mandate

SEIC NGB Briefing

Ted Stevens Olympic and Amateur Sports Act, adopted in 1998

- Chartered the U.S. Olympic Committee (USOC), now the U.S. Olympic and Paralympic Committee (USOPC).
- The USOPC charters National Governing Bodies (NGBs) including the ACA.

Empowering Olympic, Paralympic, and Amateur Athletes Act, amendment adopted in 2020.

- Athlete representation on NGB Designated Committees, including the Board of Directors and key Board Committees, must be increased from 20% to 33.3% by the end of 2021.
- The definition of “qualifying Athletes” (i.e. Actively Engaged Athletes) must comply with the definitions provided in the USOPC bylaws. Currently, the ACA has 50 - 100 members who qualify as Actively Engaged Athletes.

The issues the ACA needs to consider go beyond governance.



Decision

SEIC NGB Briefing

Should we change our bylaws and operating procedures to comply with the latest congressional mandate?

- Bylaws can only be changed by a vote of the membership.
- The Board determines the options the membership is allowed to consider.
- The Board has not yet determined the options, but they may include:
 - Change the bylaws and continue as an NGB
 - Change the bylaws and relinquish NGB status
 - Take no action (very unlikely, but an important point in understanding the process)



Challenges of Remaining an NGB

SEIC NGB Briefing

- Board Representation - 1/3 elected by 0.5% of members. Representation also includes Directors with competition backgrounds.
- Funding - estimated incremental cost of competition plan is \$700,000 by FY26.
- Fund raising - NGB Directors are typically significant donors and recruit sponsors.
 - With one exception, average director donations have been \$200.
 - The ACA has no sponsors since becoming an NGB.
- Risk - There could be additional congressional mandates in the future.
- High Performance Leadership - current GM working without compensation, not sustainable.
- Staff commitment - NGB support requires a significant staff commitment.
- SafeSport - The training by itself can be helpful, but as an NGB the SafeSport Center has jurisdiction over:
 - Sexual misconduct cases (original scope)
 - Emotional and physical misconduct - definitions not yet unclear
 - Local affiliated organizations - jurisdiction could be expanded to include PAC's



Expectations

SEIC NGB Briefing

What we were told in 2017 when asked to vote in favor of NGB status:

Expectation: membership growth	Actual: 12% decline in domestic membership
Expectation: net profit	Actual: funding shortfalls, \$50,000 in FY21
Sponsors: growth in sponsorships	Actual: no sponsors
Councils (SEIC): no impact	Actual: 20% elite athlete representation
Governance: SEIC like model	Actual: dysfunctional competition committees

In an early 2020 membership survey, 4.4% of respondents indicated that competition should be the ACA's first or second mission.



Recommendation - NGB

SEIC NGB Briefing

- Relinquish role as a National Governing Body (NGB).
- Work with the USOPC on next steps.
- Provide administrative support for transitioning the NGB to an independent entity, if requested.
- Investigate cooperative opportunities between an independent ACA and a new paddling NGB.
 - Independent leadership
 - Independent funding
 - Services offered to the NGB at cost plus
 - Discounted joint memberships
 - Progressions for talented athletes



NGB Success Stories

SEIC NGB Briefing

There are several recent NGB additions to the Olympics that could be emulated by a new paddling NGB.

- USA Climbing, [link](#) - 2019 revenue \$3.9 million, Prudential Financial partnership, four member Olympic team, one silver medal
- USA Surfing, [link](#) - 2019 revenue \$805K (62% increase over 2018), 21 sponsors, four member Olympic team, one gold medal
- USA Skateboarding, [link](#) - 5 partners, 12 member Olympic team, two bronze medals

They all have the following in common:

- An “athlete first” business model and culture
- A youth oriented demographic
- Strong, dedicated leadership
- Compelling, focused branding



Local Activities Council

SEIC NGB Briefing

The revised Bylaws includes a new council that reflects, as closely as possible, a proposal drafted by the State Directors.

- The State Director program is elevated to become an official part of the Bylaws.
- Includes a seat on the Board.
- States organized into eight regions with representatives making up the Local Activities Council.
- Responsibilities include support for local paddling clubs, stewardship and membership growth.



Other Bylaws Changes

SEIC NGB Briefing

Competition Council - restructured to focus on local, regional and national competitions that do not depend on being an NGB.

Nominating Committee - consider a friendly amendment on committee representation.

- Current Bylaws - one Division representative, one Elite Athlete and three presidential appointees
- Revised Bylaws - At-Large Director, Independent Director and three presidential appointees
- Friendly Amendment - One representative from each Council, one Independent Director and one presidential appointee



As we make an NGB decision, we should also consider the following:

- During the 3.6 year period since becoming an NGB, our total membership declined by 729 or about 5%. At the same time, the paddling market grew dramatically. If recent trends continued, the market growth during the period was half a million new paddlers each year.
- COVID did have an impact on membership during 2020 and early 2021. ACA membership was down by 626 members from February 1, 2020 to July 31, 2021. However, membership growth was down before COVID became an issue. To understand our lack of growth, the ACA needs to look beyond COVID.

Recommendation - Staffing

SEIC NGB Briefing

The proposed, fully funded staffing plan if no longer an NGB:

- Executive Director (*Beth Spilman*)
- Marketing and Business Development Director (***new position***)
- SEI Department Director (*Kelsey Bracewell*)
- Accounting Manager (*Emma Walter*)
- Stewardship (*Brett Mayer*)
- Grant and Fundraising Coordinator (*Richard Lauridsen*)
- Membership Coordinator (*Michelle Flynn*)
- Local Activities Coordinator (***new position***)
- Project Manager (***new position***)

Volunteers alone are not sufficient to meet our goals.



Recommendation - Funding

SEIC NGB Briefing

Beyond additional staffing, the dues increases can also provide funding:

- To work with local clubs on instruction, safety, stewardship and competition initiatives
- To support DEI related projects
- For language translation fees and non-USD membership payment options



Recommendation – Board of Directors

SEIC NGB Briefing

In keeping with the NGB recommendation and other Bylaw changes, the Board would be restructured as follows:

- At large directors - 4 with voting privileges (2 of whom must be instructors)
- Independent directors - 4 with voting privileges
- SEIC Chair - 1 with voting privileges
- Competition Council Chair - 1 with voting privileges
- Local Activities Council Chair – 1 with voting privileges
- Immediate Past President - 1 with voting privileges
- Executive Director - 1 non-voting position



Issues Recap

SEIC NGB Briefing

- Governance - elite athletes and competition advocates could assume a disproportionate role in governing the ACA.
- Funding - competition funding requirements could overwhelm available resources.
- Distractions - a lack of focus could continue the downward trend in membership.
- Staff - limited staffing support for 96% of membership.
- Risk - future congressional mandates could make matters worse.
- Liabilities - SafeSport/NGB oversight of instructors and clubs.



What's Next?

SEIC NGB Briefing

Now

- Approve “Independent ACA” motion and forward to the Board.
- Share the facts with as many members as possible.
- Emphasize the importance of all members voting - turnout is essential.

Soon

- Develop and approve a staffing recommendation motion for Board consideration.
- Develop and approve a funding recommendation motion for Board consideration.
- Nominate candidates for the Board who understand who we are, what we do and are committed to the success of all of our missions.



Questions?



CMS Meeting and Motion Briefing

Safety, Education and Instruction Council

August 16, 2021

Education. Recreation. Stewardship. Exploration. Competition.



New CMS Features

CMS Meeting and Motion Briefing

The new CMS features in support of meetings and motions include:

- Setting up meetings online
- Adding agendas online
- Submitting committee reports online
- Submitting motions online, including attachments
- Discussing motions online including comments, concerns, questions and answers via linked Slack channels
- Recording of motion voting results online
- Tracking of all updates and history online

Benefits

CMS Meeting and Motion Briefing

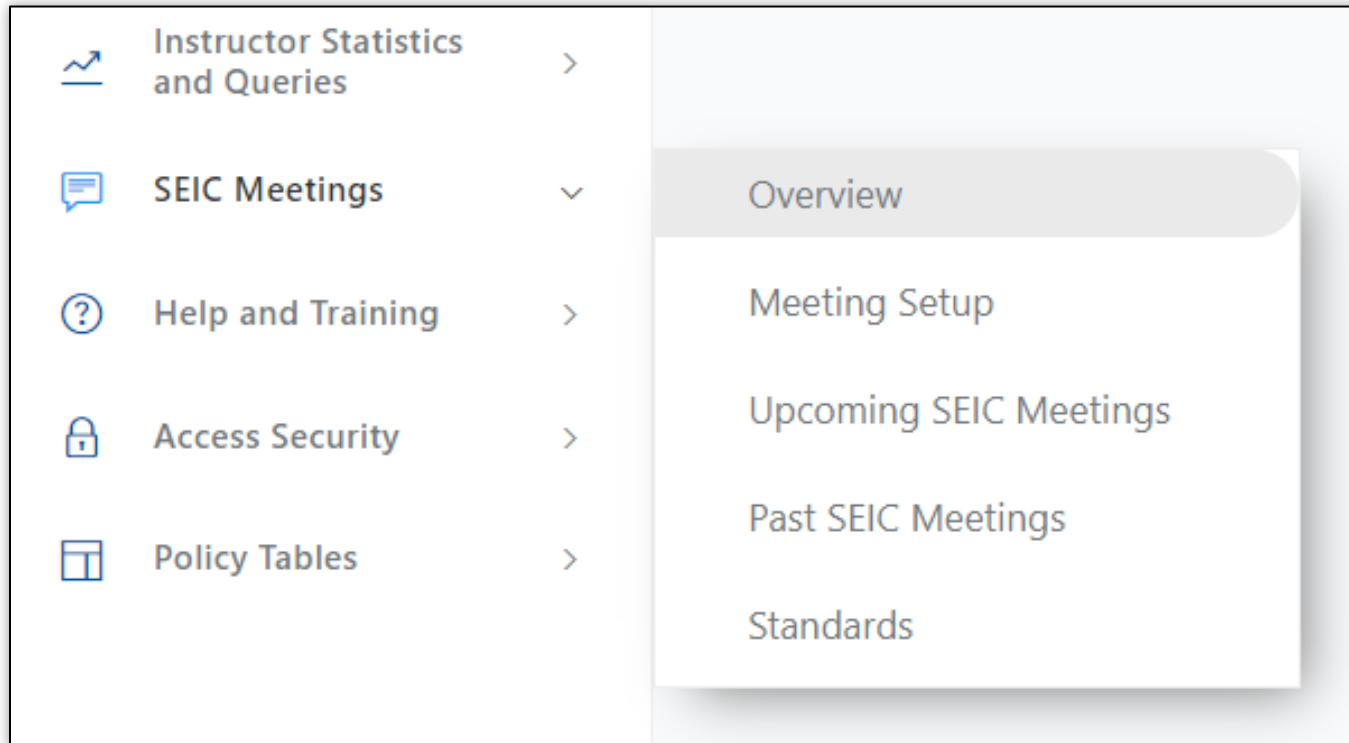
The anticipated benefits from the new features include:

- Expanding the time available for SEIC members to review motions, ask questions and evaluate comments by others.
- Providing motion authors with more time to review SEIC comments, research questions, clarify impacts and explain benefits.
- Freeing up time during SEIC meetings to discuss initiatives that are important to the future of the ACA and instructor community.
- Improving meeting record keeping and the availability of historical information with less manual effort.



Addition to Menu

CMS Meeting and Motion Briefing



Meeting Setup

CMS Meeting and Motion Briefing

This form is used to create and edit SEIC Meetings.

Date Created *	08/14/2021	Date Last Modified *	08/15/2021
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Meeting Name *	Winter 2022		
Meeting Start Date *	02/26/2022	Meeting End Date *	02/26/2022
Meeting Start Time *	12:00 AM	Meeting End Time *	12:00 AM
Motions Open Date *	01/12/2022	Motions Close Date *	01/27/2022
Late Motion Open Date *	01/28/2022	Late Motion Close Date *	02/19/2022
Committee Report Open Date *	01/12/2022	Committee Report Close Date *	02/19/2022

Motion Types Allowed

Policy ✕

Curricula ✕

Type here to search

Agenda	Not available yet	<input checked="" type="radio"/> Insert Link to File	<input type="radio"/> Upload File
Virtual Meeting Link	Not available yet		
Virtual Meeting Details	Add Virtual Meeting Details		
Link to Voting Sheet	Not available yet	<input checked="" type="radio"/> Insert Link to File	<input type="radio"/> Upload File
Recording Link	Not available yet	<input checked="" type="radio"/> Insert Link to File	<input type="radio"/> Upload File
Meeting Minutes Link	Not available yet	<input checked="" type="radio"/> Insert Link to File	<input type="radio"/> Upload File

Save

View Motions

Exit



Adding a Motion to a Meeting

CMS Meeting and Motion Briefing

Below are the details for this SEIC meeting.

Meeting Start Date *	02/26/2022	Meeting End Date *	02/26/2022
Motions Open Date *	01/12/2022	Motions Close Date *	01/27/2022
Late Motion Open Date *	01/28/2022	Late Motion Close Date *	02/19/2022
Committee Report Open Date *	01/12/2022	Committee Report Close Date *	02/19/2022

Motions:

Show 10 entries

Search:

Reference	Name	Submitted By	Submitted On	Last Updated	Status	Actions
No motions have been submitted						

Showing 0 to 0 of 0 motions

Previous Next

Add Motion +

Edit Meeting

Exit



Adding Motion Content and Attachments

CMS Meeting and Motion Briefing

SEIC Winter 2022 Meeting - Motion 2022-02-02

This form is used to create and edit SEIC policy recommendations.

Meeting	Winter 2022	Meeting End Date *	02/26/2022
Meeting Start Date *	02/26/2022	Motions Close Date *	01/27/2022
Motions Open Date *	01/12/2022	Late Motion Close Date *	02/19/2022
Late Motion Open Date *	01/28/2022	Committee Report Close Date *	02/19/2022
Committee Report Open Date *	01/12/2022		

Submission Date	08/15/2021	Last Updated Date	08/15/2021
Motion Reference	2022-02-02		
Owner Member Number *	10801676	Owner Member Name	John Traendly

Motion Title *
Candidate Evaluation Comments

Motion Discipline *
SEIC Exec Comm

Person/Entity making recommendation (Individual, Discipline Committee, etc.) *
SEIC Executive Committee

Wording of the Motion - Enter the exact wording of the motion being proposed in the text box provided. Unless otherwise amended, this language will be the official language of the motion. *

Replace the current optional comments section at the end of the candidate evaluation forms in the CMS with the following three required sections:

- ☐ Areas of Proficiency
- ☐ Areas Needing Improvement
- ☐ General Observations

Need for Change - Enter a brief statement pertaining to why this motion is necessary in the text box provided. Include any relevant background information. *

A review of some recent candidate evaluations indicates that little or no thought was given to completing the evaluations. All or almost all of the criteria received the same result, "Exceeds Expectations". No topics were flagged as being taught. Comment boxes had few or no comments. The comments that were provided were too general to be meaningful. Required comments with specific intent would establish a minimum standard for feedback.

Impact on Other Disciplines - Describe the impact on other disciplines, including curricula documents, in the text box provided. If there is no impact, enter "None". *

The candidate evaluation templates for all disciplines would incorporate this change.

Fiscal (Financial) Impact - Describe any fiscal (financial) impact on the ACA in the text box provided. If there is no impact, enter "None". *

None. The changes to the CMS will be made at no cost to the ACA.

Changes - List the documents and/or web pages that will need to be changed to reflect the changes proposed in the motion. If there are no changes, enter "None".

All candidate evaluation templates in the CMS (222) will be changed automatically.

Choose file(s) to be uploaded. Multiple files can be uploaded at one time

Choose Files No file chosen

Save Exit

Meeting Summary with Motions Listing

CMS Meeting and Motion Briefing

SEIC Meeting - Winter 2022

Below are the details for this SEIC meeting.

Meeting Start Date *	02/26/2022	Meeting End Date *	02/26/2022
Motions Open Date *	01/12/2022	Motions Close Date *	01/27/2022
Late Motion Open Date *	01/28/2022	Late Motion Close Date *	02/19/2022
Committee Report Open Date *	01/12/2022	Committee Report Close Date *	02/19/2022

Motions:

Show entries

Search:

Reference	Name	Submitted By	Submitted On	Last Updated	Status	Actions
2022-02-01	First Aid and CPR Certifica...	John Traendly	08/15/2021	08/15/2021	Proposed	
2022-02-02	Candidate Evaluation Comments	John Traendly	08/15/2021	08/15/2021	Proposed	

Showing 1 to 2 of 2 motions

Previous **1** Next

Add Motion

Edit Meeting Exit



Managing Time During Meetings

CMS Meeting and Motion Briefing

With the extended time to discuss motions online, the following time limits are proposed for discussing motions during meetings:

- Motion Presenter - a maximum of 5 minutes to introduce a motion and cover salient points.
- SEIC Members - limited to a single 2 minute period for each member to voice support or concerns. Members must reserve a speaking slot in advance of the meeting with the SEIC Secretary.

No new questions are permitted. All questions are to be posted in the appropriate Slack channel to allow time for the motion author to research and respond.

Questions?