



**ACA Virtual BOD Meeting**  
**Thursday, April 9, 2026**

**Meeting Start time:** 7:30 PM ET

**Attendance**

- **BOD Members Present:** Suzanne Britt (President & meeting host), Bev Cosslett, Jonas Ecker, Robert Kauffman, Si Norton, Risa Shimoda, Aaron Small, Stef Stannard, Zach “Bug” Lokken, Jillian Elwart, Bill Caruso
- **BOD Members Not Present:** Ryan Rushton,
- **Staff Present:** Beth Spilman, Krista Lenzmeier
- **Quorum** confirmed

**Approval of Meeting Minutes**

The Board unanimously approved the March 2026 Board meeting minutes.

**Conflict of Interest Forms**

Committee Chair Stef reported that all required forms have been submitted and reviewed. The committee briefly discussed the management of board member conflicts and reaffirmed that members have disclosed all relevant conflicts and will recuse themselves from discussions or decisions where a conflict exists.

**LA28 Olympic Ticket Update**

The ACA Board has the opportunity to purchase tickets for LA28 Olympic events. Beth has requested that all ticket selections be finalized by July 1. Careful planning will be required to manage travel and avoid scheduling conflicts between venues. Canoe slalom events will take place in Oklahoma City, while canoe sprint events will be held in Los Angeles, California.

**Executive Director Update**

Marketing Initiatives:

- Launched free 3-month memberships for 80 NORC survey respondents; served as a test case for scaling similar promotions to Montgomery Whitewater (350) and Riversport (1,500) annual pass holders.
- Five SEIC disciplines joined the “Paddle with a Pro” social campaign: SUP, swiftwater rescue, rafting, river canoe, and packrafting.

- Kelsey and Ben launched an instructor reactivation email campaign; March saw 120 new certifications—2× higher than any month in the past 4 years and 3× higher than March 2025.

#### Program Updates:

- Summer Solstice: Targeting +10% engagement; campaign underway with sticker design contest launching this week.
- Leader/Guide Certifications: Goal of +15%; progress on track with ongoing efforts from Ben and Kelsey.
- Smart Start Partnerships: US Coast Guard Auxiliary ordered 300 co-branded copies; outreach underway with Boy Scouts, Girl Scouts, and Power Squadron.
- LMS Implementation: Key initiative for program growth; vendor (eTrainU) under review with July 1 selection target and September 1 course launch goal.

#### Fundraising:

- Zhik Sponsorship: Secured deal providing \$40K/year in apparel (VIK), member discounts, and support through 2028, including technical race gear development for LA28.
- Land Donation: Lifetime member Robert Colgate has offered 4 acres on West Grand Lake in Maine.

#### USCSS / USOPC requirements:

- Recertification audit requirements are currently underway, many requiring action in advance of the audit. The Board is expected to complete a self-assessment using USOPC tools twice per quadrennium; although one was initiated in 2023, it was not completed. The Board will be asked to complete this assessment in 2026. Regular meetings with the USOPC audit team are being held to review key policies in advance, with Conflict of Interest identified as a top priority due to its high-risk designation for all NGBs.

### **Competition Council Update**

#### **Election policy**

Robert made several comments regarding the draft of the Elections Policy as it is written at that time:

- The bylaws indicate that members can make nominations for national offices during the annual meeting. Recent annual meetings are virtual and do not normally allow for floor nominations for board seats. Robert will provide revised text to address this item in the policy.
- Based upon the way nominations are currently handled, the Board is the gatekeeper of the voting slate approval provided by the nominating committee, who has interviewed, and vetted a slate of candidates. Robert will draft language to add a method for

membership to allow for a provision for the membership to add a candidate to the ballot without the pre-approval of the nominating committee and board.

The board discussed the idea of making some bylaws changes, but this is not popular because it requires a significant amount of time to communicate changes to the membership so that they can have understanding to vote for/against the changes. Suz suggested that a review/change of bylaws be put on the to do list for the future.

### **Google Folder with all ACA Policies**

Policy documents were historically stored in a SharePoint site with limited access. In response to Board requests for a read-only reference set of current policies and bylaws, a Google folder has been created and will be shared with all Board members. The folder provides read-only access to key governance documents and will be maintained as a central reference for current and future materials. A summary list of key Board decisions is also being considered to improve accessibility and reference.

**Meeting adjourned at 9:30 PM ET**