# ACA Competition Council Ocean Racing Committee Meeting Agenda September 22, 2023

## **Conference Call Information**

Microsoft Teams meeting

### 1. Session Commencement

- a. 17:03 Eastern / 14:03 Pacific
- b. Attendance
  - i. Geoff Pearson
  - ii. Greg Barton
  - iii. Jesse Lishchuk
  - iv. Matt Drayer
- c. Pre-Read Materials / Homework
  - i. ACA ORC Open Questions/Tasks
  - ii. ACA 2023-2028 Strategic Plan (Draft)
  - iii. ACA ORC 2023 Strategic Plan (Draft)
  - iv. ACA ORC Meeting Notes 2023-08-30
  - v. ACA ORC Competition Membership WIIFM?

#### 2. Current Initiatives

- a. Community Representation
  - i. International / ICF
    - 1. Colin Simpkins ICF presentation
    - 2. "We have submitted a proposal" new name/brand for "Canoe Ocean Racing"?
  - ii. Continental / COPAC
    - 1. COPAC ocean racing committee/person/representation is nonexistent.
      - a. USA (ie, ACA ORC) is able to submit one or more nominations.
      - b. Should we plan to nominate a candidate?
        - i. We feel Spanish language familiarity is a requirement
        - ii. We could possibly bring in more disciplines as well
        - iii. Greg: MolokaBRA organizers are very interested in growing the community/sport

# iv. Matt: Follow up with Victor Ruiz re: volunteer position description

#### iii. National / ACA

- 1. ACA
  - a. Next board meeting coming up in October
  - b. Ocean Racing section of website (<a href="https://www.americancanoe.org">https://www.americancanoe.org</a>) needs updating
  - c. What's our CTA for this section of the website?
    - i. Greg: Resource listing ocean racing events (domestic + international)
      - 1. List requirements, link-out to event websites
    - ii. Matt: FAQ area

# d. Matt: Follow up with Kaycee Maas about how to modify this page/area of the site

- 2. ACA Competition Council
  - a. Marathon committee recap/review
    - i. Jesse: Committees are struggling with DEI program deployment
    - ii. Greg: Marathon does have trials, so they are focused on the selection process
    - iii. Jesse: Marathon is open to collaboration (eg, joint events), visibility into processes would lead to alignment
  - b. 8/24 Competition Council meeting (postponed)
    - i. Matt: How do we know when CC meetings are scheduled? And should we attend?
  - c. Additional updates?
    - Jesse: Sprint had a season debrief session, did a SWOT analysis, unfortunately Sprint committee business/updates/news/support isn't finding its way to Sprint athletes (eg, via athlete representatives)
- 3. ACA Competition Members
  - a. Identification
    - i. ~102 "ocean racing" competition members
      - 1. <u>36 primary</u>
      - 2. 66 secondary
    - ii. Competition Council: Athlete Database different from ACA member database?
  - b. Communication
    - i. ORC Email #1: Introducing the ORC
  - c. Generation
    - Jesse: People visit the ACA website once per year to renew their memberships – this is an opportunity to review benefits and possibly indicate a primary (or secondary) discipline.
    - ii. How to convince ocean racing community members to become ACA competition members?
      - 1. How to communicate with USA-based ocean racers?
        - a. One-way? (ACA/Kaycee, MailChimp, FB Page)

- i. ORC: We want to aim for a monthly newsletter
- ii. New benefits for people to take advantage
- iii. "National Standings/Rankings", pick a few significant races.
- iv. or (maybe simpler) "Celebrating Notable Accomplishments"
- b. Two-way? (Google Group, Slack, Discord, FB Group)
- c. Can we just "do" this???
- d. 9/18: Matt has an email thread going with Beth
- iii. How to incentivize current ACA members to switch from "regular" to "competition" membership?
  - 1. Seems like a bigger ACA communication question
  - 2. Topic for next Competition Council meeting
  - 3. Greg: What's the incentive for becoming a "Competition" member?
- iv. How to incentivize current ACA competition members to indicate ocean racing as primary discipline?
  - 1. Why should they do this? What makes being an ACA ocean racer special in terms of membership?
  - 2. <u>"WIIFM?"</u>
- v. How to incentivize current ACA competition members to purchase the additional \$80 competition license?
  - 1. Michelle Flynn appears to have insight into status
- 4. ACA RAC
  - a. State Directors, where the heck is everyone?
  - b. Unsure what to do about this...
    - i. Matt: Should we go over the RAC SD layer and work directly with RAC leadership?
      - 1. Andrea White (Chair)
      - 2. Ryan P epper (Competition Chair)
  - c. Maybe we come back to this in 1H of 2024
- 5. ACA PACs
  - a. 600+ clubs in ACA database (Brendan Nelson @ RAC sorting it out)
  - b. Ocean Racing Competition Clubs
    - i. Hawaii CKT
    - ii. River Town Racers
    - iii. San Diego CKT (Matt has connected)
    - iv. Seattle Canoe & Kayak Club
    - v. <u>Twin Cities Paddlesports</u> (Marsh Jones)
    - vi. Ikaika Hawaii
  - c. Outreach to these clubs as early ORC adopters/partners?
    - i. Jesse: Will reach out to Ikaika, Seattle CKC, Hawaii CKT, River Town, SDCKT
    - ii. Matt: Reach out to Twin Cities Paddlesports

- 6. USA Ocean Racing / Surfski Community:
  - a. SurfSki USA Facebook Group (?)
    - We still don't have access to this
    - ii. Should we create our own ACA-branded one? (open question w/ Beth)
    - iii. Matt: Follow up w/ Beth again for answer
    - iv. Greg: Follow up w/ Michèle Eray about intentions/accessing group
  - b. ACA Paddlesports page
    - i. Whitewater, Sprint, and Slalom
    - ii. Jesse's personal page post was re-posted by ACA page
    - iii. We don't currently know who operates this page
    - iv. Matt: Follow-up with Kaycee about this page
  - c. Website?
    - i. <u>www.usasurfski.info</u> (Michèle)
    - ii. <u>www.usasurfski.com</u> (Matt)
    - iii. <a href="https://americancanoe.org/competition/teams/icf-sports/ocean-racing-surf-ski/">https://americancanoe.org/competition/teams/icf-sports/ocean-racing-surf-ski/</a>
    - iv. Greg: Reach out to Michèle about FB and then see if can parlay into website intentions, synergies w/ ICF, etc.
- b. Competition Promotion
  - i. Competition Organizers: <u>Identification</u> / "WIIFM?"
    - 1. ACA Competition Calendar
    - 2. 17 upcoming competitions @ PG
    - 3. 573 past competitions @ PG
  - ii. 2023 Events
    - 1. Currently 17 upcoming "surfski" events in PaddleGuru
    - 2. 2023 ICF WC + Cup Competitions mentioned in ORC email
  - iii. 2024 Competition Schedule
    - 1. Need to assemble a master list
    - 2. Can we partner with a race organizer to have an "ACA National Championship"
      - a. Or at least "plug in" to the ACA "races that matter" framework, somehow
- c. Athlete Qualification
  - i. 2023 Events
    - 1. How are we actually qualifying people for 2023 ICF competitions?
      - a. ICF World Cup @ Madeira, Portugal
        - i. Seems like this one is a lost cause.
        - ii. Matt: Figure out email address/FB/IG and see if we can get a list of people (assuming no one).
        - iii. Jesse: Considering attending!
      - b. ICF World Championships @ Perth, Australia
        - i. Geoff: No updates shared from Paddle Australia
      - c. Matt: Connect w/ Kaycee about messaging specific ICF competitors re: Qualification Checklist

#### 2. ACA ORC ICF Qualification Checklist

- a. Competition Membership (work with Michelle Flynn)
  - i. Ocean Racing (Surfski) as primary (ideal) or secondary discipline
- b. ACA Annual Liability Waiver (link)
- c. Competition License (work with Michelle Flynn)
- d. SafeSport Training (link, work with Azusa Murphy)
- e. Background Check
- f. Medical Clearance
- g. Capability Assessment
  - i. List of races that matter
    - 1. Safety / Capability
    - 2. Rubric
      - a. Open Water
      - b. Wind/Waves/Currents
      - c. Performance
        - i. Must finish race courses in X time/place
        - ii. leader offset? Average/Median completion time?
  - ii. Good Examples
    - 1. The Gorge
    - 2. Hawaiian Races
    - 3. Previous (recent-ish) World Champs/Cup events
    - 4. International events? (which ones?)
    - 5. ACA SEIC L4 Surfski Downwind Course
    - 6.
  - iii. Bad Examples
    - 1. Chattajack
    - 2. Blackburn? (Depends...)
- ii. 2024 Planning
  - 1. Need to define our plan for athlete qualification in 2024
  - 2. Can't just be a doctor's note...
  - 3. Matt: Start up a Google Doc to come up with "what works for us" in terms of capability assessment (eg, list of races)
- d. Athlete Facilitation
  - i. 2023 ICF Ocean Racing World Cup @ Madeira, Portugal (October 5 October 8)
    - 1. Matt + Jesse: Recon (Boat rental, list of participants),
  - ii. <u>2023 ICF Ocean Racing World Championships @ Perth, Australia</u> (November 30 December 3)
    - 1. Geoff: Have received initial list of USA registrations for the event
      - a. Need to follow up with all of these people
      - b. Matt: Intro email communication has been sent, so we can now connect with aspiring participants.
    - We need to let Paddle Australia know what we are doing.
      - a. Matt + Geoff to connect early next week to discuss PA comms

# b. Geoff: Draft email to USA athletes participating in ICF-COR World Championships

- 3. Jesse: Recon (Boat rental, list of participants)
- 4. ICF Ocean Racing Talent Identification Program (TIP) Camp
  - a. Will be held at 2023 ICF-COR World Championships
  - b. Need to understand qualification criteria and (potentially) nominate a candidate (ref: nomination form)
  - c. Examples
    - i. <a href="https://www.canoeicf.com/canoe-marathon-tip">https://www.canoeicf.com/canoe-marathon-tip</a>
    - ii. <a href="https://www.canoeicf.com/sites/default/files/canoe\_slalom\_and\_wildw">https://www.canoeicf.com/sites/default/files/canoe\_slalom\_and\_wildw</a>
      <a href="mailto:ater-canoeing-tip-camp">ater-canoeing-tip-camp</a> bratislava slovakia.pdf
  - d. Matt: Learn more about this (in spare time)
- e. Additional Initiatives
  - i. Jesse: Align local outfitters with race organizers to provide access to boats
    - 1. Existing pain: Barrier of entry (cost) surfskis are expensive, how do you try/demo one? Rental shops that offer rentals?
      - a. Campaign to find existing communities that have nearby rental shops that could offer boats to people for racing (maybe an ACA member benefit/discount?)
    - 2. Geoff: 101 Paddlesports in Bay Area have V7s for people to rent/use
    - 3. Greg: Could consider connecting w/ Kenny Howell about how the dealer networks, rentals, etc. (Kenny is currently in the Mediterranean)
  - ii. State Games of America Partnership
    - 1. State Games of America
    - 2. National Congress of State Games
    - 3. Jesse: Connect with John Edwards (Sunshine State Games)
  - iii. 2024 Planning Exercise
    - 1. What's our actual / real responsibility?
      - a. We have to support people who want to do ICF stuff
    - 2. What (if anything) do we want to accomplish beyond this minimum?
    - 3. ACA 2023-2028 Strategic Plan (Section 7: Competition)
    - 4. ORC Strategic Plan (Draft)

## 3. Additional Topics

- a. We are definitely feeling blocked on Beth. We need to understand from her what our boundaries/parameters are.
  - i. Matt: Follow-up with Beth re: open email thread, decision points)

# 4. Actions Recap / Assignments

- a. Geoff: Draft communication to USA athletes participating in ICF-COR World Championships
- b. Geoff: Connect with Matt early next week to discuss PA comms
- c. Greg: Reach out to Michèle about FB and then see if can parlay into website intentions, synergies w/ ICF, etc.
- d. Greg: Follow up w/ Michèle Eray about intentions/accessing group

- e. Jesse: Reach out to Ikaika, Seattle CKC, Hawaii CKT, River Town, SDCKT re: ocean racing program discussion
- f. Jesse: Connect with John Edwards (Sunshine State Games)
- g. Jesse: Recon (Boat rental, list of participants) for Madeira World Cup
- h. Matt: Follow-up with Beth re: open email thread, decision points)
- i. Matt: Learn more about ICF TIP (not priority, in spare time)
- j. Matt: Get Madeira World Cup contact info for Jesse
- k. Matt: Start up a Google Doc to come up with "what works for us" in terms of capability assessment (eg, list of races)
- I. Matt: Follow-up with Kaycee about the ACA Paddlesports Facebook page
- m. Matt: Follow up w/ Beth again for clarification/permission re: branding, communications, partnerships
- n. Matt: Reach out to Twin Cities Paddlesports re: ocean racing program discussion
- o. Matt: Follow up with Kaycee Maas about how to modify this page/area of the site
- p. Matt: Follow up with Victor Ruiz re: volunteer position description

## 5. Session Adjournment

a. 19:05 Eastern / 16:05 Pacific