



## ACA Board of Directors Meeting Columbus, Georgia

October 6-8, 2023  
[Draft Version]

The meeting was opened by David Lumian at 9:08 a.m. on Saturday, October 7, 2023 in the Marriott, Columbus. The published agenda which also formed the general format for the minutes is in Appendix A.

**Attendance.** Attendance was taken from the video logins. **BOD Present:** Suzanne Britt, Pam Dillon, Jerry Dunne, Kenny Kasperbauer, Robert Kauffman, Anna Levesque, Dave Lumian, Risa Shimoda, Andrea White.

**BOD Not Present:** Hunter Branstetter, Thom Crockett, Beverly Cosslett, Zach (Bud) Lokken, Jack Wallace.

**Staff Present:** Beth Spilman, Emma Walther, Michelle Flynn, Kelsey Bracewell (phone), Brett Mayer (phone)

**Other Attendees:** Virgil Chambers, Ann Barry

**Minutes.** It was moved and seconded to approve the August 16, 2023 minutes as presented. The motion passed.

**Housekeeping.** Michelle Flynn took care of some housekeeping tasks (e.g. lunch, and dinner arrangements).

### STAFF REPORTS AND UPDATES

Updating the auditor's report, Beth indicated that the audit was complete and that we had a clean audit.

**Diversity, Equity & Inclusion** (Appendix B). Pam presented the report on behalf of Lily. She presented the power point on the LEAD program. She noted that we need to work with others to develop a comprehensive program.

Regarding providing messaging in Spanish, Pam noted that people assimilating into the culture preferred the message in English. This finding has significant impact on the Coast Guard grants next year. Pam noted that a solution reflecting this finding would be to present the message in English with subtitles in Spanish. She indicated that she would be passing this finding onto the Coast Guard.

**US Coast Guard Grants.** On the phone, Kelsey provided an update on the Coast Guard grants. The following is a summary of her report.

The FY23 Online Course In Spanish Grant just concluded. It was funded at \$117,989.00, and all funds have been expended per USCG requirements.

The SEI Department authored four proposals for the FY24:

- 1) Scan If Found QR Code Sticker Program
- 2) Nationwide hosting of Community Paddlesports Leader (CPL) courses
- 3) National Paddlesport Safety and Leadership Steering Committee formation and work
- 4) Expansion of free PSF online course to include three modules about:
  - a) Flatwater self and assisted rescue techniques for entry level paddlers
  - b) Paddlecraft angling
  - c) Nautical rules of the road

Note: All three of these will be translated into Spanish as well

FY 23-24 Expansion of Free PSF Online Course Grant was funded for a total of \$175,000.00. The other three were not funded.

The FY 23-24 USCG Geofence Grant has now entered year 2 of its contracted 3-year time frame, and is funded at \$185,000 per year (the budget remains the same for all three years).

**Stewardship and Public Policy** (Appendix C and D). Calling in on video, Brett Mayer divided his report into two main components. First, he went through the strategic plan with the idea of working on the applicable components.

Second, Brett provided a summary of the recent MOU signing between ACA and NASBLA at the recent NASBA Conference in Denver, Colorado. A copy of the signed MOU is provided in Appendix C. In addition, a motion was advanced from the committee to create an ad hoc committee to implement the MOU (See Appendix D).

***Motion 2309: It is moved to create an Ad hoc Committee to implement the collaborative relationship and programs indicated in the MOU between the ACA and NASBLA.*** [Disposition: motion passed; no nay votes]

After a lively discussion regarding its need, impact, and its implications, the motion passed with no nay votes. The composition of the committee will be determined by the Policy and Stewardship committee.

**Staffing.** Beth provided a brief update on the U.S. Performance Center in Charlotte. Next, she indicated that they hired a full-time volunteer staff member, Adam Parker. Adam should make a valuable contribution to boosting membership.

**Paddlesports Trade Coalition** (PTC). Pam Dillon updated the group on the newly formed organization. It is a member driven 501c6 organization. They are addressing many of the same issues as the ACA and they will seek to develop a relationship with the ACA. Pam noted that she will be serving on its BOD.

**Welcome to Columbus.** Lauren Byrd, a Level 4 paddler and judge, stopped in and welcomed the group to Columbus. She received a warm welcome.

## **BOD COMMITTEE UPDATES:**

**Audit Committee Report.** Suzanne reported that the Audit Committee has met. She noted that the red flags have been addressed, and the organization has a clear bill of health.

**Sugar Island.** Suzanne provided a continuing report regarding Sugar Island. She noted that Sugar Island has been running a loss for the last six years. She noted that Sugar Island needs to look at ways to service the general membership and we need to look at ways to make profitable or at least breakeven.

There was a brief discussion regarding Sugar Island. First, it was noted that they may be facing significant costs if they are required to install holding tanks for the cabins. Second, Pam noted that when she was executive director, Paul Sanford did extensive research on the ownership of Sugar Island. The ACA owns Sugar Island with a clear deed. Third, although a formal motion was not made, the consensus of the group was that Suzanne and the Finance Committee should address this issue.

**Properties–FXBG Land.** Beth provided an update on the land owned in Fredericksburg. Her presentation included maps showing the elevation and change in elevation. A major obstacle to developing the land are the cost of a road and utilities. No action was taken.

**Competition Council** (Appendix E). Risa has assumed the chair position of the council. She delivered a power point on their activities and next steps. The power point indicates the diversity of competition activities by the Council. The last slide indicates the tactics for 2024-25. These include: 1) Develop an ACA calendar of major US/International competitions with all disciplines. 2) Author an ACA – supported long term development program for each discipline. 3) Identify funding needs for 2025 and ask for grant writing assistance. 4) Partner on 1-2 initiatives. 5) Outreach events with RAC Competition including a survey of clubs for interest, identify competition ambassadors, and plan for club activities.

Addendum (Appendix F): Anna Levesque represented the ACA at the Freestyle World Championships and was the announcer on the live stream for Women and Junio Women. She signed the MOU on behalf of the ACA, presented the medals to the OC-1 freestyle championships as a representative of the ACA, and accepted an award from the ICF for ACA's contribution to the World Freestyle Championships. Photos of the signing are included in Appendix F.

### **Lunch.**

**Regional Activity Council (RAC).** Andrea White provided a report on the RAC activities. She noted that they had a six-month shakeout and there has been lots of growth. The states are doing great work on social media. They have started the planning process for next year's National Safe Boating Week. The regional chairs are having regional meetings. They are developing relationships. Andrea noted that one of the benefits of the new structure was that they were developing a new leadership track and skill set for future leadership roles in the organization.

**SEIC** (Appendix G). Anna Levesque provided the report from SEIC. She noted that they had 18 new ITs and three ITEs approved. She explained how DEI will help in their grievances, particularly those received with the course evaluations. Lastly, they are working closely with RAC on providing updates, budget requests, and curriculum design.

There was mention and a brief discussion regarding the recent Swiftwater Conference held at the Boy Scout Bechtel Reserve. Robin Pope and his crew should be commended for organizing their highly successful conference. Second, these conferences provide a valuable service in bringing together their expertise and sharing it with others. Third, the conference could serve as a model for other disciplines.

SEIC had two motions.

***Motion 2310: Moved to accept the Coastal Kayak Proposal.***  
(disposition: Motion passed)

***Motion 2311: Motion to run a pilot of an instructor trainer's developmental workshop (ITDW).*** (disposition: no action)

Lauren Byrd stopped by and visited the group again. Along with the normal amenities, she noted the need for quality certified instructors.

**Mystery Guests.** The agenda listed two mystery guests. Luis Rabaneda I Caselles, Vice President of the ICF and Ruud Heijselaar, ICF Canoe Marathon chair greeted the group and updated the group on what is currently happening with the Columbus competition and elsewhere.

**Adjournment.** The meeting was adjourned at 5:02 p.m. It will be reconvened Sunday morning.

## Sunday October 8, 2023

The Sunday meeting was opened by David Lumian at 9:00 a.m. on Sunday, October 8, 2023 in the Marriott, Columbus. The group provided reflections on the previous day's activities. Anna provided an update on their internal discussion on the evidence based pilot study.

**Attendance.** Attendance was taken from the video logins. **BOD Present:** Suzanne Britt, Pam Dillon, Jerry Dunne, Kenny Kasperbauer, Robert Kauffman, Anna Levesque, Dave Lumian, Risa Shimoda, Andrea White.

**BOD Not Present:** Hunter Branstetter, Thom Crockett, Beverly Cosslett, Zach (Bud) Lokken, Jack Wallace.

**Staff Present:** Beth Spilman, Michelle Flynn, Emma Walther,

**Other Attendees:** Virgil Chambers, Ann Barry

**2024 Budget.** The group went into executive session. Beth and Emma presented the proposed budget.

***Motion 2312: Motion to approve the following budget.*** (disposition: motion passed)

Sugar Island	\$ 11,000
SEIC <sup>(1)</sup>	80,000
RAC	40,000
Membership System	60,000
Contingency Fund	20,000
	-----
Total:	\$ 211,000
	=====

<sup>(1)</sup> Instructor Trainer Development Workshop is subject to approval by BOD.

**Strategic Plan** (Appendix H). Additional work was done on the strategic plan. The group divided into subgroups and addressed the metrics associated with the completion of the plan. Beth collected the findings. She will compile them and modify the metrics accordingly.

**Nominations.** Ann Barry reported on the status of the nominations committee. With the change in the bylaws, there are two open positions this year. Two applications have been received for those positions. She will provide the Board with a slate of candidates.

**Schedule of Future Meetings.** There was a discussion regarding meetings for 2024, including annual meeting. The **annual meeting** is scheduled for Sunday, December 3<sup>rd</sup>, 2023. Two hours were tentatively allocated between 2-4 p.m. The meeting will be on Zoom.

Regarding the schedule for 2024, the group suggested fewer meeting during the summer when the disciplines were most active. No meetings for June or August were planned.

<b>Tentative 2024 BOD Schedule</b>				
<b>Month</b>	<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Location</b>
January	1/9	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
February	2/3-4	Weekend	TBD	In person, Charlotte, NC
March	3/12	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
April	4/9	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
May	5/14	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
June	no meeting			
July	7/9	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
August	no meeting			
September	9/10	Tuesday	7:30 p.m. Eastern; 4:30 p.m. Pacific	Zoom
October	TBD			

***Motion 2313*** Motion to approve the above schedule with two in-person meetings, February and October. Their location is to be determined by the staff. The October meeting will also be the annual meeting with a possible location of Charlotte, NC.

The next meeting is on Tuesday, November 14<sup>th</sup>.

**Adjournment.** A motion was made and seconded to adjourn at 12:10 p.m. The motion passed.

Respectfully Submitted,



Robert B. Kauffman  
Secretary

## American Canoe Association Board of Directors Meeting Agenda

**Columbus, Georgia**

October 5, 6 and 7, 2023

## Appendix A

**Friday, October 5, 6:30:** Group dinner.

**Saturday, October 6**

<b>9:00 - 9:10</b>	<b>Welcome and approval of minutes</b>	Dave
<b>9:10 - 9:15</b>	<b>Housekeeping</b>	Michelle
<b>9:15 - 11:00</b>	<b>Staff Updates</b>	
9:15 - 9:30	Diversity, Equity & Inclusion	Lily
9:30 - 9:45	US Coast Guard grants	Kelsey
9:45 - 10:30	Stewardship and Public Policy	Brett
10:30 - 10:45	Staffing	Beth
<b>10:45 - 11:00</b>	<b>BREAK</b>	
<b>11:00 - 12:00</b>	<b>Committee Updates and Discussions</b>	
11:00 - 11:20	Properties: Sugar Island	Suzanne
11:20 - 11:40	Properties: FXBG Land	Beth
11:40 - 12:00	Competition Council	Risa
<b>12:00 - 1:15</b>	<b>LUNCH</b>	
1:15 - 1:45	Regional Activity Council	Andrea
1:45 - 2:15	SEIC	Anna
<b>2:15 - 2:30</b>	<b>BREAK</b>	
<b>2:30 - 4:30</b>	<b>2024 Budget</b>	Beth & Emma
<b>4:30 - 5:00</b>	<b>Mystery Guest</b>	

**Sunday, October 7**

<b>9:00 - 9:30</b>	<b>Reflections on Saturday's discussion - resolve any outstanding issues</b>	All
<b>9:30 - 11:00</b>	<b>Strategic Plan - baseline metrics and next steps</b>	All
<b>11:00 - 11:15</b>	<b>BREAK</b>	
<b>11:15 - 11:30</b>	<b>Nominating Committee update</b>	Ann Barry
<b>11:30 - 12:00</b>	<b>2023 Annual Meeting</b>	Beth & Dave
<b>12:00 - 12:15</b>	<b>Wrap Up</b>	Dave



## Appendix B

### The American Canoe Association's Leadership, Exploration and Development (LEAD) Program

- LEAD program focuses on multi-craft and safety training
- Aims to forge pathways for underrepresented communities
- Location: Tampa, Florida
- Host : Sun Coast Conservation Center and Tampa Bay Anglers
- Date: November 9-13, 2022

### The American Canoe Association's Leadership, Exploration and Development (LEAD) Program

- Experienced instructors Trey Rouse and Jake FitzRoy leading the event
- Mentoring Chris Manning and Adrienne Gallup from Iowa LEAD program
- Mentees connected to Outdoor Afro, aiming to lead their own programs

### The American Canoe Association's Leadership, Exploration and Development (LEAD) Program

- Founders attended Iowa LEAD program in 2022
- Inspired to bring LEAD opportunities to their community
- Partnership has encouraged turnout and active participation

### Challenges

- Initial plan to host in Tampa and Austin
- Austin saw lower participation due to program structure
- Adapting strategies to address barriers, expanding instructor network

### Opportunities

- Importance of connecting with larger nonprofits and government agencies
- Partnership established with The Texas Rowing Center for next year
- Connections with Black Women Who and Texas Parks and Wildlife

### Inclusive Leadership Trainings for Instructor Trainer Educators at the American Canoe Association (ACA)

- Giving and Receiving Feedback
  - A. Understanding the value of feedback in fostering inclusive leadership
- Diversity, Equity, and Inclusion (DEI) at the ACA
  - A. Defining DEI within the context of the ACA
  - B. Exploring the benefits of embracing DEI principles in leadership
- Microaggressions
  - A. Understanding the concept of microaggressions and their impact
  - B. Identifying common types of microaggressions
  - C. Strategies for addressing and preventing microaggressions

**Memorandum of Understanding**      **Appendix C**  
between the  
**National Association of State Boating Law Administrators**  
and the  
**American Canoe Association**

1. **PARTIES:** This Memorandum of Understanding is between the National Association of State Boating Law Administrators (hereafter referred to as "NASBLA") and the American Canoe Association (hereafter referred to as "ACA"). NASBLA is a national, non-profit association of state officials responsible for the development and implementation of state boating programs. ACA is a national, nonprofit association of paddling enthusiasts whose mission is to build inclusive paddling communities, support excellence and foster safety and stewardship through education, competition, and recreation. Both organizations desire to form a covenant of mutual cooperation and collaboration in support of safe and responsible boating for the benefit of boaters throughout North America.
2. **VISION.** A living Memorandum of Understanding (MOU) must go beyond the commitment to form a relationship. It must also articulate an actionable relationship, which harmonizes the mission statements of complimentary organizations in a productive and non-binding allegiance. NASBLA is a professional community leading recreational boating safety through innovation and collaboration for excellence in policy development, national standards & best practices. Its mission includes fostering partnerships among the states, the Coast Guard and others active in recreational boating safety and maritime security.

ACA's mission is to serve to the broader paddling public by providing education on matters related to paddling, supporting stewardship of the paddling environment, and enabling programs and events to support paddlesport recreation.

3. **PURPOSE.** This MOU outlines the partnership between the parties. The purpose of the partnership is to promote and strengthen the communication and working relationship between the parties. The parties will seek to achieve that purpose primarily by cooperating through meetings and other forms of communication to keep the parties apprised of current information relevant to paddlesports operations, education and standards.
4. **IMPLEMENTATION STRATEGIES.** To realize the full potential of this MOU, the following strategies will form the basis for this relationship in a non-binding but committed relationship:

- a. NASBLA and ACA agree to provide reciprocal Associate Membership status to each other's organization to facilitate collaboration and support in elements of this MOU.
- b. NASBLA and ACA will extend an invitation and provide a single complimentary registration to each other's leadership, or designee, to attend the annual (in-person) conference.
- c. NASBLA and ACA will facilitate introductions and relationship building between ACA State Directors and State Boating Law Administrators (or designee) with the goal to reduce barriers to safe and enjoyable boating and increase public education and participation. Such efforts may include collaboration on key events, such as National Safe Boating Week; facilitation on programs for paddlers in underserved or under-represented populations; efforts to increase access to waterways for paddling; or collaboration on relevant concerns regarding multiple-use waterways management.
- d. NASBLA and ACA will explore, and when appropriate, jointly pursue projects mutually determined to be beneficial to the paddling public. These projects include but are not limited to initiatives funded under the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard. The parties will work cooperatively to ensure that programs sponsored by both organizations benefit paddlers and paddling organizations.
- e. NASBLA and ACA will work cooperatively to identify opportunities to strengthen both national and local collaborative research efforts, including fostering mutual support for, and sharing results of, programs to identify participation and future boating and paddling trends. Such research may include participant demographics, boat and equipment designs, types of craft, patterns of use, access demands, safety issues, and waterway management approaches.
- f. NASBLA and ACA will work together to identify, develop, implement, and provide paddlesports education and/or skill-training opportunities on topics of interest to state boating educators and/or ACA instructors, including promotion of entry-level paddlesports education and certification courses, and expanded professional development opportunities to serve a diversity of needs.
- g. To facilitate relationship building, NASBLA and ACA will coordinate and support respective representatives' participation on appropriate committees including, but not limited to, NASBLA Paddlesports Committee, NASBLA Education Committee, NASBLA Waterways Management Committee, ACA Regional Activity Council, ACA Safety Education and Instruction Council, and ACA Policy Committee.

- h. NASBLA and ACA will strive to maintain routine communications between each organization's policy-makers and staff to promptly address concerns that may arise on paddling issues and to keep each organization informed of policies, priorities, actions and other developments that might affect the parties' relationship and/or their ability to support the broader boating safety, education, enforcement, and legislative agendas. These routine communications may include an invitation (when appropriate) for each party to send a representative to attend the other organization's respective governing board meetings, but does not preclude the possibility of special (member only) executive sessions.

**5. RESPONSIBILITIES.** The parties will:

- a. Confer regularly to identify specific steps of mutual interest, to be taken in pursuit of the purpose stated in the *Implementation Strategies*;
- b. Mutually determine how best to perform and measure progress for each of those steps;
- c. Promote this partnership within their respective organizations and, as may seem best, involve their representatives at all levels in steps to be taken at the national, regional, or local levels; and
- d. At least annually, meet to briefly describe and evaluate the partnership's activities and update this agreement as the relationship matures and assesses positive outcomes.

**6. SEVERABILITY.** Nothing in this Memorandum is intended to conflict with current law or regulation. If a term of this Memorandum is inconsistent with such authority, then that term will be invalid, but the remaining terms and conditions of this Memorandum will remain in full force and effect.

**7. EFFECTIVE DATE, TERMINATION, OR MODIFICATION.** This Memorandum is effective upon signature by both parties. The terms of this Memorandum will remain in effect until terminated or modified. The Memorandum may be modified by the written agreement of the parties, or terminated by either party upon written notice to the other party.

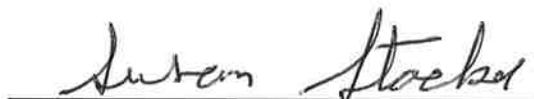
**POINTS OF CONTACT:**

NASBLA: Mr. John Johnson, CEO and Executive Director, 1020 Monarch St. Suite 200, Lexington, Kentucky 40513 (859) 225-9487

ACA| Canoe-Kayak-SUP-Raft-Rescue: Ms. Beth Spilman, Executive Director, P.O. Box 7996, Fredericksburg, VA 22404 (540) 907-4460



Brett Mayer, Policy Director  
American Canoe Association



Susan Stocker, Chair  
National Association of State Boating Law  
Administrators

9/22/23  
Date

9/21/2023  
Date

**Memorandum of Understanding  
between the  
National Association of State Boating Law Administrators  
and the  
American Canoe Association**

**Appendix D**

On September 22, 2023, the American Canoe Association (ACA) signed a memorandum of understanding with the National Association of State Boating Law Administrators (NASBLA). The MOU describes a broad range of collaborative activities between the two organizations. The purpose of the MOU is noted below.

**PURPOSE.** This MOU outlines the partnership between the parties. The purpose of the partnership is to promote and strengthen the communication and working relationship between the parties. The parties will seek to achieve that purpose primarily by cooperating through meetings and other forms of communication to keep the parties apprised of current information relevant to paddlesports operations, education and standards.

The ACA has an opportunity and a window of opportunity to implement the relationship outlined in the MOU. It is proposed that the ACA create an Ad Hoc Committee to seize this opportunity.

**Motion:** It is moved to create an Ad Hoc Committee to implement the collaborative relationship and programs indicated in the MOU between the ACA and NASBLA.

## Appendix E

### American Canoe Association

Competition Council

Update

October 7, 2023



“What are your priorities?”

“What do you need from the ACA?”

August - September 2023

Slalom and Kayak Cross  
Sprint  
Paracanoe

Freestyle  
Wildwater  
Marathon  
Kayak/Canoe Polo  
Ocean Racing  
Dragon Boat  
Standup Paddling

Check ins completed  
with discipline leaders

Zoom chats yet to be  
conducted

WWOC - Slalom  
WWOC - Downriver  
Canoe Sailing  
Rafting  
Va'a (Outrigger)



Sprint - Alyson Mrozinski

Stability!

Predictable, dependable,  
sustainable system for holding  
Nationals, Trials

Agreed-upon philosophy and  
strategy country-wide vs.  
disagreement and debate  
at the top level.



ParaCanoe - Steve Kelly

Transition needs connection  
with ParaOlympics and  
recruitment among  
communities tbd

Slalom - Lee Liebfarth

Full-time director to apply  
focus, priority, and planning

Funding beyond USOPC  
support

Athlete support vs. 100%  
personal expense and  
development support to more  
than a few seniors.



INTERNATIONAL  
PARALYMPIC  
COMMITTEE



## USA Freestyle Kayaking - Ned Poffenberg

Communication re: International schedules affecting US athletes

Membership navigation

Safesport, anti-doping  
training guidance



Click the image to see what competitors will be doing at the upcoming World Freestyle Championships!

Suz and Beth  
can speak to  
prospects for the  
2023 World Cup



## Kayak Polo - Olly Gotel (Ladies)

Representation on COPAC

(Advocacy for the USA)

Support from Michelle, esp.  
2023 Team Uniforms for  
Seniors headed to Augsburg



## Marathon - Brad Pennington

Formalized committee  
responsibilities

\$ for International team  
expenses

ACA office  
responsiveness

Infrastructure/boats



## Downriver - Bob Bofinger

Team \$ registration at  
International events.

SEO improvement (help  
visitors find DR on the  
ACA website)

Promotion: love the  
prospects of Ryan + RAC

Love the ACA store!





## Ocean Racing - Matt Drayer

Guidance - US vs. ICF rules

Structural ACA elements they should know

Funding / fundraising relative to the larger ACA



## Canoe Sailing - Marilyn Vogel

Insurance - committee, clubs



## Whitewater Open Canoe Downriver - Ann Armstrong

Hosting events, securing permits, officiating, raising funds



## WWOC Slalom - Michael Cook

Needs expressed in 2020, 2020, '21, '22 for ACA to update their website schedule.

Completed in '22, continued in 2023



## Va'a - Linda Desbach

Enormous opportunity:

Participants

Connection to indigenous history

Click the photo to view an amazing 3 minutes of Va'a



## Next Steps

### 2023

- Complete discipline interviews
- Hold 1st discipline meeting in (5?) years
- Identify group interest in community building - how, how often, perhaps sub-groups

### **Suggested Strategy 2024-2025**

- Establish community among leads
- Identify opportunities to collaborate for mutually beneficial promotion and participation
- Identify easy and stretch goals

### **Suggested Tactics 2024-2025**

Develop an ACA calendar of major US / International competitions with all disciplines

Author an ACA - supported long term development program for each discipline

Identify funding needs for 2025 - ask ACA for grant-writing assistance, perhaps a \$ match with limits based on discipline performance

Partner on 1-2 initiatives (e.g., combo event, fundraising)

Outreach events with RAC Competition - 1 (2?) for each discipline:

- Survey clubs for interest in one or more discipline
- Identify skilled competitors who can be ambassadors (keep the commitment low)
- Plan club activity: demos, invitation to attend a race, mento 1-2 new racers



## Appendix F

## September 26, 2023 SEIC Meeting Agenda & Meeting Minutes

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### Appendix G

**Location:** Virtual | All times EDT

#### **Tuesday, September 26, 2023**

##### SEIC Meeting

- 7:00 PM ET - Call to Order
- 9:00 PM ET - Call to Adjourn

##### **ACA Zoom Conference Call Info for SEIC Meeting:**

- Zoom Meeting Link
- 

##### **Resources:**

- [Parliamentary Procedure](#)
- [Operating Procedures](#)
- [Voting Spreadsheet](#)
- [SEIC Policy Manual](#)

#### **7:00 PM ET - Welcome & Call to Order (Anna Levesque)**

- 2 Word Check-In
- Establish Quorum
- [Previous Meeting Minutes from June 27, 2023](#)
- Overview of the Meeting
- Ground Rules
  - Raise your electronic hand
  - Speak from the heart and get to the heart of the matter
  - There will be time limits when discussing motions

**\*\*\*This is not an official voting meeting, however, if we have a quorum present, and the Board decides to take a vote on a motion presented at the meeting the following rules will apply unless otherwise stated.**

#### **Discussion & Vote on Motions**

##### ***Reminders***

Discussion Limits - because of new motion submission procedures via CMS and an online comment / review period available on Slack, motion discussion will be limited during formal meetings.

- Voting & making sure that sheet is pulled up

- Abstentions are not included in determining the total number of votes cast for or against a motion. They are only counted to ensure the maintenance of quorum.
- Motion Presenter is allowed up to 5 minutes to introduce a motion.
- Comments or concerns are limited to 2 minutes for each attendee (limited to two contributions per motion and not consecutively if others are waiting to share).

#### **New Business: (Anna Levesque)**

- CKC new curriculum presentation - Ryan Rushton, 30 minutes
  - [Motion 2023-09-01](#)
  - [Motion 2023-09-02](#)
  - [Motion 2023-09-03](#)
- ITDW for IT process presentation - Trey Rouss introduce - Todd Johnstone-Wright and Josh Hall, 30 minutes
  - [Motion 2023-09-04](#)
- Curriculum Design Committee update - Trey Rouss, 5 min
- Updates to CMS - 5 min
- Update on RAC/SEIC collaboration for regional instructor updates - Andrea White/John MacDonald, 5 min
- Staff Update - Kelsey, 5 min
- SEIC Budgeting Process Overview - Anna Levesque

#### **Discussions**

- What projects would you like to see SEIC take on? - Anna/Trey
- How can we make the Update process more accessible and standardized?
- What support would you like to see from the Ex Comm?

#### **Upcoming SEIC Meetings (Anna Levesque)**

- Winter SEIC Meeting - Saturday, December 2, 2023 10 AM - 4PM ET

#### **Plus/Delta/Dance Move**

#### **Adjourn**

## September 26, 2023 SEIC Meeting Minutes

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### Recording of the meeting:

[https://us06web.zoom.us/rec/share/RcVs7dTc3fk2vrYGUSBzY5r3rHjdclodFibbDugsbxCejlik9xwteeu\\_dgy1VeRW.DqO8oGkrVjN9ARGB?startTime=1695769227000](https://us06web.zoom.us/rec/share/RcVs7dTc3fk2vrYGUSBzY5r3rHjdclodFibbDugsbxCejlik9xwteeu_dgy1VeRW.DqO8oGkrVjN9ARGB?startTime=1695769227000)

Passcode: &bljFjH1

**Voting members in attendance:** Anna Levesque, Trey Rouss, Elisha McArthur, Jeff Atkins, Patrick Higgins, Kyle Thomas, Rachel Nagle, Crystal Skahan, Mike Aronoff, Tom Burroughs, Tommy Holden, Robin Pope, Ge Wu, R.J. Forth, Ryan Rushton

**Guests in attendance:** Andrea White, Bev Cosslett, Jon T., Josh Hall, Todd Johnstone-Wright, Scotty McGee, John Browning, John MacDonald, Robert Kauffman, Phil Salvador, Kelsey Bracewell

**0:13:** Welcome to everyone, introductions

**7:46:** Quorum established

**8:23:** Review of meeting agenda

**9:30:** Review of ground rules of the meeting

**11:10:** Ryan Rushton begins CKC presentation, containing the following motions:

- **Motion 2023-09-01**, submitted by Ryan Rushton/CKC: “Update L2-L4 Skills Assessments / Add L5 Skills Assessment.”
- **Motion 2023-09-02**, submitted by Ryan Rushton/CKC: “Assessor's Guides for Coastal Skills Assessments.”
- **Motion 2023-09-03**, submitted by Ryan Rushton/CKC: “Update L2-L5 Coastal Kayak Instructor Criteria.”
  - CKC motions documents/curriculum:
  - [L2 Documents – PDF](#)
  - [L3 Documents – PDF](#)
  - [L4 Documents – PDF](#)
  - [L5 Documents – PDF](#)
  - [Word Files](#)

**38:33:** Voting upon motions #1-3 (listed above). All three motions were passed with a vote of 13 yes, 1 oppose, and 1 abstention.

**42:18:** Voting concluded

**42:30:** Trey Rouss thanks to CKC and brief introduction of the ITDW proposal (described below)

**44:24:** Todd Johnstone-Wright describes the ITDW proposal, containing the following motion:

- **Motion 2023-09-04**, submitted by ITEs Todd-Johnstone-Wright, JOsh Hall, and Ben Morton: “ITDW Program Proposal.”
  - [Program proposal](#)
  - [Draft of ITDW course schedule](#)
  - [Implementation plan](#)

**01:21:25:** With amendments and clarification included, Anna Levesque reiterates the motion to be voted upon

**1:21:51:** Motion brought forth by Ryan Rushton, seconded by Elisha McArthur

**01:23:55:** Motion passes 11 yeas, 2 oppositions, 1 abstain

**01:25:20:** Curriculum Committee update from Trey Rouss

**01:28:51:** CMS functionality updates from Trey Rouss

**01:37:48:** Regional Activity Council (RAC) Update from John MacDonald

**01:42:17:** SEI Department/ACA Staff updates from Kelsey Bracewell

**01:49:55:** Budget Update from Anna Levesque

**01:57:24:** Plus Delta Dance Move

**02:08:12:** Meeting adjourned

## STRATEGIC PATHWAYS

### 1 Community Leadership and Development

- a Community engagement as measured by:
  - Traffic to and engagement with americancanoe.org
  - Social media traffic and engagement
  - Email campaign activity
- b RAC participation levels as measured by:
  - Number of volunteers involved
  - Number of local and regional coalitions built by RAC
- c Grow ACA membership

### 2 Competition

- a Increase number of active competition coaches
- b Increase number of ACA-managed competition events for recreational and elite competitors
- c Increase number of clubs participating in national championships across all active disciplines
- d Improve performance of national team athletes

## Appendix H



### **3 Diversity Equity and Inclusion**

- a Increase gender and racial diversity of ACA membership: US members only
- b Grow participation in LEAD programs as measured by number of participants/# events
- c Increase training opportunities for BOD, staff and members

### **4 Education**

- a Increase participation in entry level education and certifications
- b Increase certified instructor retention
- c Increase IT and ITE engagement with the ACA and their communities

### **5 Governance and Organizational Leadership**

- a Improve member satisfaction - Net Promoter Score or other scoring system
- b Improve transparency by maintaining all current policies and board minutes on ACA website
- c Increase member participation in leadership (Board) committees

### **6 Stewardship and Public Policy**

- a Improve clarity and awareness of ACA's core policy priorities
- b Increase member engagement in ACA stewardship and policy efforts
- c Form more partnerships with like-minded organizations

## Plan Proposed

Data Source / Examples	Metric Owner
(1) Google Analytics Events, (2) Contact Forms	Kaycee
(1) Impressions, (2) Reach, (3) Followers, (4) Likes, (5) Post Likes, (5) Link Clicks,	Kaycee
(1) Successful deliveries, (2) Opens, (3) Clicks.	Kaycee
Note: will first need to define the term "volunteer." Measure total number of volunteers and volunteer hours.	Volunteer Coordinator
(1) Identify and "count" existing coalitions. (2) Track number of coalitions over time.	Volunteer Coordinator, RAC
(1) Monthly membership counts, (2) Membership-generated revenue (dues, donations and insurance revenue).	Kesley, Michelle, Emma
Define and track number of coaches actively working with competition athletes.	Volunteer Coordinator with help from Jed & Steve.
Number of events actively managed by the ACA.	Volunteer Coordinator with help from Competition Committees
# clubs sending athletes to National Championships across all disciplines.	Steve/Jed/Competition Committees
Number of athletes in A finals at World Cups and WCH (Sprint) and for Slalom, number of top 10 finishes at World Cups and WCH.	Steve/Jed

Use information currently available in YM and supplement with annual survey.	Azusa and Lily
Number of events, participants and volunteers involved with LEAD weekends.	Lily/Kaycee/Volunteer Coordinator
(1) # of training offerings, and (2) # of participants and hours of participation.	Lily
Track # course completions: (1) PSF, (2) L1 (3) L2 (4) current online courses.	Kelsey
Year over year number of instructors who renew their memberships. Number of instructors who renew their certifications.	Kelsey/SEIC
(1) IT/ITE certification and membership retention rates, (3) IT/ITE attendance at membership meetings, national conferences, online training, (3) Track IT/ITE course reporting.	Kelsey/SEIC
(1) Membership retention rates, (2) surveys/feedback gathered in more targeted way (per these 6 strategic pathways)	Beth/Board
Note: transparency isn't the same as clarity. quickly. Establish measurement of how many policies are published on website. (Note: all applicable BOD minutes are already on the website.)	Beth, Azusa, Kaycee
Track member participation in Board committees.	Volunteer Coordinator

Measure with website traffic, social media, newsletters, ads, survey results, etc.

Brett/Kaycee

(1) Track state director relationships with their state boating law administrators, (2) track letter writing campaigns or other action items initiated by state directors, (3) track state directors (and members/PACs/Affiliates) planning and hosting stewardship events.

RAC

Track partnerships such as NASBLA, National Safe Boating Week organizations, LLBean and others.

RAC/Brett/Volunteer Coordinator