



ACA Board Meeting
[Video Conference]

Wednesday, July 10, 2024
[Draft]

David Lumian began the meeting at 7:30 p.m. The published agenda formed the general format for the minutes (Appendix A).

Attendance. Attendance was taken from the video logins. **BOD Present:** Suzanne Britt, Beverly Cosslett, Kenny Kasperbauer, Robert Kauffman, Zach (Bud) Lokken, Dave Lumian, Risa Shimoda, Andrea White.

BOD Not Present: Hunter Branstetter, Thom Crockett, Anna Levesque, Jack Wallace

Staff Present: Beth Spilman, Kelsey Bracewell

Other Attendees:

APPROVAL OF THE MINUTES

A motion was made to approve the May minutes. It was seconded. The motion passed, and the minutes were approved.

OLD BUSINESS

EXECUTIVE DIRECTOR UPDATE

Beth provided the following updates.

Sport 80. The implementation of the new membership system is moving along. We have 50,000 members and past members entered in the system. We have over 200,000 records.

Camp Sebago. Beth provided an update on Sebago. Apparently, a microburst downed over 100 trees and damaged the cabins. The first step was to remove the downed trees. The second step was that the insurance adjustors assessed the damages. They have put together an extensive report. Third, Sebago can't host the October BOD meeting, and an alternative will need to be determined.

U. S. Performance Contract Extension. The ACA signed a two-year contract with the U.S. Performance Center in Charlette for \$200,000 per year. We are looking to extend our contract for another two years. This would extend the contract past the 2026 period.

Dicks Sporting Goods Sponsorship. We have obtained a uniform sponsorship from Dicks Sporting Goods. One benefit is that they have a large foundation. They contribute 13.5 million dollars per year for youth sports. It is in the beginning stages, but it could be of benefit to our Olympic and competition efforts.

Kaycee's Marketing Report. (Appendix B) There are numerous ways to assess marketing. One way that they are approaching marketing is the cost/benefit approach. For example, Kaycee's recent email campaign had good returns with little effort by her. We sent out over 3,000 stickers to people hosting events. Regarding live streams, Kaycee indicated that we had low engagement and that our involvement was not insignificant. In terms of cost/benefit, the three activities show the range of cost/benefits. The email campaign had a high benefit low cost, while the live stream was a lower benefit with a higher cost.

Paris Olympics. We have five athletes competing in 10 events and two para-olympics. Beth, Dave and Suzanne will be in attendance.

COUNCIL UPDATES:

Regional Activity Council (RAC). (Appendices C and D) Andrea sent out the report on Safe Boating Week to the board (Appendix C). She indicated that the effort this year was very successful. In addition, they have a model that can easily transfer success from one state to the next. It can promote the ACA to the membership. There was a discussion on how the ACA could capitalize on this event to enhance membership.

Andrea gave a report on the regional instructor's update in New York state. The new pilot model worked out quite well. We are planning for updates in Texas and California in October. We are moving forward and it is successful.

Andrea followed up on the live-stream series. Risa indicated that from the Competition Council's perspective, it was a huge success. She indicated that they had a lot of discussion and got good feedback. There was a discussion of the cost/benefit vis-a-vis Kaycee's report. Some of the sessions were more successful than others. There may need to be a better focus on the discussions in the future. [Secretary's Note: Andrea wanted to include the following text regarding the discussion and success of the streaming-series (See Appendix D).]

Competition Council. They are meeting every other month. Risa indicated that the live-stream was very beneficial for everyone in the council. They are developing their governance system. Paddleboard has been very active, going from nothing to being organized. The coaching subcommittee is developing a toolkit and what should be included in the tool kit. Some of the disciplines find it difficult to explain who the ACA is. Half of the disciplines have their own logo and 501C-3. There is a need for a family membership. They are developing an operational plan

which will redevelop the operational manual. Risa hopes to bring a draft to the BOD in September.

SEIC. (Appendix E) Kelsey provided the SEIC report. They had their meeting on June 25th. Four motions were brought forth for BOD approval.

1. Motion 2024-06-01: **L2: SUP Skills Assessment Updates**

Motion was seconded and passed.

2. Motion 2024-06-02: **Surf Kayak Curriculum Naming Convention + Outline Updates**

Motion was seconded and passed.

3. Motion 2024-06-03: **Curriculum Committee/SEIC Ex Comm: Leadership Pathway Concept Leader Pathway presentation by Ryan Rushton (Curriculum Committee) and Jon Axtell (Creature Learning)**

Motion was seconded and passed with one abstention.

4. Motion 2024-06-04: **Remove IT/ITE Attestation at Top of CMS Candidate Evals**

Motion was seconded and passed with one abstention.

COMMITTEE UPDATES:

ED Review Process Committee. (Appendices F and G) Robert provided a brief overview of the proposal. Beth provided her assessment of the final product. Robert thank Beth for her involvement in the process. With no further discussion, a motion was made to approve the review process. It was seconded. The motion passed with one nay vote, by Risa.

Grievance Committee. There was no report from the grievance committee. There was a brief discussion on the old grievance policy and completing the remaining grievances.

NASBLA Committee. Bret and Robin were not in attendance. Beth provided the narrative. Originating with the motion made at the Columbus meeting to create an Ad Hoc Committee to develop educational materials with NASBLA, there has been a lot of confusion and miss communications regarding the process. She noted that the NASBLA executive committee authorized the paddlesport committee to develop their own educational materials for the states. First, the course being developed by Robin and the ACA staff. which meets the ANSI voluntary standards, is very different from the two to four-hour paddlesport demonstration, which is being developed by NASBLA. Second, there was a discussion regarding the role of the ACA. Is it one of collaborating with NASBLA or developing the materials for them? Third, there is the issue of repairing any damage with the MOU and NASBLA. Dave has written a letter to NASBLA on this issue and Beth is coordinating a meeting with our group to decide who is doing what. Fourth, there is the issue of attendance at and representation on the paddlesport committee. It was suggested that Beth serve initially and eventually transition representation to a staff member.

Nominating Committee. Beverly provided the report of the nomination committee. She indicated that they were on schedule and were meeting on July 26th. There will be more to report.

Volunteer Hub. Beth indicated that there is a page on the website titled the Volunteer Hub. It contains all the information for new board members, including training.

Fall BOD Meeting. As previously noted, the fall October meeting cannot be held at Camp Sebago. Several alternative formats were suggested for the meeting. There was a desire to have an in-person meeting. No decision was made regarding the fall meeting.

NEW BUSINESS:

Organizational Chart Committee. (Appendix H) After a brief discussion, it was decided that a committee would not be necessary and that Robert and Beth work on updating an organizational chart for the organization.

Paddlesport Trade Coalition Collaboration. (Appendix I) There was a discussion regarding the nature and scope of the coalition. The staff will send one member staff member to attend.

ADJOURNMENT

A motion was made and seconded to adjourn at 9:54 p.m. and enter into executive session. The motion passed. The next meeting is scheduled for September 18th.

Respectfully Submitted,

A handwritten signature in blue ink that reads "Robert B. Kauffman". The signature is stylized and cursive.

Robert B. Kauffman
Secretary

Appendix A

American Canoe Association Board of Directors Meeting Agenda

July 10, 2024

Welcome, Approval of Minutes and Chair Update: Dave	approximately 8:00 - 8:10
OLD BUSINESS	
Executive Director Update: Beth	8:10 - 8:20
Council Updates:	
Regional Activity Council - Andrea	8:20 - 8:30
Competition Council - Risa	8:30 - 8:40
SEIC - Vote on Motions - Trey or Kelsey?	8:40 - 8:55
Committee Updates: (5 minutes each) <i>In the interest of time, we will rotate committee updates at different meetings.</i>	
● ED Review Process/Second in Command - Robert	8:55 - 9:00
● Grievance - Hunter	9:00 - 9:05
● NASBLA Educational Offering Working Group - Brett & Robin	9:05 - 9:20
● Nominating Committee and BOD Election Timeframe	9:20 - 9:25
● Fall BOD Meeting	9:25 - 9:30
NEW BUSINESS	
● Robert's Subcommittee Proposal	9:30 - 9:35
● Pam Dillon's Request re: Paddlesport Trade Coalition Collab	9:35 - 9:45

Kaycee Maas
Marketing Report
July 9, 2024

Appendix B

Lapsed Member Campaign:

- 557 members renewed their membership within 1-week of opening a lapsed member marketing email
- 9 emails sent this year in YM + Mail Chimp
 - 2 of these emails are related to current events (NSBW (27 memberships)/Solstice(16 memberships))
 - 2 of these are related to the Olympics/Paralympics (95 memberships)
 - 5 of these are promoting ACA member benefits (419 memberships)

Summer Solstice Celebration:

- Individual email correspondence with 50 different PACs/instructors/event organizers/members
- 2292 stickers distributed during paddling events organized over the summer solstice
- Increased engagement through sticker design contest (13 submissions) and voting for the contest winner (152 votes)
- 10 solstice Instagram posts - 9,127 accounts engaged
- 10 solstice Facebook posts - 13,418 accounts engaged
- Additional promotion through external accounts posting about there summer solstice events
- Multiple events returning for the second year in a row
- Diverse array of events including competition, instruction, community, and stewardship
- Events in 23 states and 4 countries
- Email promotion of the ACA Summer Solstice Celebration
 - Summer Solstice Celebration was featured in every Monthly Membership Newsletter this year (6)
 - 1 week out to members
 - 462 clicks
 - 7404 opens
 - 1 week out to lapsed members

Live Streams:

- 5 Live Stream Panel Discussions from ACA Leaders
- Panel 1
 - FB 634 accounts engaged (how many accounts saw the video, not watched)
 - YT 98 views
 - Average view duration 11:34
- Panel 2
 - FB 798 accounts engaged
 - YT 117 views
 - Average view duration 12:20
- Panel 3

- FB 1.3K accounts engaged
 - YT 123 views
 - Average view duration 10:27
- Panel 4
 - FB 1.1K accounts engaged
 - YT 174 views
 - Average view duration 13:01
- Panel 5
 - FB 337 accounts engaged
 - YT 219 views
 - Average view duration 17:05
- Email Promotion of livestreams
 - Competition Council live stream promo sent to all members
 - February 27
 - 258 clicks
 - 7536 opens
 - SEIC live stream promo sent to all members
 - April 1
 - 169 clicks
 - 7535 opens
 - Strategic plan live stream promo sent to all members
 - May 7
 - 173 clicks
 - 7374 opens
 - Promoted in January-April Monthly Membership Newsletters

My Thoughts:

- **Next year when planning campaigns, I will also track my hours**
- **Lapsed member campaign is great for seeing results that generate tangible revenue**
- **Solstice is great for developing relationships, building engagement, and adding value to the ACA membership**
- **Live Streams offered an opportunity for community to hear directly from ACA leadership - engagement was poor and those who did engage are already deeply invested in the ACA - in my opinion not the most effective use of resources**

ACA Partnerships Conduct 43 volunteer-led “Kayaking 101” classes in 7 states to kick off National Safe Boating Week

Appendix C

2024 ACA Kayaking 101 Partnership

43 simultaneous classes across **7** states to kick off **National Safe Boating Week**
Tennessee, North Carolina, South Carolina, Georgia, Florida, Missouri, Texas

Conducted by the **ACA** and the **US Coast Guard Auxiliary** in partnership with **10 state agencies**, the **US Army Corps of Engineers** and **59** local stakeholder organizations

471 people trained in one day by **184** community volunteers and **94** uniformed boating safety personnel

37 Intro to Kayaking classes
1 Adaptive Intro to Kayaking class
1 Intro to Kayak Fishing class
1 Intro to SUP class
4 River Kayaking classes



Highlights Reel:
[Available Here](#)

On May 18, in what may have been the largest ACA led safety training event in ACA history, the ACA Regional Activity Council rallied the paddlesports community across seven states to train 471 people in one day to kick off National Safe Boating Week.

This year marked a significant expansion of an already successful volunteer-led initiative to offer low-cost kayaking instruction on the Saturday before Memorial Day Weekend. Nationally certified ACA instructor volunteers and representatives from the US Coast Guard Auxiliary joined forces with 10 state agencies, the US Army Corps of Engineers and 59 other local stakeholders including paddling clubs, outfitters, retailers and other paddlesports leaders to offer 43 simultaneous “Kayaking 101” classes. After

successful initiatives in Tennessee and North Carolina in 2022 and 2023, this year the ACA partnership expanded to include Tennessee, North Carolina, South Carolina, Florida, Georgia, Texas and Missouri.

Classes cost \$15 per person including a free kayak rental for training that often retails for \$75-\$150. Each park’s event was limited to 15 people. In returning states, Tennessee and North Carolina, there were also a few specialized classes for Adaptive Kayaking, Kayak Fishing, and Standup Paddleboard.

During the lead up to the event, the 2023 implementation of this partnership was recognized by the National Safe Boating Council with the [2024 IBWSS Community Impact Award](#). In 2024, 184 volunteers including instructors, safety boaters and photo/social media volunteers came together to bring this event to life with support from 94 uniformed boating safety professionals ranging from US Coast Guard Auxiliary members, State Park Rangers, and Wildlife Resources/DNR Officers.

In addition to the positive vibes and great skills gained by the students attending the in person classes, media messaging about these partnerships resulted in 46 news stories including national coverage in [Paddling Magazine](#) and among state boating educators in their trade newsletters, as well as reaching 123,000 paddlers through ACA state social media channels in addition to social media posts by state agencies, local partners and volunteers.

Seventh Coast Guard District Recreational Boating Program Specialist and ACA Instructor Trainer Scott Szczepaniak served as a member of the national core team coordinating the partnership event across all 7 states and served as an Instructor in South Carolina. “This event is perfectly aligned with the Coast Guard’s national strategic plan for recreational boating safety,” says Szczepaniak. “We simultaneously built powerful partnerships for safety training and influenced entry level paddlers to wear life jackets.”

Roland McDevitt, Paddlecraft Safety Division Chief for the US Coast Guard Auxiliary and an ACA Instructor, also served on the national core team and served as an Instructor in North Carolina.

“Kayaking 101 creates phenomenal opportunities for the paddlesports experts in the Coast Guard Auxiliary to cross pollinate with other ACA instructors and paddlesports leaders in their communities,” said McDevitt. “It is also a great way to introduce other Auxiliarists to the kinds of paddlesports training opportunities that we are growing and expanding within the Auxiliary and with our partners. After attending one of these events, they get it.”

“At the surface, this event marks an incredible opportunity for ACA instructors and the paddling community to come together to offer community-based training as a special one-time per year opportunity and energize the community, but for the ACA, this event is much more than that,” said Andrea White, Chair of the ACA Regional Activity Council and co-founder of this event.

“ACA leaders in seven states connected with their paddling community leaders to make Kayaking 101 happen and to help put the ACA brand and the message about how much fun a day of training can be into the general market awareness. That promotes organizations doing ACA training all year long and demonstrates the value of being connected with the ACA.”

White continues, “Additionally, offering a common event template across seven states gives us the ability to do standardized event management and reporting and then transfer the successful relationships we have between ACA leaders and state officials in one state to build confidence about partnerships with officials in another state. This kind of transferable experience is invaluable.”

2024 marks the first time the US Army Corps of Engineers has served as a public lands partner, enabling ACA to bring the “Kayaking 101” event to Georgia. “Being able to mobilize this many nationally certified ACA instructors to help beginners is a very powerful way for the community to come together to reinforce safety while we are having fun!” said Ranger Rusty Simmons, Chief Ranger of Park Operations at Allatoona Lake.

Participating Marquee Sponsors for this event include:

- American Canoe Association’s Regional Activity Council
- US Coast Guard Auxiliary
- Georgia River Network
- Tennessee State Parks & Tennessee Wildlife Resources Agency
- North Carolina State Parks and North Carolina Wildlife Resources Commission
- South Carolina State Parks and South Carolina Department of Natural Resources
- Florida State Parks and Florida Fish and Wildlife Commission
- Missouri State Parks
- US Army Corps of Engineers at Allatoona Lake, Trust for Public Lands/Chattahoochee Riverlands, and Georgia Power Company

State by State: The following core planning team members rallied their communities to make this event possible and partnered with these local partners in each state!

Tennessee: Kayaking 101 Tennessee Volunteer Coordinator Kim Abney, ACA Tennessee State Director ANDe Demetriou, and Tennessee State Parks Interpretation & Recreation Manager Laura Franklin served as the Tennessee planning team, supported by contributions from Appalachian Paddling Enthusiasts, Blues City Kayaks; Bluff City Canoe Club; Catalyst Sports; Chattanooga Therapeutic Recreation Services, Chota Canoe Club; East Tennessee Whitewater Club; Nolichucky Outdoor Learning Institute; Team River Runner-Atlanta; Tennessee Scenic Rivers Association; Tennessee Valley Canoe Club; University of Tennessee Canoe and Hiking Club; and Tennessee RiverLine.

North Carolina: ACA North Carolina State Director William Holman worked with State Park Ranger and ACA Instructor Trainer Jake Vitak and Coast Guard Auxiliary Paddlecraft Safety Division Chief Roland McDevitt served as the North Carolina planning team, supported by contributions from Carolina Kayak Club, Get Outdoors Pedal and Paddle, Carolina Canoe Club, Paddle NC, Outdoor Women by Jo Proia,

Catawba Riverkeepers, Cape Fear River Adventures, Kitty Hawk Kites, Frog Hollow Outdoors, Great Outdoor Provision Co., Team River Runner Pineland Chapter, Foothills Conservancy, Rock Outdoors, Liquid Logic Kayaks, Lett's Go Watersports, City of Raleigh Parks and Recreation, City of High Point Parks and Recreation, Twin Rivers Paddle Club, Paddling 4 Pennies, Yadkin River Keepers, REI

South Carolina: Kayaking 101 South Carolina Event Coordinator Bev Cosslett, ACA South Carolina State Director Geoff Chambers, South Carolina State Parks representative Dia Hitt, South Carolina DNR representative Denetta Dawson and Coast Guard Auxiliarist Walter Runck served as the South Carolina planning team, supported by contributions from Low Country Paddlers, Augusta Canoe and Kayak Club, America's Boating Club – Charleston, and Edisto River Canoe and Kayak Commission.

Georgia: ACA Georgia State Director Erin Evans, Georgia Canoeing Association President Diane Windham, USACE Ranger Christopher Purvis, Georgia River Network leaders Andrea White and Rebekah Clark as well as Coast Guard Auxiliarist Daniel Vaccaro served as the Georgia planning team, supported by contributions from Georgia River Network, Georgia Power Company, Trust for Public Lands, Georgia Canoeing Association, The Outdoor Foundation, Savannah Coastal Ecotours, Middle Georgia Kayaking, Miller Kayak Trips and Training, REI Co-op and REI Co-op Experiences, Tennessee Valley Canoe Club, Half Moon Outfitters, Westbrook Supply Co., and Southern Conservation Trust.

Florida: ACA Kayaking 101 Florida Event Coordinator Kevin Hawkins, ACA Florida State Director Tatiana Cox Lopez, Florida State Parks Assistant Director Brian Fugate, Florida Fish & Wildlife Conservation Commission Boating and Waterways representative Brian Rehwinkel, Past President of Florida Paddling Trails Association Dorsey DeMaster, and Coast Guard Auxiliarist Don Rice served as the Florida planning team, supported by contributions from Kaku Kayaks, Tampa Bay Kayak Anglers, Florida Paddling Trails Association, Kayak Adventure Group out of Tampa Bay, and St. Augustine Paddle Sports.

Missouri: ACA Heartland Regional Chair Perry Whittaker and Missouri State Parks Recreation Section Chief Rebecca Young served as the Missouri planning Florida planning team, supported by contributions from team, supported by contributions from The Alpine Shop.

Texas: Texas Parks and Wildlife Boating Education Manager and ACA Instructor Trainer Kim Sorensen, ACA Texas State Director Chris Arceneaux, ACA Gulf States Regional Chair Dave Holl served as the Texas planning team, supported by contributions from Houston Area Sea Kayakers, Kraken Kayak Outfitters, and Champions Outdoors.

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STORIES NEWS & EVENTS

ACA And US Coast Guard Initiative To Boost Kayaker Safety Expands To 7 States

American Canoe Association, US Coast Guard Auxiliary create partnerships with state agencies and USACE for volunteer led 'Kayaking 101' instruction to kick off National Safe Boating Week in May

ATLANTA, GA - This year marks a significant expansion of an already successful volunteer-led initiative to offer low-cost kayaking instruction on the Saturday before Memorial Day Weekend. Nationally certified instructor volunteers from the American Canoe Association (ACA) and representatives from the US Coast Guard Auxiliary are joining forces with public lands partners, state agencies, paddling clubs and other local paddlesports leaders to offer 43 simultaneous "Kayaking 101" classes across seven states on May 18 to kick off National Safe Boating Week. After successful initiatives in Tennessee and North Carolina in 2022 and 2023, this year the ACA partnership will expand to include Tennessee, North Carolina, South Carolina, Florida, Georgia, Texas and Missouri. The ACA is the national accrediting body for paddlesports education.

According to the US Coast Guard, 40% of all boaters are engaged in paddlesports. The US saw an estimated 45 million paddlers enjoying kayaking, canoeing and paddle board activities last year. Unfortunately, fatalities are on the increase too, with 26% of all recreational boating fatalities involving paddlers. Kayakers comprise the bulk of paddlesports growth and the majority of paddling fatalities. Surprisingly, accidents happen most often in calm water conditions. Nearly 75% of fatalities involve paddlers with less than 100 hours experience and 35% of those have less than 10 hours experience.

Volunteer organizers of this event are working in collaboration with US Coast Guard and US Coast Guard Auxiliary as a grassroots initiative to change the trajectory of this trend. Specifically, this event aligns with the USCG Strategic Plan for the National Recreational Boating Safety Program (2022-2026): encouraging wear of life jackets; and, employing strategies to address new boaters, including paddlers.

"The US Coast Guard is excited to support "Kayaking 101" as a powerful volunteer-led initiative to share the love of paddlesports and help train newcomers how to do it safely," said Verne Gifford, Chief, U. S. Coast Guard Boating Safety Division (CG-BSX-2). "It is amazing to see the local ACA instructors, paddling clubs and paddling leaders join forces to address this need in their communities. They saw a chance to make a difference and they stepped up to be part of the solution!"

In April 2024, the National Safe Boating Council recognized this volunteer-led initiative with the 2024 IBWSS Community Impact Award for making such a notable difference with paddling safety in our communities. But in fact, this initiative is winning awards and getting the attention of boating safety specialists everywhere the volunteers take it.

In 2022, ACA Tennessee partnered with Tennessee State Parks and Tennessee Wildlife Resources Agency to offer 12 classes, and was recognized by the Tennessee Recreation and Parks Association with the Four Star Innovation Award for Park Programming. In 2023, ACA Tennessee and ACA North Carolina partnered with State Parks and the Wildlife Resource Commissions from both states to offer 24 classes. In 2023, North Carolina Division of Parks and Recreation's Interpretation and Education Council noted this was "likely the single largest education day for kayak safety in North Carolina State Parks' history."

"We are thrilled with the success we have seen already as a partner in this initiative, and we are delighted to see the program expand," said Greer Tidwell, deputy commissioner at the Tennessee Department of Environment and Conservation. "This instruction is an excellent opportunity to learn important safety techniques and make the most of such an enjoyable sport. It is a great way to kick off National Safe Boating Week."



Hammocks Beach State Park, NC, 2023

These classes have demonstrated a remarkable impact on their communities, achieving the following metrics of success in 2023:

- Trained 279 people in one day across 2 states
- 179 volunteers from 46 organizations came together to lead the training
- 36 news stories/earned media was secured reaching 200-500,000 people in the general media market with messages about paddling safety
- 83,000 paddlers reached on social media (conservatively)
- Watch highlights reel from ACA Tennessee 2023 [here](#)

"We know that just one day of training can make the difference between setting yourself up for a bad experience that ruins the sport for you versus setting yourself up for a whole lifetime of paddling fun," said ACA Regional Activity Council Chair and event co-founder, Andrea White.

In each state, the local chapter of ACA partners with a public lands agency to build the foundation for the event and then gathers instructor volunteers and safety boaters, donations for free kayak

partnership to bring the event to their state. 2024 marks the first time the US Army Corps of Engineers has sponsored the "Kayaking 101" events and other support from the paddling leaders and stakeholders in those communities for free kayak foundation for the event and then gathers instructor volunteers and safety boaters' donations in each state the local chapter of ACA partners with a public lands agency to build the

"We are excited to be able to bring an event of this caliber to Georgia for the benefit of all of the paddlers we see at Allatoona Lake and in other parts of the state," said Ranger Rusty Simmons, Chief Ranger of Park Operations at Allatoona Lake. "Being able to mobilize this many nationally certified ACA instructors to help beginners is a very powerful way for the community to come together to reinforce safety while we are having fun!"



Hammocks Beach State Park, NC, 2023

Participating Marquee Sponsors for this event include:

- American Canoe Association's Regional Activity Council
- US Coast Guard Auxiliary
- Georgia River Network
- Tennessee State Parks & Tennessee Wildlife Resources Agency
- North Carolina State Parks and North Carolina Wildlife Resources Commission
- South Carolina State Parks and South Carolina Department of Natural Resources
- Florida State Parks and Florida Fish and Wildlife Commission
- Missouri State Parks
- US Army Corps of Engineers at Allatoona Lake, GA, Trust for Public Lands/Chattahoochee Riverlands, and Georgia Power Company

Classes cost \$15 per person including a free kayak rental for training that often retails for \$75-\$150. All instructors are local volunteers who are nationally certified by the American Canoe Association to give paddling and rescue training and are supported by experienced paddlesports safety teams.

Each park's event will be limited to 15 people. In returning states, Tennessee and North Carolina, there are also a few specialized classes for Adaptive Kayaking, Kayak Fishing, and Standup Paddleboard.

Interested parties can register at the registration links provided here for each state. In-person spaces are limited. A free ACA online class is also available; however, in-person training with a certified instructor is strongly encouraged.

These classes are made available by certified instructor volunteers, safety boaters and equipment donations from many organizations coming together to help their fellow paddlers across 6 states. Valued partners joining the American Canoe Association and US Coast Guard Auxiliary in this effort in each state include:



Meeman-Shelby Forest State Park, TN, 2023 | Photo by Ande Demetriou



Cliffs of Neuse State Park, NC, 2023 | Photo by Lloyd Dossier

Tennessee: Appalachian Paddling Enthusiasts, Blues City Kayaks, Bluff City Canoe Club, Catalyst Sports, Chattanooga Therapeutic Recreation Services, Chota Canoe Club, East Tennessee Whitewater Club, Knoxville Kayaking Clinic, Nolichucky Outdoor Learning Institute, Sunseeker Outfitters, Team River Runner-Atlanta, Tennessee Scenic Rivers Association, Tennessee Valley Canoe Club, and Tennessee RiverLine.

North Carolina: Carolina Kayak Club, Get Outdoors Pedal and Paddle, Carolina Canoe Club, Paddle NC, Outdoor Women by Jo Proia, Catawba Riverkeepers, Cape Fear River Adventures, Kitty Hawk Kites,

South Carolina: Low Country Paddlers, Augusta Canoe and Kayak Club, America's Boating Club – Charleston, and Edisto River Canoe and Kayak Commission.

Georgia: Georgia River Network, Georgia Power Company, Trust for Public Lands, Georgia Canoeing Association, The Outdoor Foundation, Savannah Coastal Ecotours, Middle Georgia Kayaking, Miller Kayak Trips and Training, REI Co-op and REI Co-op Experiences, Tennessee Valley Canoe Club, Half Moon Outfitters, Westbrook Supply Co., and Southern Conservation Trust.

Florida: Kaku Kayaks, Tampa Bay Kayak Anglers, Florida Paddling Trails Association, Kayak Adventure Group out of Tampa Bay, St. Augustine Paddle Sports.

Missouri: The Alpine Shop

Texas: Houston Area Sea Kayakers, Texas Outdoor Family



BY THE GOVERNOR OF THE STATE OF GEORGIA

A PROCLAMATION

GEORGIA SAFE BOATING WEEK

- WHEREAS:** The State of Georgia is blessed with many beautiful and accessible coastal waters, freshwater rivers, and lakes, many of which offer the freedom and ability for Georgians to use for personal recreation and enjoyment, benefitting the state economy and greatly enhancing the quality of life for Georgia residents and visitors; and
- WHEREAS:** An average of 650 people perish each year in boating-related accidents in the United States. Over 75% of these fatalities are caused by drowning, which is preventable in many cases by wearing a life jacket; and
- WHEREAS:** By law, boaters are required to have a U.S. Coast Guard-approved wearable life jacket on board and available for each person on the boat, and boaters are encouraged to wear a life jacket at all times while boating; and
- WHEREAS:** The growing popularity of recreational boating, paddle sports, and related water sports has increased the responsibilities of the Georgia Department of Natural Resources and the U.S. Coast Guard, as well as volunteer organizations such as the U.S. Coast Guard Auxiliary, the U.S. Power Squadrons – America's Boating Club, the Georgia Chapter of the American Canoe Association, and the Georgia River Network who strive to ensure the safety of the boating public; and
- WHEREAS:** During Georgia Safe Boating Week and throughout the year, dedicated enforcement officers, as well as volunteer organizations, provide Georgia citizens with the knowledge and skills to become safer and more responsible boaters; and
- WHEREAS:** Georgians are encouraged to spread the message of boating safety, urging fellow boaters to participate in boating education classes (situational awareness and rules of the road), check the weather, file a float plan, stay sober, and follow State and Coast Guard regulations. Boating safety knowledge and skills are important in reducing human error, improving judgment, and ultimately saving lives; now
- THEREFORE:** I, BRIAN P. KEMP, Governor of the State of Georgia, do hereby proclaim May 18 - 24, 2024 as GEORGIA SAFE BOATING WEEK in Georgia.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 13th day of May in the year of our Lord, Two Thousand and Twenty-Four.



B. Kemp
GOVERNOR

ATTEST

Laura M. Curry
CHIEF OF STAFF

National Safe Boating Week 2024 Kayaking 101 Final Metrics

ACA instructors and State Leaders in partnership with 10 state agencies, US Coast Guard Auxiliary and the US Army Corps of Engineers.

	ACA Tennessee	ACA North Carolina	ACA Georgia	ACA Florida	ACA South Carolina	ACA Texas	ACA Missouri	National	TOTAL
Locations:	11	15	5	3	2	5	2		43
Tickets Sold (\$15 each):	138	211	65	36	23	73	18		564
Total People Trained:	115	172	51	29	21	68	15		471
Gross Revenue:	\$ 2,070	\$ 2,970	\$ 1,130	\$ 540	\$ 345	\$ 1,095	\$ 270		\$ 8,420
Use of Revenue:	All proceeds donated to State Parks with SP operated registration ACA Tennessee: \$1670 for insurance and \$594 transaction insurance, \$108 paid to transaction fees; \$300 in gift cards to shipping and \$200 in shipping and expenses; the remainder donated to Get Outdoors for registration assistance ACA North Carolina: \$28.8 paid to transaction fees and \$290 paid for insurance; \$221.20 in reserve for ACA Florida ACA Georgia: \$730 paid to insurance, \$108 paid to transaction fees; \$96 paid to shipping and \$196 in reserve for ACA Georgia ACA Florida: \$28.8 paid to transaction fees and \$290 paid for insurance; \$221.20 in reserve for ACA Florida ACA South Carolina: All proceeds donated to State Parks with SP operated registration volunteers \$527; \$488 in reserve for ACA Texas events in the fall. ACA Texas: Transaction fees ACA Missouri: All proceeds donated to State Parks with SP operated registration volunteers \$527; \$488 in reserve for ACA Texas events in the fall.								
Funds in Reserve for ACA State Budget			\$196	\$221		\$488			\$905
ACA Volunteers (Instructors, Safety Boaters, Photo/Video Volunteers):	59	50	35	15	10	14	1		184
*Augmented by State Parks Representation	14	8	0	3	5	15	5		50
*Augmented by Wildlife Resource Officers	8	7	0	2	2	2	0		21
*Augmented by USCG Auxiliary	2	6	8	5	7	7	0		23
Number of Organizations represented (in addition to title sponsors):	13	20	13	5	4	3	1		59
Total Volunteer Hours:	793	515	275	175	126	248	42		2,294
Project Manager and Volunteers on Planning Team	350	120	50	75	50	100	10		875
Lead Instructors (10 hours each)	100	150	50	30	20	50	20		420
Other volunteers (7 hours each)	343	245	175	70	56	98			987
Retail Value of Training Delivered (\$100 per student):	\$ 11,500	\$ 17,200	\$ 5,100	\$ 2,900	\$ 2,100	\$ 6,800	\$ 1,500		\$ 47,100
Estimated Value of Time Donated (\$20/hour):	\$ 15,860	\$ 10,300	\$ 5,500	\$ 3,500	\$ 2,520	\$ 4,960	\$ 840		\$ 45,880
Sponsorship Donations:									
SWAG for volunteers, shipping to volunteers, and other sponsored expenses	\$ 2,630	\$ 14,146	\$ 2,870	\$ 2,260	\$ -	\$ 160	\$ 200		\$ 22,206
In-Kind	\$ 1,391	\$ 1,900	\$ 1,391	\$ 500	\$ 528	\$ -	\$ 341		\$ 6,051
Total Earned Media/News Articles Secured:	9	7	16	2	2	4	4		46
Social Media Posts	41	65	30	25	18	28	10		217
Total Social Media -- Local Paddlers Reached (conservatively):	13548	71336	11534	6669	5647	13540	448		122,922
Total Social Media -- Local Paddler Engagement	391	31327	725	234	328	175	80		33,260

Did we train the Target Market? (See detailed data on Qualitative Spreadsheet)

Registered for Free Kayak	69%	with 473 out of 564 registrants reporting, from 7 states
Beginner/First Timer	58%	with 321 out of 564 registrants reporting, from 7 states
1-2 years Experience	19%	
Experienced Paddler	21%	
Age Breakout		
Under 18	8%	
18-30	14%	
31-40	11%	
41-50	15%	with 413 out of 496 registrants reporting, from 6 states
51-60	23%	
61+	26%	

Historic Comparison:

ACA TN in 2022

- 170 people trained in 12 simultaneous Kayaking 101 classes offered statewide
- 57 volunteers from 12 different organizations donated 644 hours valued at \$12,880 in in-kind contributions; retail value of services delivered estimated at \$18,000
- 23 news stories/earned media with 2 Live TV Interviews and a spread in the statewide newspaper
- More than 38,000 Tennessee paddlers reached by targeted social media campaigns
- Tennessee State Parks and ACA Tennessee awarded TRPA Four Star Award for Innovative Programming in 2022

ACA TN + ACA NC in 2023

- 279 people trained in 24 simultaneous Kayaking 101 classes offered across 2 states
- 179 volunteers from 46 different organizations donated 1,872 hours valued at \$36,000 in in-kind contributions; retail value of services delivered estimated at \$36,440
- 36 news stories/earned media
- More than 83,000 paddlers reached by targeted social media campaigns
- ACA RAC awards the IBWSS Communications Community Impact Award for this initiative in 2024

ACA Kayaking 101 2024

	Sold	Attended		
ACA Tennessee	153	115		
Big Ridge State Park	15	7		
Booker T Washington State Park - Adaptive	10	10		
Cove Lake State Park	15	0		
Davy Crockett Birthplace State Park	15	14		
Harpeth River State Park	15	13		
Harrison Bay State Park	14	18		
Hiwassee/Ocoee State Park	9	6		
Long Hunter State Park	15	14		
Meeman-Shelby Forrest State Park	15	15		
Seven Islands State Birding Park	15	12		
Warriors Path State Park	15	6		
ACA Georgia	Sold	Attended		
Allatoona Lake, Stamp Creek DUA	6	3		
Allatoona Lake, Kellogg Creek DUA	14	11		
Allatoona Lake, Old Highway 41 #2 DUA	15	13		
Lawrence Shoals Campground	15	10		
Rodney J. Hall Boat Ramp, Savannah	15	14		
ACA North Carolina	Registered	Canceled	Attended	
Jockey's Ridge State Park	14	1	14	
Hammock's Beach State Park - Fishing	15	6	10	
Carolina Beach State Park	15	3	12	
Falls Lake State Recreational Area/Kayak	17	0	16	
Jordan Lake NCWRC	16	2	14	
Morrow Mountain State Park	15	3	13	
Hanging Rock State Park	14	1	13	
Lake Norman State Park	13	0	13	
Lake James State Park	14	8	6	
Jones Lake State Park	13	0	15	
Lake Johnson	15	3	12	
Oak Hollow Lake	9	4	5	
Pilot Mountain State Park	13	1	12	
Bertie County Park(Merchants/Salmon)	17	6	11	
Falls Lake SRA / SUP	11	4	6	
			172	
ACA South Carolina	Sold	Attended		
Aiken State Park	15	13		
Chester State Park	8	8		

ACA Florida	Sold	Attended
Sebastian Inlet State Park	8	3
Faver-Dykes State Park	15	12
Crystal River Preserve State Park	14	14

ACA Texas	Sold	Attended
Goose Island State Park	15	15
Sea Center, Texas	15	15
Galveston Island State Park	14	9
Inks Lake State Park	14	14
Cleburne State Park	15	15

ACA Missouri	Sold	Attended
Cuivre River State Park	13	13
Finger Lakes State Park	5	5

ACA Tennessee

Title Sponsors:

ACA Tennessee
Tennessee State Parks
Tennessee Wildlife Resources Agency

Volunteers and Community Support:

Appalachian Paddling Enthusiasts
Bluff City Canoe Club
Blues City Kayaks
Catalyst Sports
Chattanooga Therapeutic Recreation Services
Chota Canoe Club
East Tennessee Whitewater Club
Nolichucky Outdoor Learning Institute
Team River Runner Atlanta
Tennessee RiverLine
Tennessee Scenic Rivers Association
Tennessee Valley Canoe Club
US Coast Guard Auxiliary
University of Tennessee Canoe and Hiking Club

ACA North Carolina

Title Sponsors:

ACA North Carolina
North Carolina State Parks
North Carolina Wildlife Resources Commission
US Coast Guard Auxiliary

Volunteers and Community Support:

Carolina Kayak Club
Carolina Canoe Club
Paddle NC
Outdoor Women by Jo Proia
Catawba Riverkeepers
Cape Fear River Adventures
Kitty Hawk Kites
Frog Hollow Outdoors
Great Outdoor Provision Co.
Team River Runner Pineland Chapter
Foothills Conservancy
Rock Outdoors
Liquid Logic Kayaks
Get Outdoors Pedal and Paddle
Let's Go Watersports
City of Raleigh Parks and Recreation
City of High Point Parks and Recreation
Twin Rivers Paddle Club
Paddling 4 Pennies
Yadkin River Keepers
REI

ACA Georgia

Title Sponsors:

ACA Georgia
US Army Corps of Engineers at Allatoona Lake
US Coast Guard Auxiliary

Volunteers and Community Support:

Georgia River Network
Georgia Power Company
Trust for Public Land
Georgia Canoeing Association
The Outdoor Foundation
Savannah Coastal Ecotours
Middle Georgia Kayaking
Miller Kayak Trips and Training
REI Co-op and REI Co-op Experiences
Tennessee Valley Canoe Club
Half Moon Outfitters
Westbrook Supply Co.
Southern Conservation Trust

ACA South Carolina

Title Sponsors:

ACA South Carolina
South Carolina State Parks
South Carolina DNR
US Coast Guard Auxiliary

Volunteers and Community Support:

Low Country Paddlers
Augusta Canoe and Kayak Club
America's Boating Club - Charleston
Edisto River Canoe and Kayak Commission

ACA Florida

Title Sponsors:

ACA Florida
Florida State Parks
Florida Wildlife Commission
US Coast Guard Auxiliary

Volunteers and Community Support:

Kaku Kayaks
Tampa Bay Kayak Anglers
Florida Paddling Trails Association
Kayak Adventure Group out of Tampa Bay
St. Augustine Paddle Sports

ACA Texas:

Title Sponsors:

ACA Texas
Texas Parks and Wildlife/Texas Outdoor Farr
US Coast Guard Auxiliary

Volunteers and Community Support:

Houston Association of Sea Kayakers
Kraken Kayak Outfitters
Champions Outdoors

ACA Missouri

Title Sponsors:

ACA Missouri
Missouri State Parks
US Coast Guard Auxiliary

Volunteers and Community Support:

The Alpine Shop

2024 ACA Kayaking 101 Media Hits for National Safe Boating Week

Press Releases:

[National: American Canoe Association, US Coast Guard Auxiliary Create Partnerships with State Agencies and USACE for Volunteer Led 'Kayaking 101' Instruction to Kick Off National Safe Boating Week](#)

[USCG Media Advisory: MEDIA ADVISORY: Coast Guard Auxiliary, multiple agencies hold Kayaking 101 classes across 7 states](#)

[ACA Tennessee + Tennessee State Parks: 'Kayaking 101' Instruction To Kick Off National Safe Boating Week: Tennessee State Parks and TWRA Partner With American Canoe Association: Tennessee State Parks and TWRA Partner With American Canoe Association](#)

[ACA North Carolina + North Carolina State Parks: North Carolina State Parks to Offer 'Kayaking 101' Classes with American Canoe Association, US Coast Guard Auxiliary](#)

[ACA South Carolina + South Carolina State Parks: ACA Kayaking 101 offered at Aiken and Chester State Parks on May 18 to kick off National Safe Boating Week](#)

[ACA Missouri + Missouri State Parks: Kayaking 101 instruction kicks off National Safe Boating Week | Missouri Department of Natural Resources \(mo.gov\)](#)

[US Coast Guard Auxiliary Partnering with Georgia Leaders for 'Kayaking 101' Instruction to Kick Off National Safe Boating Week](#)

[ACA Texas + Texas Parks and Wildlife Department: Texas Parks and Wildlife Department, U.S. Coast Guard Auxiliary Partner with American Canoe Association for 'Kayaking 101' Instruction to Kick Off National Safe Boating Week](#)

[ACA Florida + Florida Wildlife Commission + Florida State Parks: Partnering with American Canoe Association for Kayaking 101 instruction to kick off National Safe Boating Week | FWC \(myfwc.com\)](#)

Media Hits:

National:

[ACA And US Coast Guard Initiative To Boost Kayaker Safety Expands To 7 States - Paddling Magazine](#)

[Nat. Boating Federation May 2024 Bulletin \(mailchi.mp\)](#)

Georgia:

[Low-Cost Kayaking Instruction at Lake Allatoona | WBHF \(wbhfradio.org\)](https://www.wbhf.com/story/news/local/2024/05/23/low-cost-kayaking-instruction-at-lake-allatoona-wbhf/73802046007/)

<https://www.msgrnews.com/community/get-paddling-safely-free-aca-training>

<https://www.lakeoconeenews.us/news/get-paddling-safely-free-aca-training>

[Corps of Engineers, Coast Guard help present 'Kayaking 101' | Plus | henryherald.com](https://www.henryherald.com/story/news/local/2024/05/23/corps-of-engineers-coast-guard-help-present-kayaking-101-plus/73802046007/)

[Corps of Engineers, Coast Guard help present 'Kayaking 101' | | news-journal.com](https://www.news-journal.com/story/news/local/2024/05/23/corps-of-engineers-coast-guard-help-present-kayaking-101-plus/73802046007/)

[kayak 101.jpg | Plus | news-daily.com](https://www.news-daily.com/story/news/local/2024/05/23/kayak-101-plus/73802046007/)

[kayak 101.jpg | Plus | rockdalenewtoncitizen.com](https://www.rockdalenewtoncitizen.com/story/news/local/2024/05/23/kayak-101-plus/73802046007/)

[Corps of Engineers, Coast Guard help present 'Kayaking 101' | News | albanyherald.com](https://www.albanyherald.com/story/news/local/2024/05/23/corps-of-engineers-coast-guard-help-present-kayaking-101-news/73802046007/)

[Corps of Engineers, Coast Guard help present 'Kayaking 101' | Plus | gwinnettdaily.com](https://www.gwinnettdaily.com/story/news/local/2024/05/23/corps-of-engineers-coast-guard-help-present-kayaking-101-plus/73802046007/)

[Corps of Engineers, Coast Guard help present 'Kayaking 101' | Plus | morgancountycitizen.com](https://www.morgancountycitizen.com/story/news/local/2024/05/23/corps-of-engineers-coast-guard-help-present-kayaking-101-plus/73802046007/)

[Corps of Engineers, Coast Guard help present 'Kayaking 101' - Yahoo Sports](https://www.yahoo.com/sports/corps-of-engineers-coast-guard-help-present-kayaking-101-052324.html)

[Low-Cost Kayaking Instruction at Lake Allatoona | WBHF \(wbhfradio.org\)](https://www.wbhf.com/story/news/local/2024/05/23/low-cost-kayaking-instruction-at-lake-allatoona-wbhf/73802046007/)

[Bon voyage: National Safe Boating Week sets sail May 18 to 24 | Features | daily-tribune.com](https://www.daily-tribune.com/story/news/local/2024/05/23/bon-voyage-national-safe-boating-week-sets-sail-may-18-to-24-features/73802046007/)

[In honor of Boating Safety Week in Georgia, low-cost kayaking lessons are available | Georgia Public Broadcasting \(gpb.org\)](https://www.gpb.org/news/local/2024/05/23/in-honor-of-boating-safety-week-in-georgia-low-cost-kayaking-lessons-are-available)

[https://www.savannahnow.com/story/lifestyle/public-safety/2024/05/23/boat-safety-experts-issu e-recommendations-ahead-of-memorial-day-weekend/73802046007/](https://www.savannahnow.com/story/lifestyle/public-safety/2024/05/23/boat-safety-experts-issu-e-recommendations-ahead-of-memorial-day-weekend/73802046007/)

[Georgia Power hosts kayak safety classes ahead of summer and holiday weekend \(wgxa.tv\)](https://www.wgxa.com/story/news/local/2024/05/23/georgia-power-hosts-kayak-safety-classes-ahead-of-summer-and-holiday-weekend/73802046007/)

Tennessee:

[Tennessee State Parks, TWRA Partner With American Canoe Association For Kayaking 101 Instruction To Kick Off National Safe Boating Week - Chattanooga.com](https://www.chattanooga.com/story/news/local/2024/05/23/tennessee-state-parks-twra-partner-with-american-canoe-association-for-kayaking-101-instruction-to-kick-off-national-safe-boating-week/73802046007/)

['Kayaking 101' Offered At Crockett Birthplace Park | Local News | greenevillesun.com](https://www.greenevillesun.com/story/news/local/2024/05/23/kayaking-101-offered-at-crockett-birthplace-park-local-news/73802046007/)

[TENNESSEE STATE PARKS, TWRA PARTNER WITH AMERICAN CANOE ASSOCIATION FOR 'KAYAKING 101' INSTRUCTION TO KICK OFF NATIONAL SAFE BOATING WEEK | The](https://www.the-citizen.com/story/news/local/2024/05/23/tennessee-state-parks-twra-partner-with-american-canoe-association-for-kayaking-101-instruction-to-kick-off-national-safe-boating-week/73802046007/)

[Knoxville Focus \(knoxfocus.com\)](http://knoxfocus.com)

['Kayaking 101' instruction to kick off National Safe Boating Week | State Of Tennessee | themountainpress.com](#)

['Kayaking 101' to kick off National Safe Boating Week | News | clevelandbanner.com](#)

[Tennessee State Parks to hold Kayaking Instruction Events, May 18th - Clarksville Online - Clarksville News, Sports, Events and Information](#)

['Kayaking 101' coming to a state park near you | Sports | therogersvillereview.com](#)

[Spring festivals, events at TN state parks - Knox TN Today](#)

[TN State Parks, TWRA to offer kayaking lessons with American Canoe Association | wbir.com](#)

North Carolina:

<https://coastalreview.org/2024/04/kayaking-course-to-launch-national-safe-boating-week/>

[North Carolina State Parks to offer 'Kayaking 101' classes | Kayak | yadkinripple.com](#)

[North Carolina State Parks to offer 'Kayaking 101' classes | Mtairy | thestokesnews.com](#)

['Kayaking 101' classes to be offered at Lake James \(mcdowellnews.com\)](#)

['Kayaking 101' classes to be offered at Lake James \(morganton.com\)](#)

[Kayaking 101 classes completed at Jockey's Ridge - OBX Today](#)

[The Outer Banks Voice - Kayaking 101 Classes Completed at Jockey's Ridge](#)

Texas:

[Texas Parks and Wildlife Department, U.S. Coast Guard Auxiliary Partner with American Canoe Association for 'Kayaking 101' Instruction to Kick Off National Safe Boating Week - The Katy News](#)

<https://www.google.com/url?rct=j&sa=t&url=https://www.sansabanews.com/school-and-sports/national-safe-boating-week&ct=ga&cd=CAEYACoUMTQ1NjUxMzUyODAxOTM2OTk2MjcyGiliYmE1YTQwYjY1ZjlxNjE6Y29tOmVuOIVT&usg=AOvVaw342HNOmkG2ZAYo4-dfzsm>

<https://www.houstonchronicle.com/news/houston-texas/trending/article/texas-parks-wildlife-kayaking-101-19432791.php>

[Boating Safety Starts with YOU! \(govdelivery.com\)](#)

ACA Kayaking 101 Sponsors

FOR CONSISTENCY IN REPORTING:

* *in-kind donations of an instructor's time who does this for a living are estimated at 10 hours * \$20 for Lead Instructors and 8 hours * \$20 for assisting instructors*

**in-kind donations for free kayak rentals and transport are estimated at #boats * \$50*

ACA Tennessee - In Kind	\$2,630	ACA Tennessee - Monetary	\$1,391
Nolichucky Outdoor Learning Institute donated instruction (4)	\$680	Tennessee State Parks	paid directly to vendor to cover 1/2 production of hats for
Nolichucky Outdoor Learning Institute donated free kayak rentals and transport (5)	\$250	Tennessee Wildlife Resources Agency	paid directly to vendor to cover 1/2 production of hats for volunteers
Tennessee RiverLine donated instruction	\$200	Chota Canoe Club donated a port-a-potty	paid directly to vendor
Tennessee RiverLine donated free kayak rentals and transport (12)	\$600		
Chattanooga Therapeutic Recreation Services donated free kayak rentals and transport (6)	\$300		
Catalyst Sports donated free kayak rentals and transport (8)	\$400		
Blues City Kayaks donated instruction	\$200		
University of Tennessee Canoe and Hiking Club donated gear (spray tops, warm clothing, etc.)			

ACA Georgia - in kind	\$2,810	ACA Georgia - monetary	\$762
Georgia River Network donated free kayak rentals and transport (13)	\$650	Trust for Public Land donated funds for volunteer tshirts	paid directly to vendor for tshirts for volunteers
REI Experiences donated free kayak rentals and transport (11)	\$550	GRN paid overage on tshirts for volunteers out of event proceeds	\$96 Not a donation.
Miller Kayak Trips and Training donated free kayak rentals and transport (7)	\$350	GRN paid to ACA for insurance from event proceeds; not a donation	\$730 Not a donation.
Southern Conservation Trust donated instruction (1)	\$160	GRN paid transaction fees from event proceeds; not a donation.	\$108 Not a donation.
Southern Conservation Trust donated free kayak rentals and transport (3)	\$150		
Georgia River Network donated media support, registration, and insurance support			
Georgia Power donated the use of the Lawrence Shoals Campground location			
Savannah Coastal Ecotours donated instruction (1)	\$200		
Savannah Coastal Ecotours donated free kayak rentals and transport (5)	\$250		
Half Moon Kayaking donated free kayak rentals and transport (10)	\$500		

ACA South Carolina - in kind	\$0	ACA South Carolina - monetary	\$528
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			South Carolina DNR - SWAG shirts		\$528	paid directly to vendor for tshirts for volunteers
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ACA Missouri - in kind		\$200	ACA Missouri - monetary		\$341	paid directly to vendor for hats for volunteers
Alpine Shop donated free kayak rentals and transport		\$200	Missouri State Parks		\$341	

ACA Texas - in kind		\$160	ACA Texas - monetary			paid directly to vendor for hats for volunteers out of event proceeds; not a donation
Houston Association of Sea Kayakers donated registration support			Houston Association of Sea Kayakers		\$527	registration transaction fees paid out of event proceeds; not a donation
Kraken Kayak Outfitters donated instruction		\$160	Houston Association of Sea Kayakers		\$50	event proceeds in reserve for ACA Texas Updates event in the fall to cover festival fees for instructor updates
			Houston Association of Sea Kayakers		\$488	

ACA Florida - in kind		\$2,260	ACA Florida - monetary		\$500	paid directly to the vendor for tshirts for volunteers
Tampa Bay Kayak Anglers donated instruction (4 ACA certified instructor)		\$680	Florida Wildlife Commission		\$500	paid from event proceeds; not a donation
Tampa Bay Kayak Anglers donated free kayak rentals and instruction (8 Kayaks)		\$400	Tampa Bay Kayak Anglers paid \$28.80 in transaction fees and taxes		\$29	paid from event proceeds; not a donation
Florida Trails Paddling Association donated marketing services			Tampa Bay Kayak Anglers paid \$290 in		\$290	in reserve for ACA Florida; not a donation
St. Augustine Paddle Sports donated free kayak rentals and transport		\$600	Tampa Bay Kayak Anglers		\$221	
Florida Wildlife Commission donated PFDs for every student (\$20)		\$580				

ACA North Carolina - in kind		\$14,146	ACA North Carolina - monetary		\$1,900	
Carolina Kayak Club		\$1,680	Cape Fear River Adventures		\$200	
Carolina Canoe Club		\$720	Rock Outdoors		\$250	
Paddle NC Kayaks		\$1,500	Twin Rivers Paddle Club		\$200	
Paddle NC Instructor		\$160	Carolina Kayak Club		\$300	
Outdoor Women by Jo Proia / Kayaks		\$750	Carolina Canoe Club		\$200	
Outdoor Women by Jo Proia / Instructors		\$680	Yadkin Riverkeeper		\$250	
Catawba Riverkeepers Kayaks		\$750	Anonymous Donor		\$500	ACA paid from donations directly to vendor for tshirts
Catawba Riverkeepers /Instructors		\$200	ACA paid directly to vendor; not a donation		\$1,814	Paid from event proceeds; not a donation
Kitty Hawk Kites Kayaks		\$750	Get Outdoors Paid to ACA for insurance; not a donation		\$1,670	

Kitty Hawk Kites Instructors	\$160	Get Outdoors \$300 is Gift Card Swag; not a donation	\$300	Paid from event proceeds; not a donation
Frog Hollow Outdoors	\$750	Get Outdoors paid shipping from event proceeds; not a donation	\$200	Paid from event proceeds; not a donation
Team River Runner Fayetteville Chapter	\$750	Get Outdoors paid transaction fees	\$594	Paid from event proceeds; not a donation
Foothills Conservancy	\$100			
Get Outdoors Pedal and Paddle Instructors	\$840			
Get Outdoors Pedal and Paddle Kayaks	\$200			
Lett's Go Watersports	\$400			
City of Raleigh Parks and Recreation Kayaks	\$750			
Liquid Logic Kayaks \$268 in swag	\$268			
Great Outdoor Provisions Company \$150 in Gift Card swag	\$168			
City of Raleigh Parks and Recreation Instructors	\$520			
City of High Point Parks and Recreation	\$400			
Paddling 4 Pennies	\$400			
Yadkin River Keepers	\$750			
REI	\$500			

Missouri:

[Kayaking 101 Instruction Kicks Off National Safe Boating Week \(ksisradio.com\)](#)

[Kayaking 101 instruction kicks off National Safe Boating Week - El Dorado Springs Sun \(eldoradospringsmo.com\)](#)

[‘Kayaking 101’ kicks off National Safe Boating Week – Daily Journal Online](#)

[Kayaking 101 instruction kicks off National Safe Boating Week \(threeriverspublishing.com\)](#)

South Carolina:

[ACA Kayaking 101 offered at Aiken and Chester State Parks on May 18 to kick off National Safe Boating Week | The News & Reporter | pmg-sc.com](#)

[Kayaking safety class to be held at Aiken State Park | Aiken Area News | postandcourier.com](#)

Florida:

[FWC, Coast Guard Auxiliary, and Florida State Parks Partner with American Canoe Association for ‘Kayaking 101’ Instruction | WQCS](#)

[National, state orgs kick off safe boating week with Kayaking 101 class \(cbs12.com\)](#)



Robert Kauffman <kauffman.rbk@gmail.com>

Fwd: Can you add/edit your comments?

1 message

Appendix D**Andrea White** <whitea98@gmail.com>

Thu, Jul 11, 2024 at 5:58 PM

To: Robert Kauffman <kauffman.rbk@gmail.com>

Cc: Risa Shimoda <risa@theshimodagroup.com>, Bev Cosslett <bevcosslett4@gmail.com>, Suz Britt <canoe12judgesb@gmail.com>

Robert,

Below please see the comments from Risa, Suz, Bev and myself to include in the 7-10 Board Minutes for the RAC topic #2: Discussion Item about Live Stream Series and whether or not we would be interested in considering doing another series.

Thanks!
Andrea

Risa: *From the Competition Council perspective the Live Stream series was a win and definitely something we want to do again, particularly with the excellent performance Kaycee told us we achieved! We were unsure at first but it turned out to be the first time all of these discipline leaders were able to work together and feel a part of the same organization and working collaboratively on the same project. We got very positive feedback. It's a no brainer to do it again. I don't know if we need to hire a producer. RMS goes Live all the time and we do it all in house and it all works out. I applaud our collective effort to put these together, and if folks feel it was not worth their time, we should ask others to step in or sunset that topic. I'd be happy to organize others besides the Competition Council session.*

Suz: The Live Stream series was very positive. It was a Year 1 execution, something new we were trying . If we were to do it again then, I think we need to be very intentional about the topics we present. There needs to be better marketing and advertising to promote the series. If we had a set plan for the topics, then I would support having another series. I felt very nervous about doing the actual livestream and felt very confident after the walk through with the producer we used. If we were to do it again I would love to use the same person as I thought it was a simple process and straightforward and easy to manage. I don't know enough about what is involved to have an opinion about having a producer or not. It was kind of nice to know that Joseph (our producer) had all of that stuff under control and we didn't need to worry about it.

Bev: I received mixed feedback on the SEIC panel, but I think some of that may have been the topic choice. Some have suggested that maybe we should have presented what the SEIC is and how it functions and the new curriculum news that is coming out of the SEIC instead of talking to members about learning styles. Overall I would support doing it again.

Andrea: After the Policy Committee session Brett and Robin both thanked me for pushing them to do this. I think we really have our work cut out for us in terms of educating our membership about policy issues and we need an interactive platform to have those conversations. So far, this is the only interactive thought leadership platform we have found.

And for the RAC session, the Live Stream was so early in the year this became one of the ways we are telling the story to the membership about what the RAC is. That is an ongoing story we are telling through a variety of platforms. But we also found an unusual audience....this Live Stream series is a bigger opportunity than just talking among ACA leaders or talking to the membership because the state officials from NASBLA also watched and gave us feedback that they see we are trying to evolve our culture. So it turns out this very cheap and very easy platform is a great communication tool to our membership, our prospective membership but also to our partners.



Appendix E

ACA Paddlesports

P.O. Box 7996 | Fredericksburg, Virginia 22404
Phone: (540) 907-4460 | <https://americancanoe.org>

June 25, 2024 SEIC Meeting | Agenda

Meeting Minutes Begin on Page 3

Location: Virtual | All times EDT

Tuesday, June 25, 2024

SEIC Meeting

- 7:00 PM ET - Call to Order (You will be let into the virtual meeting at exactly 7 PM sharp)
- 9:00 PM ET - Call to Adjourn

ACA Zoom Conference Call Info for SEIC Meeting:

- [Join Zoom Meeting](#)

Resources:

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

7 PM ET - Welcome & Call to Order (Anna Levesque)

- 2 Word Check-In
- 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

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)

- Motion: Approve [Meeting Minutes from March 25th Meeting](#).
- Expect the IT and ITE Application process to take 4 - 6 weeks.
- Reminder that a new SEIC Executive Committee will be elected before our December 2nd SEIC meeting.
- [Motion 2024-06-01](#): L2: SUP Skills Assessment Updates
- [Motion 2024-06-02](#): Surf Kayak Curriculum Naming Convention + Outline Updates
- [Motion 2024-06-03](#): Curriculum Committee/SEIC Ex Comm: Leadership Pathway Concept
 - Leader Pathway presentation by Ryan Rushton (Curriculum Committee) and Jon Axtell (Creature Learning) - 10 min
 - Short break to review the Leader Pathway information - 10 min
 - Discussion - 20 min
 - Vote
- [Motion 2024-06-04](#): Remove IT/ITE Attestation at Top of CMS Candidate Evals

Regional Instructor Update Program Report (Trey)

CMS Update (Trey)

IPC Update (Jeff Atkins)

Upcoming SEIC Meetings (Anna Levesque)

- Fall SEIC meeting - Tuesday, September 24, 2024 7-9 PM ET
- Winter SEIC Meeting - Monday, December 2, 2024 10 AM - 4PM ET

Glow/Grow for your experience of the meeting

Motion to Adjourn

June 25, 2024 SEIC Meeting Minutes

Meeting Recording: <https://youtu.be/K6U11AzXeeA>

Voting Members in Attendance: SEIC Chair Anna Levesque, SEIC Vice Chair Trey Rouss, At-Large Members Mike Aronoff and Ashley Brown, IPC Chair Jeff Atkins, Jay Kuester proxy for RKC Chair Anne Sontheimer, CKC Chair Ryan Rushton, Nancy Uschold proxy for UPC Chair Joe Moore, International Rep Ge Wu, Packrafting Chair Patrick Higgins, Brent Roth proxy for Rafting Committee Chair Elisha McArthur, SKC Chair Anthea Raymond, SUPC Chair Rachel Nagle, Sam Fowlkes proxy for S&RC Chair Tom Burroughs, Canoe Chair R.J. Forth, President's Appointment Robin Pope, and SEIC Chair Appointment Stacy Leigh Wildes.

Guests in Attendance: John Browning, Susan Eda, Andrea White, John MacDonald, Roger Schumann, Jon Axtell, Wayne Douchkoff, Tara Fairty, and Kelsey Bracewell.

0:02:40 – Welcome, review of meeting agenda

0:03:35 – 2-word Check In

0:09:58 – Overview of meeting ground rules and expectations

0:14:10 – Quorum established

0:15:55 – Motion to approve last meeting's minutes

- IPC Chair Jeff Atkins makes motion
- Canoe Chair RJ Forth second
- 0:18:31 – Motion passes 16-0-1

0:22:38 – [Motion 2024-06-01](#): L2: SUP Skills Assessment Updates

- 0:26:50 CKC Chair Ryan Rushton brings to a vote
- 0:29:05 Motion passes unanimously 18-0-0

0:29:15 – [Motion 2024-06-02](#): Surf Kayak Curriculum Naming Convention + Outline Updates

- 0:37:37 - Friendly amendment brought forth by UPC proxy, Nancy Uschold: This course is designed for smaller, more maneuverable craft including (insert craft). Coastal kayaking surf skills are included in ACA Coastal Kayak curriculum
- 0:47:37 – Amendment accepted by SK Chair Anthea Raymond
- 0:51:43 – IPC Chair Jeff Atkins calls for motion
- 0:53:00 – Motions passes 17-0-1

0:53:22 - [Motion 2024-06-03](#): Curriculum Committee/SEIC Ex Comm: Leadership Pathway Concept

1:07:00 – 10 Minute break to review motion 2024-06-03

1:07:42 – Meeting resumes

1:27:51 - [Motion 2024-06-03](#): Curriculum Committee/SEIC Ex Comm: Leadership Pathway Concept

- RKC Proxy Jay Kuester brings motion to a vote
- 1:29:22 Motion passes 16-2-0

1:30:10 – Regional Update Event Recap (Trey Rouss)

1:30:36 – CMS Update (Trey Rouss)

- 1:32:12 – Trey Rouss proposes vote to remove IT/ITE attestation from the CMS candidate evaluations (it has been over 6 months of this content being displayed). Second by Packrafting Chair Patrick Higgins.
- 1:35:40 – Motion passes 12-0-3

1:37:30 – IPC Update from Chair, Jeff Atkins

1:40:53 – RAC Update from RAC->SEIC Liaison, John MacDonald

1:43:00 – Color description closing

1:47:22 – Motion to Adjourn

- Brought forth by SEIC Chair, Anna Levesque
- RKC Proxy Jay Kueter seconds

1:47:52 – Meeting adjourned. _____

Level 2: Essentials of SUP Skills Assessment - As passed 18-0-0 by SEIC

Surf Kayak Level Title Revisions and Curriculum Housekeeping - As passed 17-0-1 by SEIC

L2

L3

L4

L5

Remove IT / ITE Attestation on Candidate Evaluations
Motion to remove highlighted items on this template.

Leadership Pathway Concept - Approval to accept current outlines and move on to Phase 2 of integrating with all SEIC disciplines - No courses, pilot programs, or curriculum will be launched immediately as a result of this motion.

All Documents

Appendix F

CEO/ED Subcommittee Report, Monday, 6/17/24 @ 2:00 p.m.

Pre-Meeting Tasks

Beth and Robert met on Friday, 6/14 and reviewed the responsibilities of the three positions. They added a couple of new responsibilities and subdivided one or two responsibilities. In addition, Robert wrote a general summary paragraph for each of the job descriptions based on the original Pam and Risa document. These are included in recommended job descriptions for the full committee to review.

Meeting Agenda

Update on CEO/ED Review Process

- The three Job Descriptions were reviewed and updated.
- Responsibilities were reviewed.

Advertising Positions

- We would need to add an introduction on the ACA, candidate qualifications, etc. to the job descriptions.

Future tasks

- Performance objectives: It was recommended that the BOD follow the procedures of the CEO/ED review process assuming that it is approved by the BOD.

Next Meeting

- The committee has completed the tasks with which it was charged. The committee recommended disbanding unless assigned additional tasks by the BOD.

Adjournment

Addendum: Suzanne suggested an omission on the CFO position regarding oversight by the Treasurer and Finance Committee. The amendment was made and approved in an email vote.



American Canoe Association
Executive Director Review Process
Committee Approved: 5/22/24

Purpose

- Develop a system of communication between the board and executive director that keeps the organization on track with our mission, goals and strategic plan.
- Meet our Board obligation to provide a review of the executive director's performance in meeting the key performance goals and objectives of the organization.
- To gain insight into support that the ED may need from the Board, and ensure successful succession planning.

Schedule

- Annual review once per year beginning in October and ending in December
- Quarterly check-ins (3 per year)

Review Process

During its October meeting, the board will review the previous year's performance goals and metrics, provided by the Executive Director, and make general recommendations for the forthcoming year. The board is responsible for the following:

- Review and make recommendations to the review committee on any of the responsibilities listed under the review committee below.
- Receive a self- assessment from the ED successes and challenges in meeting/not meeting the key performance objectives set out by the Board the previous year.
- Determine if there is a need to survey specific constituents for additional information (e.g. staff, volunteers, other stakeholders, etc.).

Serving as the work group for the board, the Executive Committee or a committee specifically appointed by the board to manage the review process is responsible for the following:

- Meet with the ED and communicate the Board's review from the October meeting, if the ED was not at that meeting.
- Get feedback from the ED on support they need from the Board.
- Review the job description of the executive director and make recommendations, if necessary.

- As directed by the board, complete a survey of specific constituents for additional information (e.g. staff, volunteers, other stakeholders, etc. By January 1, provide a written report to the board of the executive director's review and recommended next steps for both the Executive Director and the Board of Directors.
- As directed by the board, develop measurable and quantifiable performance goals and metrics with realistic deadlines for the forthcoming year. The performance goals and metrics developed are recommendations to the board for approval.

Dissenting Reports

If there is no agreement between the Executive Director and the committee, the Executive Director may submit a dissenting report on one or more of the findings as part of the committee's written report submitted to the board. In addition, one or more committee members may write a dissenting report on one or more of the findings. Approval of the written report by the board is approval that the report was submitted and not with anyone's position presented, unless specifically noted.

Debriefing

The Board Chair will meet with the Executive Director to go over the review completed by the Committee.

Board Approval

During the December meeting and no later than the January meeting, the board will approve the performance goals and metrics for the forthcoming year and the written report of the Executive Director's review. The Board may choose to:

- Approve the report as presented.
- Approve the report with minor or specific recommendations. The report is not returned to the committee for change.
- Defer approval and return the report to the committee for revision.

Quarterly Check Ins

The Executive Director shall prepare a short formal review on the performance objectives to present to the Board before the March and August meetings. At that time, the Board can ask questions and gain insights into the ED's performance, challenges and successes so far. The ED can also request support from the Board.

The Board Chair shall also have shorter and more frequent check-ins with the ED and report to the full Board when support is needed.



Appendix H

Organizational Chart Sub-Committee Proposal

There is a need to have an up-to-date organization chart that reflects the actual workings of the Association. The current organizational chart needs significant updating to reflect its actual structure. Some areas identified include:

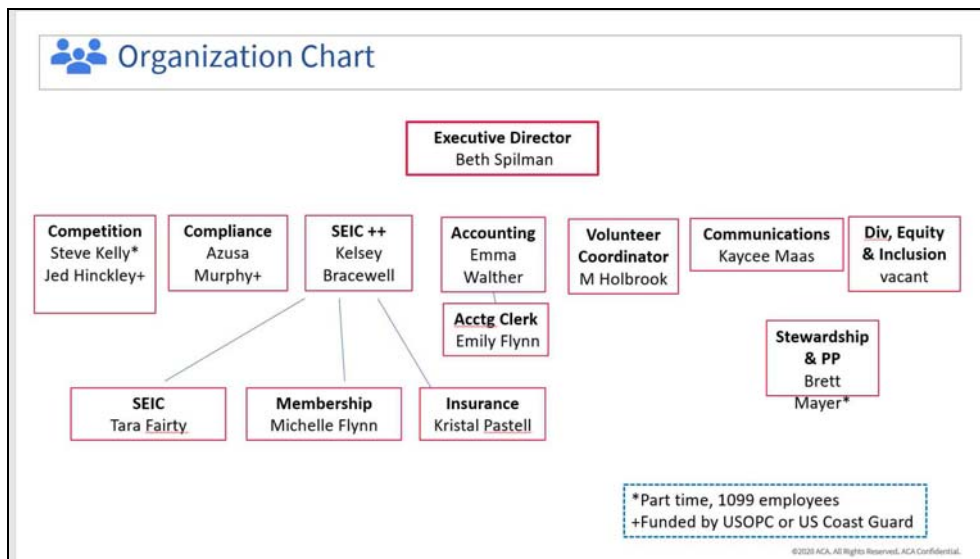
- The Board of Directors is not included as part of the existing organizational chart.
- The Board of Directors needs its own organizational chart
- The existing organizational chart needs to reflect the three job positions developed (i.e. CEO/ED, COO and CFO) as well as the Board of Directors
- The three councils report directly to the BOD, yet this relationship is not reflected in the organizational chart. In addition, the staff relationship to the councils needs to be articulated.
- Members are not included on the current organizational chart.

Having an organizational chart is important for the following reasons:

- Orientation and training new board members
- The interview process for the advertised COO/CFO position
- Assist the Board of Directors in carrying out its duties
- Assist the CEO/ED and COO/CFO in addressing chain of command and span of control issues

The ED Review Sub-Committee has completed its task of developing a review process for the CEO/ED and job descriptions for the CEO/ED, COO and CFO. Either this committee can be redirected toward this task or a new committee could be constituted.

Motion: The BOD authorizes a sub-committee to develop an organizational chart for the Association.



Current ACA Organizational Chart

RE: BOD Meeting Reminder + Cancellation of BOD Meeting at Camp Sebago

Pam Dillon <pam@nasbla.org>

Appendix I

Tue 7/2/2024 11:25 AM

To: Beth Spilman <bspilman@americancanoe.org>; DAVE LUMIAN <dлумian@aol.com>; risa@theshimodagroup.com <risa@theshimodagroup.com>

Cc: Jeff Turner <jeff.turner@paddlesportstradecoalition.org>

Hi Beth,

I am following up on our previous discussion (along with PTC Ex. Director Jeff Turner) about ACA's participation at the Paddlesports Trade Coalition event, [PTC Colab at Riversport OKC Sept. 4-6](#). We would like to include ACA on the event agenda in several areas, including a general session (panel discussion) on Building Community; a general session introduction to DEIAB initiatives with a follow-up breakout session; and the potential for demonstrations and "mini-clinics" on both flatwater and whitewater during the Product Showcase. I am sure there will be other program areas for ACA staff and representatives once we identify who will be able to attend. (Note: I have copied Risa as she is participating on behalf of RMS.)

We extend FREE event registrations to any ACA Board members. As previously offered, we will also provide a complimentary 10 X 10 exhibit space for ACA at the 3-day Product Showcase. Unfortunately, we cannot offer travel assistance for this event, but pledge to make it worth your while to get there!

Could you kindly share this invite with the Board at your July 10th meeting? (Could this be an option for your fall in-person meeting of the Board? There is meeting space available and we have very reasonable hotel rates - \$115 to \$130/night.)

Thanks so very much. We look forward to hearing from you. Please let me know what questions you may have.

Pam

Pamela Dillon, CAE

Staff Director, PTC

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