



American Canoe Association (ACA) Board of Directors Meeting Minutes

Date: 1/15/2020

Location: Call-In

Attendance:

Voting Board Members Present: Robin Pope, Lili Colby, Bill Micks, Marsh Jones, Stanton Collins, William Irving, Adam Joseph, John Traendly, Nik Miller, Sam Fowlkes, Heather Davis

Non-voting attendees: N/A

ACA Staff: Beth Spilman

Quorum is established

Open: [19:33]

Robin: We sent the survey out to membership and now have about 500 respondents. We have some early information to be looking at. question seven was asking about renewal, 89% said they are planning to renew. Many answers are supportive. Many concerns on the website and usability. We think members are interested in emails with links to longer articles on a monthly basis.

Course Management System

John: Program is ready and software is tested so we are ready to go there and we are doing training over the next few days. We are working on templates to evaluate courses. phase 1 will be the most training intensive but as the phases go on it should get easier and easier.

Beth: We now have the new server and our IT are working on it now!

Wildwater World Championship:

William: We expect around 170 competing athletes at the event. The event will be the 26-30 of April with things starting up on the 24th.

Finances:

Club Growth Program:

Marsh: I have been working on ideas to grow our club base in the US. Sprint does well in the organized club structure. One of the big hurdles is start-up capital. We have a grant that will help provide a trailer and training boats for new clubs. The intent is to have the process hammered out by the spring. We would like to award grants in the fall and deliver trailers in the winter. We expect the clubs to have a stake in this, so we would like to have them repay a third of the cost. The idea is to have the growth of the club incentivized through the program.

Marsh: We are looking for clubs that will be within the same “day” as an existing program in order to help create regional events.

Expense:

Beth: When people join or renew, a lot of people tend to send the wrong amount. We normally try to contact the person and ask if they need the overage back. We are thinking about putting a disclaimer on the website saying that overages will be assumed to be donations.

The next is our audit, we are bidding out the contract and finding the best option.

Morgan House has resigned

Cathlyn Huitt is our new compliance admin, provided by USOPC.

Role for Rok Sribar:

Beth: we are exploring a relationship with Rok that will eventually lead to him being the High-Performance Director. I would like to hear feedback on this in the February board meeting.

February Strategic Planning meeting:

Robin: I hope to think about forward action rather than updates at the meeting. I think we can have Saturday morning for updates and move onto the future of the organization. I think we should invite the staff to the dinner and when appropriate, the meeting. It will be good to have their input. Beth and I are looking at building the agenda and having it out a couple weeks before the meeting.

Marsh: We should talk about growing our membership. We have balanced ourselves financially, but we haven't worked on membership goals.

Meeting was adjourned at [20:38]

Submitted by,

Stanton Collins
Secretary
ACA Board of Directors