



## ACA Board Meeting [Video Conference]

Wednesday, January 10, 2024  
[Draft Version]

Prior to the formal meeting, there was a 30 minute video social beginning at 7:00 p.m. David Lumian opened the formal meeting at 7:30 p.m. The published agenda, which formed the general format for the minutes, is in Appendix A.

**Attendance.** Attendance was taken from the video logins. **BOD Present:** Suzanne Britt, Beverly Cosslett, Robert Kauffman, Trey Rouss for Anna Levesque, Zach (Bud) Lokken, Dave Lumian, Risa Shimoda (8:05 p.m.), Jack Wallace, Andrea White.

**BOD Not Present:** Thom Crockett, Hunter Branstetter, Kenny Kasperbauer,

**Staff Present:** Beth Spilman, Kelsey Bracewell, Kristal Pastell, Kaycee Maas, Steve Kelly

**Other Attendees:** Ann Barry, Jerry Dunne

### APPROVAL OF THE MINUTES

A motion was made to approve the November minutes. It was seconded. The minutes were approved.

### EXECUTIVE DIRECTOR UPDATE

Beth provided the following updates.

**Volunteer Coordinator.** MacKenzie Holbrook will start Monday (1/15/24) as the Volunteer Coordinator. As previously noted, she is familiar with the ACA and is a swiftwater rescue instructor.

**2023 Audit.** Beth noted that we have started to prepare for the 2023 audit and that is on schedule.

**Membership System.** The vendor has been identified, and staff has sampled the system. Once the agreement is signed, it will take roughly six months to fully transition the system.

**Olympic Year.** Beth noted that this was an Olympic year, and she outlined some of the spring competition events (see below). She noted that they needed to complete the performance evaluations and some other year end loose ends.

**Spring competition events:** [Source: Powerpoint Slide]

- Sprint Team Selection : Lake Natoma, CA March 21-22
- Slalom Team Selection, part 1: Montgomery, AL April 13-14
- Sprint Americas’ Olympic Qualifier: Sarasota, FL April 23-25
- Slalom Team Selection, part 2: Oklahoma City, OK April 26-27
- Paralympics Qualifier: Szeged, Hungary, May 10-12

**STAFF UPDATES:**

**Lapsed Member Email Campaign.** Kelsey and Kaycee presented a review of their lapsed member email campaign. A summary table is provided below. The study will help develop future messaging and when emails are sent out. They were pleased with the findings.

<b>Lapsed Members (via YM)</b> [Source: Powerpoint Slide]		
<b>Education (SWR Conference)</b>	<b>Member Benefits</b>	<b>Stewardship &amp; Public Policy</b>
11/15/23	11/21/23	11/28/23
Sent: 37,000	Sent: 37,000	Sent: 33,000
Opens: 48%	Opens 49%	Opens: 38%
Clicks: 460	Clicks: 300	Clicks: 222
Renewals: 113/49	Renewals: 189/33	Renewals: 293/?

Renewals measured based on actual number of renewals from date of email through 6 days after

**Donate Now Email Campaign.** Kelsey & Kaycee  
They had roughly 60% open rate, but unfortunately there were few clicks on the donate.

**Gift Membership Email Campaign.** Kaycee  
They put the gift request in two newsletters and received a relatively decent open (roughly 50%) and click rate. It was a good learning experience and next year they will try some new things.

### **Lifetime Members Mailing.** Kelsey

Using snail mail, 411 lifetime members were mailed letters requesting an information update, including their email address if they had one. There was a considerable difference in donations between the online and snail mail mailings. The snail mail mailing to lifetime members yielded roughly \$11,000 and the online request yielded a little under \$1,000. In total, approximately \$12,000 was donated.

## **COUNCIL UPDATES:**

**Competition Council.** Risa noted that the work of the council was slowed somewhat with the holidays. They are working on an awesome draft of the bylaws, which will provide a framework for the council. The terms of the officers are starting now and no elections are in the works. They are working on integrating the silos of competition with the clubs. She noted that there is an opportunity for competitors on their way to a race to stop by and do demonstrations at clubs. Last, she indicated that we need to create value among competitors for them to join the organization.

**Regional Activity Council (RAC).** Andrea White gave the RAC reports. Some of their highlights included the roll out of Club Express and getting the word out to the clubs, working with SEIC regarding providing regional updates, working with Kelsey regarding the switch over to the new membership platform, National Safe Boating Week and building relationships with the states, and RAC's support for the upcoming board sponsored panel discussion.

**Safety Education and Instruction Council (SEIC) (Appendix B).** Trey Rouss reported for Anna Levesque who was out of the country. The following 2023 highlights and 2024 goals are taken from the PowerPoint slide used by Trey.

### **SEIC Update (Source: Powerpoint Slide)**

#### **2023 Highlights**

- Stayed focused on building a foundation from which to retain and expand out membership base
- Welcomed in new Discipline Committee members with record nominations and voting participation
- Addressed 87 member action items including IT/ITE applications, waiver requests, and complaints
- Continued the enhancement and optimization of CMS
- Safety and Rescue hosted a very successful rendezvous
- Began Collab with RAC on Regional Update project
- Moved documents and soon marketing templates into Notion for more flexibility, consistency, and functionality
- Development and approval of the new CKC curriculum and approach to provide value to our members
- Launched a curriculum design project and committee supported by Creature Learning
- We were willing to get uncomfortable and maybe even vulnerable, so that we could make this stuff work better for more people.

## **2024 What's ahead**

- We need to reignite the Intro to Paddling Committee
- Deliver with RAC on Regional Updates
- Roll out the Coastal Kayak curriculum
- Re-imagine the transition from PSF to Level 2
- Continue the Curriculum Design work
- Revisit the approach to an ITDW standard

Trey brought forth the following motions (see Appendix B). They were seconded and approved by the board.

**SEIC Motion 2023-12-01:** Wading Consistency across all River Kayak Curriculum (including Level 1) - Presented by River Kayak Committee Chair, Kyle Thomas. See Slack discussion.

**SEIC Motion 2023-12-02:** Rolling consistency in L3-L5 River Kayak Instructor Criteria and Assessments - Presented by River Kayak Committee Chair, Kyle Thomas. See Slack discussion.

**SEIC Motion 2023-12-03:** Throw Rope Consistency across all River Kayak Curriculum (including Level 1) - Presented by River Kayak Committee Chair, Kyle Thomas. See Slack discussion.

**SEIC Motion 2023-12-05** - Revisiting 'Friendly' and 'unfriendly' amendments to CKC motions approved at the September 26th SEIC meeting. - Presented by Ryan Rushton, Chair of Coastal Kayaking

**SEIC Motion 2023-12-04** - Canoe essentials skills course - Presented by Canoe Committee Chair, RJ Forth.

## **COMMITTEE UPDATE:**

**Membership Growth Committee.** Ann Barry gave an update on the committee's activities. Currently, they are actively looking for people to be on the committee. She noted that they wanted to capture all the disciplines present in the ACA. The committee's efforts are divided into three thrusts.

### **Committee's Three Thrusts:**

1. First, what are we doing? What resources do we have? The report given by Kelsey and Kaycee indicates that if we ask for members; we get them.
2. The second thrust focuses on how we communicate with our current members and how we retain them.
3. The third area focuses on what are we communicating? What are we selling? What are the benefits of an ACA membership?

**Policy Committee.** Robin Pope was not able to attend. No report was given.

## **FEBRUARY IN-PERSON MEETING**

**Charlotte Meeting**. Beth sent out a tentative schedule. Other than ice skating on Friday night, the agenda is similar to other in-person meetings. We will have a tour of the Performance Center. Lunch will be catered or at the center. Supper will be at the Center. There will be box lunches on Sunday or lunch at the Performance Center.

## **NEW BUSINESS**

**Vice President**. The vice president's position is currently vacant. Dave suggested Bev Cosslett for the position. The motion was made, seconded, and passed by the board.

## **ADJOURNMENT**

A motion was made and seconded to adjourn at 8:54 p.m. The motion passed.

Respectfully Submitted,

A handwritten signature in blue ink that reads "Robert B. Kauffman". The signature is written in a cursive style with a long horizontal flourish at the end.

Robert B. Kauffman  
Secretary

# Appendix A

## American Canoe Association Board of Directors Meeting Agenda

January 10, 2024

<b>Welcome and Approval of Meeting Minutes:</b> Dave (5 minutes)	approximately 7:30 - 7:35
<b>Executive Director Update:</b>	7:35 - 7:45
<b>Staff Update:</b> Lapsed Member Email Campaign: Kelsey & Kaycee Donate Now Email Campaign: Kelsey & Kaycee Gift Membership Email Campaign: Kaycee Life Time Members Mailing: Kelsey	7:45 - 8:05
<b>Council Updates:</b> (10 minutes each) Competition Council - Risa Regional Activity Council - Andrea Safety Education & Instruction Council - Trey	8:05 - 8:35
<b>Committee Updates:</b> (5 minutes each) Membership Growth Committee - Ann Barry Policy Committee - Robin Pope	8:35 - 8:40 8:40 - 8:45
<b>February In-Person Meeting</b> - Beth (15 minutes)	8:45 - 9:00



## December 2, 2023 SEIC Meeting | Agenda & Meeting Minutes (Begin Pg 4)

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**Location:** Virtual | All times EDT

**Saturday, December 2, 2023**

SEIC Meeting

- 10 AM ET - Call to Order (You will be let into the virtual meeting at exactly 10 AM sharp)
- Break - 11:30 - 11:40 AM
- Lunch break 1 PM - 2 PM
- 4:00 PM ET - Call to Adjourn

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

- [Join Zoom Meeting](#)
  - Meeting ID: 844 9217 8274
  - Passcode: 627408
- 

**Resources:**

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

**10 a.m. ET - Welcome & Call to Order (Anna Levesque)**

- 2 Word Check-In
- Note about incoming/outgoing discipline committee members
- Establish Quorum
- 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

### **Discipline Committee Reports: (Anna Levesque)**

*3 minutes each (total 24 min)*

- Universal Paddling Committee
- Coastal Kayaking Committee
- Rafting Committee
- Canoe Committee
- River Kayaking Committee
- Stand Up Paddleboard Committee
- Packrafting Committee
- River Safety & Rescue Committee
- Surf Kayak Committee
- Intro to Paddling Committee

**SEI Department Report (Kelsey Bracewell) 5 min**

**Chair of ACA Board Report (Dave Lumian) 5 min**

**Executive Director Report (Beth Spillman) 5 min**

**NASBLA Report/Policy Committee (Robin Pope) 5 min**

**Inclusive Leadership Report (Lily Otu) 5 min**

**RAC Report/Regional Update Report (John MacDonald) 5 min**

**Curriculum Committee Report (video by Jake Taylor) 10 min**

**CMS Report (Trey Rouss) 5 min**

### **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).



## Motions:

**2023-12-01:** [Wading Consistency across all River Kayak Curriculum \(including Level 1\) - Presented by River Kayak Committee Chair, Kyle Thomas.](#) See [Slack discussion.](#)

**2023-12-02:** [Rolling consistency in L3-L5 River Kayak Instructor Criteria and Assessments - Presented by River Kayak Committee Chair, Kyle Thomas.](#) See [Slack discussion.](#)

**2023-12-03:** [Throw Rope Consistency across all River Kayak Curriculum \(including Level 1\) - Presented by River Kayak Committee Chair, Kyle Thomas.](#) See [Slack discussion.](#)

## Old Business

- **Motion 2023-12-05** - Revisiting 'Friendly' and 'unfriendly' amendments to CKC motions approved at the September 26th SEIC meeting. - Presented by Ryan Rushton, Chair of Coastal Kayaking - 5 min

## New Business and Discussions: 90 min total

- **Motion 2023-12-04** was submitted after the 10/18 close date, thus is included in "New Business": [Canoe essentials skills course](#) - Presented by Canoe Committee Chair, RJ Forth. See [Slack discussion.](#)
- How to set your Discipline Committees up for success in 2025. 5 min
- Intro to Paddling Committee needs reboot - breakout room ideas session. 15 min
- Poll - IT/ITE Conference in 2024. 15 min
- ~~Overview of SEIC direction, projects and results over the past 2 years. 5 min~~
- ~~What problems do you see within SEIC and what is your solution? - Breakout rooms - 15 min~~
- ~~What direction do you want to see SEIC go? - Breakout rooms - 15 min~~
- Choose a committee to work on the live panel SEIC conversation. 5 min
- Think about the transition of SEIC Ex Comm for 2025 - who is willing to step up? 5 min
- Think about running for the ACA Board. 5 min

**Choose 2024 SEIC Meetings (Anna Levesque) - 10 min**

**Plus/Delta/Dance Move - 10 min**

**Adjourn**



## December 2, 2023 SEIC Meeting Minutes

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### Recording of the meeting:

[https://us06web.zoom.us/rec/share/azik8DaR0PwA7fAHJ11b6P\\_I5I5adyc\\_Je6AY6cSKhjgcSlxKANRMq7BylP3G21A.HsaIYN3vukA2dqCi](https://us06web.zoom.us/rec/share/azik8DaR0PwA7fAHJ11b6P_I5I5adyc_Je6AY6cSKhjgcSlxKANRMq7BylP3G21A.HsaIYN3vukA2dqCi)

Passcode: 6Ev\*zv+e

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

**Guests in attendance:** Andrea White, Jon T., Jay Kuester, Joel Bateman, Scotty McGee, John Browning, John MacDonald, Robert Kauffman, Beth Spilman, Anthea Raymond, Julie Carey, Deb Gelderblom, Tom Dardis, Susan Eda, Nik White, Bill, Kelsey Bracewell

**0:2:20: Welcome to everyone, introductions**

**0:2:44: Call to order**

**0:04:07: Three word check in**

**0:11:28: Quorum established**

### **0:16:50: Discipline Committee Reports begin**

- 0:17:27 - Universal Paddling
- 0:19:58 - Coastal Kayak Committee
- 0:21:38 - Rafting Committee
- 0:23:40 - Canoe Committee
- 0:25:03 - River Kayak Committee
- 0:28:19 - SUP Committee
- 0:29:40 - Packrafting Committee
- 0:30:39 - Safety & Rescue Committee
- 0:35:26 - Surf Kayak Committee
- 0:36:46 - Intro to Paddling Committee

**0:38:48** - [SEI Department Report](#)

**0:57:40** - Report from ACA Board President, Captain Dave Lumian

**1:00:10** - Report from ACA Executive Director, Beth Spilman

**1:14:00** - National Association of Boating Law Administrators (NASBLA) Report by Robin Pope

1:29:09 - Meeting Break

1:38:40 - Meeting Resumes

**1:40:30** - DEI Report from ACA DEI Coordinator, Lily Otu

**1:48:40** - Regional Activity Council (RAC) Update by John MacDonald

**1:56:25** - Curriculum Committee Report Video from Jake Taylor

**2:11:45** - CMS Update Report from SEIC Vice Chair, Trey Rouss

**2:22:35** - Motions Introduced for Discussion and Voting

- **2:26:13** - 2023-12-01 - Motion Passed
- **2:32:40** - 2023-12-02 - Motion Passed\*
- **2:38:36** - 2023-12-03 - Motion Passed\*\*

\*passed with friendly amendment: move rolling content to the “Maneuvers” section of curriculum

\*\*passed with friendly amendment: rope throwing to remain in L2 along with “secondary throw” techniques such as recoil

3:10: 36 - Lunch Break

3:10: 47 - Welcome Back

### **Old Business**

- **3:12:43** - 2023-12-05 submitted to review friendly and unfriendly amendments from September 2023 SEIC Meeting Motion 2023-09-03 from the Coastal Kayak Committee
- Approved friendly amendments as presented with settlement authority for clarifications outlined on slides 5-6 of motion presentation

**3:45:17** - 2023-12-04 - Motion passed with friendly amendment to add the “Instructor” section to this Level 2: Essentials of Canoeing sample skills course for consistency with other curriculum documents

- 04:01:40 - Motion Passes

**4:02:15** - “How to set your Discipline Committees up for success in 2025” presentation delivered by SEIC Chair Anna Levesque

**4:22:42** - IPC reboot discussion and break out rooms

- True L1 venue discussion
- Potential restructuring of the committee
- Review L1 audience

**4:27:54** - Break out rooms close

**4:48:30** - Discussion about ITE / IT / Instructor Conference led by SEIC Chair, Anna Levesque

**4:51: 58** - Invitation to work on Live Panel Sessions for ACA member engagement project

**4:54:40** - Discussion regarding SEIC Ex Comm roles to be re-elected for 2025-2026 Term

**4:56:05** - Board of Directors nominations for the future

**4:57:10** - Upcoming SEIC Meeting Dates

- March 25th from 10AM-4PM
- June 25th from 7PM-9PM
- September 24th from 7PM-9PM
- December 2nd from 10AM-4PM

**5:03:45** - Plus / Delta Dance Moves

**5:19:20** - Motion to adjourn

**5:19:37** - Meeting adjourned