



American Canoe Association (ACA) Board of Directors Meeting Minutes

Date: 7/15/20

Location: Call-In

Attendance:

Voting Board Members Present: Robin Pope, Lili Colby, Bill Micks, Stanton Collins, William Irving, Adam Joseph, John Traendly, Sam Fowlkes, Trey Knight, Scott Mann

Non-voting attendees: N/A

ACA Staff: Beth Spilman, Rok Sribar

Quorum is established

Open: [19:35]

Robin Introduces the Agenda:

Financial update (Beth)

Strategic planning update (Rok)

High performance update (Rok)

Diversity, equity and inclusion update (Beth)

Board recruiting (Trey and Robin)

Financial update (QuickBooks-generated P & L was attached to email sent to Board with slide deck)

Beth: Presents financial information: Revenue is down due to Covid; however, we have cut our expenses down so cash flow is not too bad now. We are seeing a much larger drop in membership compared to the same timeframe last year. Event memberships are almost non-existent.

Trey: targeted higher performance instructors are still teaching classes; however, the vast majority of classes are with large groups of people and those are difficult to make happen right now. It will be difficult for a lot of instructors to keep their certifications.

Discussion on how to streamline SEIC dues and renewal with CMS.

Beth: We are breaking even with current membership renewals.
Work on email campaigns to target past members for renewal.
We are working with a program called Giving Games to raise money during the time the Olympics were supposed to take place. It will be using the Omaze platform. There will be a direct donation option that will go to a single NGB and a pooled fund that will be divided among the NGBs.

Strategic planning update

Rok: discusses current vision and mission statement progress. At the moment, our business model is limited based on instructors so we are looking at new approaches that will allow us to grow. Having leagues of different levels of athletes will allow us to include more people and help expand our national presence.

We need to optimize our processes across the organization to meet our aspiration of “operational excellence”.

We need to invest into new programs and the ICF & IOC have already agreed to financially support our efforts to create these leagues.

High performance update

Rok: At the moment there are 2 competitions planned in September. We are hoping to have a training camp during quarantine. 4-5 athletes have expressed interest.

We are working on programs for LA 2028. Progress is slower than hoped.

Approved for winter camp in Lake Placid but that situation is fluid dependent on the COVID-19 situation. We will not have access to the Chula Vista training center.

Diversity, equity and inclusion update

Beth: We have been contacted by several groups and people that we are interested in getting involved with to support our inclusion initiative. We have a working group that will meet again soon to discuss steps forward.

Board recruiting

Trey: We are speaking to the owner of an outfitter. He asked how to support the ACA and we think he could bring a person with business experience to the board and hope to build exposure in the rocky mountain area.

All: discussion on what skills we want moving forward with the board and what kind of knowledge we should target when recruiting. We should be working on our 2021 slate now.

Robin: We will work on the slate for the next election and have some names ready for the next meeting.

Sam moved; Trey seconded. **Meeting was adjourned at [21:09]**

Submitted by,
Stanton Collins
Secretary
ACA Board of Directors