



American Canoe Association (ACA) Board of Directors Meeting Minutes

Date: 10/24/20

Location: Call-In

Attendance:

Voting Board Members Present: Robin Pope, Trey Knight, John Traendly, Stanton Collins, Adam Joseph, Sam Fowlkes, Lili Colby, Heather Davis Miller, Scott Mann

Non-voting attendees: None

ACA Staff: Beth Spilman

Quorum Is established

Open: [1:30 pm]

Agenda:

- Recapping Conference
- Financial Updates
- Dues

Recapping Conference:

Beth: Gives feedback on the conference so far. Lots of engagement and participation. We will be sending out a survey to get feedback on the conference. Our costs were pretty low for the conference, so we don't have much we need to offset.

- discussion on trying to capitalize on the success by searching for donations
- feedback from board members who attended meetings during conference is all positive

Approval of minutes:

Sam moves; Adam seconds. Minutes are approved.

Financial Update:

John: Discussed the current budget format and its weaknesses. We are working on updating it to improve our budget format. Grouping revenues to show useful subtotals.

- Shows proposed budget compared to FY20 and FY19
- FY21 budget is conservative due to uncertainty with COVID
- SEI analysis first, showing groupings of new formatted revenue buckets. Should see higher revenue in FY21
- Competition dues are easier to separate from total now. This lets us see the true level of revenue.
- Discussion by board on membership levels and what new members will register as. Competition is a little expensive for people who race casually.

Beth: USOPC Grants will be increased by a considerable amount this year. Not all are guaranteed yet and we will adjust budget as needed.

- Discussion on event memberships, at the moment it shows a large increase in FY21 but we are uncertain due to COVID. Agreement to lower budgeted revenue.
- Discussion on improving merchandise sales, finding ways to make it easy for ACA members to buy through an E-store.
- Some staff changes will occur in the near future. One employee having a child and another will resign, but stay as an hourly worker for the near future.
- Insurance is pretty profitable. We have temporary help budgeted but is discretionary dependent on insurance revenue.
- Payroll should be down in FY21; significantly when compared to FY19
- Net income should be up a substantial amount from FY20, FY20 being slightly more than break-even.

[3:15] break to meet back at 3:45

[3:45] opens - Afternoon session

After a brief recess, discussion continued regarding the overall budget, and then specifically turned to member dues.

Discussion of dues noted that ACA member dues are among the lowest of any NGB. They do not provide the financial resources to provide services members have requested and should reasonably expect. Dues were dropped 2 years ago in an effort to increase membership. That effort made no change in membership numbers.

In previous meeting, we had discussed a wide range of options. Today, the general consensus was that, for general membership, dues should return to \$40. Along with that, the Board and staff must make a strong commitment to providing improved quality of service, and an improved range of services. The ED has previously suggested a member outreach coordinator would be her highest priority.

Family memberships were discussed. In the past, age-based memberships have not worked well. They add complexity to the membership database. Review of database records show that ages need to be verified because a portion of members took advantage of the system. At this point, we will try to determine a way to offer family memberships in the future, but we cannot offer them now.

Attention then turned to instructional members. Many instructors offer services at little or no cost. Decision was made to keep the current SEIC fee unchanged. IT and ITE fees will be raised, as they are able to easily monetize their certification.

Next, competition members were discussed. They fall into two classes – introductory and international competitors. For introductory competitors, our hope is to increase participation. For international competitors, the fees will increase to allow improved services.

Finally, attention turned to Paddle America Clubs. A number of options were discussed. In the end, large clubs will see a small increase in fees to offset costs.

Motion made by Sam to approve the budget and dues, with dues for competition to be finalized no later than our November 18 meeting. Second by Scott. Discussion noted the importance of advising members of what we'll do with the revenue from increased dues, and the importance of providing member services. Motion carried unanimously.

Attention then turned to SEIC motions. Trey Knight presented motions approved by SEIC (please see his report). Most were housekeeping items and approved with little discussion as a consent agenda (motion by John, second by Trey). Trey also noted SEIC will be working on a new instructor manual, to better serve the needs of our instructor cadre. A final motion requested a bylaw change setting a minimum number of instructors on ACA's Board. At this time, USOPC anticipates changing existing requirements for Board makeup. The Board voiced strong support for SEIC's motion, noting the value of instructors to all ACA programs, and noting that instructors make up between a quarter and a third of our membership. For now, as we await final word on bylaw changes required by USOPC, the motion will be tabled and brought back up after receiving word from USOPC.

No further business was presented. Participants in the meeting noted that the Zoom meeting format went very well both for the Board meeting and the member meeting. In the future, even after we're able to hold in-person events, we anticipate always holding some aspect of the meetings via webinar. Webinars allow easier and less expensive participation, allow more member involvement, and thus more transparency. The Board also expressed thanks to the staff for their hard work during this meeting, and throughout 2020. Finally, expressed appreciation and thanks to Trey Knight, William Irving, Sam Fowlkes and Marsh Jones for their service on the Board. This was their last meeting – all have made a difference with their service to ACA and they will be missed.

Meeting adjourned at [1755]

Submitted by,

Stanton Collins
Secretary
ACA Board of Directors