



## Agenda for Board Meeting – April 20, 2016

### Meeting Logistics:

04/20/2016 from 1:00pm CST to 2:30 pm CST

### Preparation / To Dos:

- Review documents in Dropbox meeting folder

### Location:

Phone: 218-936-3817

Pass code: 510426#

### Board Members:

x Micah Henderson – <b>Chair</b>	Todd Domeck	X Dylan Burt
x Ryan Olson – <b>Vice Chair</b>	x Niels Damman	x Sara Bell
Ben Kopp - <b>Treasurer</b>	Michelle Hepler	
x Scott Andrews - <b>Secretary</b>	x Michael Smith	

*Absent:* Michelle Hepler, Todd Domeck, Ben Kopp

*Quorum present?* YES

*Others Present:* Lindsey Belanger and Jenny Faucher from Managing Matters

### Proceedings:

*Meeting called to order at:* 1:04 CDT

### Agenda

- I. Review and Approve Agenda  
*Motion to Approve: Niels*  
*Seconded by: Sara*  
*Discussion: Minutes approval Added*  
*Motion Carried:*
- II. Review and Approve Minutes from 3/16/16 Meeting  
*Motion to accept: Ryan*  
*Seconded by: Dylan*  
*Motion Carried: Abstain Niels Damman, Opposed: none*
- III. Review and Approve Minutes from 4/12/16 Meeting  
*Motion to accept:*  
*Moved by: Niels*  
*Second by: Dylan*  
*Motion Carried: unanimous*
- IV. Treasurers Report (supporting documents)  
*Motion to receive Treasurers Report:*  
*Moved by: Niels*  
*Second by: Scott*  
*Motion Carried: unanimous*
- V. Executive Director Update
  - a. Contract (verbal contract offer and discussion of benefit package) Contact has been sent to Reb and to Colorado Lawyer.
  - b. Office location (we will have to move primary office location to CO) Start Date May 2, 2016
  - c. To do list:



- Workers Comp CO (this is handled by payroll company)
  - Contract (verbal and agreed to)
  - Background check (Michelle is taking care of this)
  - Credit Check (Michelle is going to do that)
  - Payroll registration (
  - Secretary State Registration
  - Micah wants to sit with someone who has experience setting this stuff up. Sara will help
- d. 30, 60, 90 task list

### Old Business

- VI. Strategic Plan Review (tabled if Ben is unavailable) (Ben) (tabled)
- VII. Potential Board Members for Open Board Seat (Mike will call and offer to have him sit in May board meeting) (Sara)
- VIII. IMT Updates
- a. Credit Card Processing research (Dylan and Micah to talk with Fund your Dream to understand if it can be used at Your Membership) (Dylan)
  - b. ANSI Appeal from PRCA (Lawyers meeting to draft response which is due April 29, 2016) (Micah)
- IX. Standards Distribution Process update (Scott)
- X. Policy drafts
- c. Critical Link from Tom (Scott) (tabled)
  - d. Advertising Policy (Mike Smith)

### New Business

- XI. HPN update (Brian and Micah)
- XII. Managing Matters update (Micah)
- XIII. Adventure Park Standards strategy approval (Dylan)
- XIV. Motion from Adventure Park Standards Task Force

#### Motion #1

Board of Directors charges the Aerial Adventure Park Task Force with editing the draft "Aerial Adventure Park Recommended Practices" document so as to be ready for publication. This document to be delivered to the BOD within two weeks of May 4, 2016.

Motion proposed by Dylan Burt

Second: Niels

Motion Carries Unanimously

#### Motion #2:

To authorizes the Standards Development Committee to submit an application for additional PINS to ANSI.

Motion presented by Dylan Burt

Second by Niels Damman

Discussion Motion:



Motion: Abstain: 0 Opposed: 0 Motion Carries

- XV. Webinar proposal from Mandy (supporting docs) (Micah)
- XVI. Trademark Update (Niels)

**Adjourn**

- XVII. Motion to Adjourn

Moved by: Niels Damman  
Second by: Sara Bell  
Motion Carried Unanimously



# FINANCIAL STATEMENTS

March 2016

# Association for Challenge Course Technology

## Statement of Financial Position

As of March 31, 2016

### ASSETS

#### Current Assets

##### Bank Accounts

5/3 IL Checking	132,776.68
5/3 MoneyMarket Savings	26,601.09
5/3 Savings	1,800.00
IL Wire Transfer Account	1,284.74

Total Bank Accounts	\$ 162,462.51
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##### Accounts Receivable

Accounts receivable	6,526.69
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Total Accounts Receivable	\$ 6,526.69
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##### Other current assets

Credit Card Receivables	34.71
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Undeposited Funds	725.32
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Total Other current assets	\$ 760.03
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Total Current Assets	\$ 169,749.23
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TOTAL ASSETS	\$ 169,749.23
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### LIABILITIES AND NET ASSETS

#### Liabilities

##### Current Liabilities

##### Accounts Payable

Accounts Payable	9,322.24
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Total Accounts Payable	\$ 9,322.24
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##### Credit Cards

Credit Card 0576 - Trudy	0.00
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Credit Card 6102	0.00
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Credit Card 8464 - James	0.00
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Credit Card 8878 - Bill	1,595.54
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Melissa CC	0.00
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Total Credit Cards	\$ 1,595.54
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Total Current Liabilities	\$ 10,917.78
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Total Liabilities	\$ 10,917.78
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#### Net Assets

Retained Earnings	-24,724.10
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Increase in Net Assets	183,555.55
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Total Net Assets	\$ 158,831.45
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TOTAL LIABILITIES AND NET ASSETS	\$ 169,749.23
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# Association for Challenge Course Technology

## Statement of Activities

July 2015 - March 2016

	Actual	Full Year Budget	Over/Under Budget	Received/ Expended
<b>Income</b>				
<b>Events</b>				
Advertising Income	4,250.00	6,000.00	(1,750.00)	71%
Conference fees	420,497.26	342,550.00	77,947.26	123%
Event Sponsorships	14,607.50	30,000.00	(15,392.50)	49%
Exhibit Hall Fees	103,197.50	88,525.00	14,672.50	117%
Symposia	3,975.00	-	3,975.00	
<b>Total Events</b>	<b>546,527.26</b>	<b>467,075.00</b>	<b>79,452.26</b>	<b>117%</b>
<b>Membership</b>				
Awards Revenue	1,805.00	1,500.00	305.00	120%
Individual Memberships	49,025.00	62,000.00	(12,975.00)	79%
Membership Dues Refund	(700.00)	-	(700.00)	
Organizational Memberships	97,854.25	110,000.00	(12,145.75)	89%
<b>Total Membership</b>	<b>147,984.25</b>	<b>173,500.00</b>	<b>(25,515.75)</b>	<b>85%</b>
<b>Operations</b>				
Inspector Certification	45,121.57	64,075.00	(18,953.43)	70%
Vendor Accreditation	72,200.00	71,000.00	1,200.00	102%
<b>Total Operations</b>	<b>117,321.57</b>	<b>135,075.00</b>	<b>(17,753.43)</b>	<b>87%</b>
<b>Other Income</b>				
Miscellaneous	1,225.32	-	1,225.32	
<b>Total Other Income</b>	<b>1,225.32</b>	<b>-</b>	<b>1,225.32</b>	
<b>Publication &amp; Retail Sales</b>				
Job Listings	1,575.00	1,575.00	-	100%
Publication Advertising		5,000.00	(5,000.00)	0%
Standards Sales	7,632.76	76,500.00	(68,867.24)	10%
Store	2,431.00	1,300.00	1,131.00	187%
<b>Total Publication &amp; Retail Sales</b>	<b>11,638.76</b>	<b>84,375.00</b>	<b>(72,736.24)</b>	<b>14%</b>
<b>Recovery Income</b>				
Shipping	573.00	-	573.00	
Travel	9,267.90	-	9,267.90	
<b>Total Recovery Income</b>	<b>9,840.90</b>	<b>-</b>	<b>9,840.90</b>	
<b>Sponsorships &amp; Fundraising</b>				
Auction	3,000.00	1,300.00	1,700.00	231%
Corporate Sponsorships		75,000.00	(75,000.00)	0%
<b>Total Sponsorships &amp; Fundraising</b>	<b>3,000.00</b>	<b>76,300.00</b>	<b>(73,300.00)</b>	<b>4%</b>
<b>Total Income</b>	<b>837,538.06</b>	<b>936,325.00</b>	<b>(98,786.94)</b>	<b>89%</b>
<b>Expenses</b>				
<b>Bank Fees</b>				
Credit Card Processing Fees	24,625.96	27,000.00	(2,374.04)	91%
Service Charges	511.01	500.00	11.01	102%
<b>Total Bank Fees</b>	<b>25,136.97</b>	<b>27,500.00</b>	<b>(2,363.03)</b>	<b>91%</b>
<b>Board of Directors &amp; Governance</b>				
BOD & Committee Meeting Expenses		-	-	
BOD & Committee Telephone	811.50	1,000.00	(188.50)	81%
BOD & Committee Travel	2,940.17	10,000.00	(7,059.83)	29%
Strategic Plan Expenses		-	-	
<b>Total Board of Directors &amp; Governance</b>	<b>3,751.67</b>	<b>11,000.00</b>	<b>(7,248.33)</b>	<b>34%</b>

	Actual	Full Year Budget	Over/Under Budget	Received/ Expended
<b>Events</b>				-
Conference Expenses	274,280.64	214,220.00	60,060.64	128%
Workgroup Expenses	3,470.11	8,500.00	(5,029.89)	41%
<b>Total Events</b>	<b>277,750.75</b>	<b>222,720.00</b>	<b>55,030.75</b>	<b>125%</b>
<b>General Operating 1</b>				-
Meals & Entertainment	726.90	700.00	26.90	104%
Professional Development	224.32	6,500.00	(6,275.68)	3%
Staff Travel- General	8,267.42	19,000.00	(10,732.58)	44%
Web/Tech Support	2,590.91	3,500.00	(909.09)	74%
<b>Total General Operating 1</b>	<b>11,809.55</b>	<b>29,700.00</b>	<b>(17,890.45)</b>	<b>40%</b>
<b>General Operating 2</b>				-
Office Rent	10,944.10	11,000.00	(55.90)	99%
Office Supplies	1,389.28	3,900.00	(2,510.72)	36%
Outside Labor	128.68	200.00	(71.32)	64%
Postage and Shipping	7,104.57	10,000.00	(2,895.43)	71%
<b>Total General Operating 2</b>	<b>19,566.63</b>	<b>25,100.00</b>	<b>(5,533.37)</b>	<b>78%</b>
<b>Insurance</b>				-
Conference Cancellation	1,420.00	1,900.00	(480.00)	75%
Directors & Officers	560.00	1,500.00	(940.00)	37%
General Liability	8,500.00	4,500.00	4,000.00	189%
Workers Comp	1,003.00	850.00	153.00	118%
<b>Total Insurance</b>	<b>11,483.00</b>	<b>8,750.00</b>	<b>2,733.00</b>	<b>131%</b>
<b>Licenses/Taxes/Dues</b>				-
Delaware fees		75.00	(75.00)	0%
<b>Total Licenses/Taxes/Dues</b>	<b>-</b>	<b>75.00</b>	<b>(75.00)</b>	<b>0%</b>
<b>Marketing</b>				-
Exhibit Booth & Supplies	399.33	1,700.00	(1,300.67)	23%
Exhibit fees	625.00	1,700.00	(1,075.00)	37%
Office Ads	382.84	700.00	(317.16)	55%
Other		1,800.00	(1,800.00)	0%
Printing	144.06	900.00	(755.94)	16%
Website Fees	6,823.95	6,800.00	23.95	100%
<b>Total Marketing</b>	<b>8,375.18</b>	<b>13,600.00</b>	<b>(5,224.82)</b>	<b>62%</b>
<b>Membership Workgroup</b>				-
Awards	1,982.63	1,000.00	982.63	198%
Workgroup Expenses	255.01	500.00	(244.99)	51%
<b>Total Membership Workgroup</b>	<b>2,237.64</b>	<b>1,500.00</b>	<b>737.64</b>	<b>149%</b>
<b>Operations</b>				-
Inspector Certification Expenses	9,861.28	4,900.00	4,961.28	201%
New Program Start Up Expenses		7,500.00	(7,500.00)	0%
Panel & Work Group Expenses	675.80	4,600.00	(3,924.20)	15%
Standards Development	15,993.89	27,575.00	(11,581.11)	58%
Vendor Accreditation Expenses	8,463.55	18,000.00	(9,536.45)	47%
<b>Total Operations</b>	<b>34,994.52</b>	<b>62,575.00</b>	<b>(27,580.48)</b>	<b>56%</b>
<b>Professional Services</b>				-
Accountant	3,100.00	6,700.00	(3,600.00)	46%
Attorney	14,925.00	3,000.00	11,925.00	498%
Delaware Representation	333.00	300.00	33.00	111%
Management Company	7,240.00	-	7,240.00	
Other services	52.40	1,800.00	(1,747.60)	3%
<b>Total Professional Services</b>	<b>25,650.40</b>	<b>11,800.00</b>	<b>13,850.40</b>	<b>217%</b>
<b>Publications &amp; Retail Sales</b>				-
Postage & Shipping		3,000.00	(3,000.00)	0%

	<b>Actual</b>	<b>Full Year Budget</b>	<b>Over/Under Budget</b>	<b>Received/ Expended</b>
<b>Purchases for Store</b>	2,636.57	650.00	1,986.57	406%
<b>Standards Publication</b>		9,750.00	(9,750.00)	0%
<b>Total Publications &amp; Retail Sales</b>	<b>2,636.57</b>	<b>13,400.00</b>	<b>(10,763.43)</b>	<b>20%</b>
<b>Salaries, Wages, &amp; Related</b>			-	
<b>Benefits</b>	7,500.00	21,600.00	(14,100.00)	35%
<b>Payroll Processing Fees</b>	1,272.40	2,200.00	(927.60)	58%
<b>Payroll Taxes</b>	16,703.79	25,000.00	(8,296.21)	67%
<b>Salaries &amp; Wages</b>	203,375.88	281,902.00	(78,526.12)	72%
<b>Total Salaries, Wages, &amp; Related</b>	<b>228,852.07</b>	<b>330,702.00</b>	<b>(101,849.93)</b>	<b>69%</b>
<b>Telecommunications</b>			-	
<b>Internet</b>	913.54	1,200.00	(286.46)	76%
<b>Telephone</b>	7,097.28	8,000.00	(902.72)	89%
<b>Total Telecommunications</b>	<b>8,010.82</b>	<b>9,200.00</b>	<b>(1,189.18)</b>	<b>87%</b>
<b>Total Expenses</b>	<b>660,255.77</b>	<b>767,622.00</b>	<b>(107,366.23)</b>	<b>86%</b>
<b>Other Expenses</b>				
<b>Other Miscellaneous Income/Expense</b>	(6,273.26)		(6,273.26)	
<b>Total Other Income/Expenses</b>	<b>(6,273.26)</b>	-	<b>(6,273.26)</b>	
<b>Net Other Income</b>	<b>6,273.26</b>	-	<b>6,273.26</b>	
<b>Increase in Net Assets</b>	<b>183,555.55</b>	<b>168,703.00</b>	<b>14,852.55</b>	<b>109%</b>



# Association for Challenge Course Technology

## Comparative Statement of Activities

July 2015 - March 2016

	Jul 2015 - Mar 2016	Jul 2014 - Mar 2015 (Prior Year)
<b>Income</b>		
<b>Events</b>		
Advertising Income	4,250.00	6,313.81
Conference fees	420,497.26	345,000.55
Event Sponsorships	14,607.50	24,145.00
Exhibit Hall Fees	103,197.50	72,724.41
Symposia	3,975.00	4,128.75
<b>Total Events</b>	<b>546,527.26</b>	<b>452,312.52</b>
<b>Membership</b>		
Awards Revenue	1,805.00	-
Individual Memberships	49,025.00	50,165.00
Membership Dues Refund	(700.00)	(1,420.00)
Organizational Memberships	97,854.25	77,341.25
<b>Total Membership</b>	<b>147,984.25</b>	<b>126,086.25</b>
<b>Operations</b>		
Inspector Certification	45,121.57	15,860.00
Vendor Accreditation	72,200.00	71,725.00
<b>Total Operations</b>	<b>117,321.57</b>	<b>87,585.00</b>
<b>Other Income</b>		
Miscellaneous	1,225.32	2,109.78
<b>Total Other Income</b>	<b>1,225.32</b>	<b>2,109.78</b>
<b>Publication &amp; Retail Sales</b>		
Job Listings	1,575.00	1,575.00
Standards Sales	7,632.76	9,058.00
Store	2,431.00	1,307.68
<b>Total Publication &amp; Retail Sales</b>	<b>11,638.76</b>	<b>11,940.68</b>
<b>Recovery Income</b>		
Shipping	573.00	409.00
Travel	9,267.90	14,067.86
<b>Total Recovery Income</b>	<b>9,840.90</b>	<b>14,476.86</b>
<b>Sponsorships &amp; Fundraising</b>		
Auction	3,000.00	1,260.00
<b>Total Sponsorships &amp; Fundraising</b>	<b>3,000.00</b>	<b>1,260.00</b>
<b>Total Income</b>	<b>837,538.06</b>	<b>695,771.09</b>
<b>Gross Profit</b>	<b>837,538.06</b>	<b>695,771.09</b>
<b>Expenses</b>		
<b>Bank Fees</b>		
Credit Card Processing Fees	24,625.96	29,003.03
Service Charges	511.01	569.13

	Jul 2015 - Mar 2016	Jul 2014 - Mar 2015 (Prior Year)
Total Bank Fees	25,136.97	29,572.16
<b>Board of Directors &amp; Governance</b>		
BOD & Committee Meeting Expenses		16,227.81
BOD & Committee Telephone	811.50	430.63
BOD & Committee Travel	2,940.17	28,273.26
Strategic Plan Expenses		17,043.86
<b>Total Board of Directors &amp; Governance</b>	<b>3,751.67</b>	<b>61,975.56</b>
<b>Events-</b>		
Conference Expenses	274,280.64	328,278.50
Workgroup Expenses	3,470.11	4,667.26
<b>Total Events-</b>	<b>277,750.75</b>	<b>332,945.76</b>
<b>General Operating 1</b>		
Meals & Entertainment	726.90	708.36
Professional Development	224.32	6,500.00
Staff Travel- General	8,267.42	21,769.18
Web/Tech Support	2,590.91	3,387.42
<b>Total General Operating 1</b>	<b>11,809.55</b>	<b>32,364.96</b>
<b>General Operating 2</b>		
Office rent	10,944.10	11,048.11
Office Supplies	1,389.28	3,764.38
Outside Labor	128.68	
Postage and Shipping	7,104.57	9,574.80
<b>Total General Operating 2</b>	<b>19,566.63</b>	<b>24,387.29</b>
<b>Insurance</b>		
Conference Cancellation	1,420.00	1,800.00
Directors & Officers	560.00	
General Liability	8,500.00	4,366.00
Workers Comp	1,003.00	826.00
<b>Total Insurance</b>	<b>11,483.00</b>	<b>6,992.00</b>
<b>Licenses/Taxes/Dues</b>		102.90
Delaware fees		75.00
<b>Total Licenses/Taxes/Dues</b>	<b>-</b>	<b>177.90</b>
<b>Marketing</b>		
Exhibit Booth & Supplies	399.33	1,699.66
Exhibit fees	625.00	1,670.85
Office Ads	382.84	655.21
Printing	144.06	-
Website Fees	6,823.95	6,713.67
<b>Total Marketing</b>	<b>8,375.18</b>	<b>10,739.39</b>
<b>Membership Workgroup</b>		
Awards	1,982.63	625.00
Workgroup Expenses	255.01	28.94
<b>Total Membership Workgroup</b>	<b>2,237.64</b>	<b>653.94</b>
<b>Operations-</b>		

	<b>Jul 2014 - Mar 2015</b>	
	<b>Jul 2015 - Mar 2016</b>	<b>(Prior Year)</b>
Inspector Certification Expenses	9,861.28	1,439.98
Panel & Work Group Expenses	675.80	-
Standards Development	15,993.89	6,605.00
Vendor Accreditation Expenses	8,463.55	12,248.54
<b>Total Operations-</b>	<b>34,994.52</b>	<b>20,293.52</b>
<b>Professional Services</b>		
Accountant	3,100.00	6,150.00
Attorney	14,925.00	2,249.70
Delaware Representation	333.00	284.00
Management Company	7,240.00	
Other services	52.40	2,584.60
<b>Total Professional Services</b>	<b>25,650.40</b>	<b>11,268.30</b>
<b>Publications &amp; Retail Sales</b>		
Purchases for Store	2,636.57	-
<b>Total Publications &amp; Retail Sales</b>	<b>2,636.57</b>	<b>-</b>
Research Committee	-	1,500.00
<b>Salaries, Wages, &amp; Related</b>		
Benefits	7,500.00	16,200.00
Miscellaneous		2,385.48
Payroll Processing Fees	1,272.40	2,600.94
Payroll Taxes	16,703.79	59,778.65
Salaries & Wages	203,375.88	197,873.95
<b>Total Salaries, Wages, &amp; Related</b>	<b>228,852.07</b>	<b>278,839.02</b>
<b>Telecommunications</b>		
Internet	913.54	1,020.35
Telephone	7,097.28	6,807.21
<b>Total Telecommunications</b>	<b>8,010.82</b>	<b>7,827.56</b>
Uncategorized Expense		1,715.00
<b>Total Expenses</b>	<b>660,255.77</b>	<b>821,252.36</b>
<b>Net Operating Income</b>	<b>177,282.29</b>	<b>(125,481.27)</b>
<b>Other Expenses</b>		
Other Miscellaneous Expense	(6,273.26)	
<b>Total Other Expenses</b>	<b>(6,273.26)</b>	<b>-</b>
<b>Net Other Income</b>	<b>6,273.26</b>	<b>-</b>
<b>Increase in Net Assets</b>	<b>183,555.55</b>	<b>(125,481.27)</b>

To: ACCT Board of Directors  
From: Lindsay Belanger, Senior Account Coordinator, Jenny Faucher, President  
Date: April 19, 2016

## Strengthening the ACCT Brand

Managing Matters (MM) is excited to be working with the Association for Challenge Course Technology (ACCT). We see this as the start of what will hopefully be a long relationship.

This report is intended to provide an update on our transition, action items, activities, improvements, and initiatives we have completed since the first transition meeting held on Tuesday, April 5. This report will be provided to the board on a monthly basis.

Our team, led by Lindsay Belanger, has been putting a significant focus on customer service excellence to the ACCT membership by answering all e-mails and phones in a timely manner.

We will always be looking for ways to save ACCT money and bring ideas to the table.

## Board & Committee Support

- MM has connected with the following Board Members:
  - Micah Henderson on many occasions for a thorough review of the association and scope of work as well as training and background information.
  - Mike Smith for a Your-Membership structure overview.
  - Scott Andrews for a DPD and Standards overview.
- MM has met with Kim Catchings to learn more about her role with the association and ACCT best practices.

## General Management

- We have been updating the website in all necessary areas
- MM has signed up for Google Analytics on the ACCT website in order to provide reporting on website traffic.
- MM has set up the phone system which is forwarded to ours. We have fielded 25+ calls since April 11. Once Bill returns, we will reach out to Ring Central to have the line

formally moved to our offices, so that we are not incurring Ring Central costs. Currently, Bill is the only staff member who is on file at Ring Central.

## Options for Non- Dues Revenue Generation and Streamlining of Advertising Sales

We have investigated several options for possible enhancements to Parallel Lines publication processes and ad sales as well as Clipboard. Naylor Association Solutions specializes in supporting associations in the areas of publications and advertising sales. Naylor is in the process of reviewing both projects to assess feasibility. In short, here is a summary of how ACCT would work with Naylor:

### Parallel Lines

- This service is offered under Naylor's *no-cost*, advertising-supported model or as fee-for-service (see accompanying document). Design, layout, editorial, printing, distribution, sales and marketing are included.
- What this means for ACCT;
  - Naylor would manage all ad sales using our contact list of advertisers, exhibitors etc....
  - Naylor would manage layout and all design for the magazine, distribution etc...
  - ACCT would contribute as much or as little content as desired.
  - ACCT would keep a negotiated percentage of the ad sales for the print magazine based on sales budget (TBD).

### Clipboard

- This service is offered under Naylor's *no cost* advertising supported model. Editorial support, design/ development of your custom template and content management system, tech support and sales/ marketing are included.
- Naylor would manage all advertising sales for the newsletter and share back 20% of the ad sale revenue to ACCT.
- ACCT staff would approve content (that is sourced from the web) provided by Naylor and/ or provide our own content. ACCT is in full editorial control of the publication.

### Benefits of investigating the above 2 options for ACCT:

- Streamlines all outreach for advertising sales resulting in more effective efforts and better results

- Allows ACCT staff and volunteers to manage content as the association sees fit, and from a high-level perspective
- Zero financial risk, only an upside for non-dues revenue to be added to the ACCT budget
- Increased professionalism and visual appeal.

## Membership Report

- As of April 18, 2016, there are a total of 2421 members:
  - PVM - 272
  - B2B – 10
  - B2C – 47
  - Industry Stakeholder/Affiliate - 2
  - Individual – 874
  - Organizational Member - 979
  - Non-For-Profit Organizational- 237

## Next Steps

- MM has scheduled a call with Mandy Stewart to review the PR/Marketing component of the association.
- MM will be reaching out to Meekins Group to introduce ourselves and learn more about their role within the association and linkages to member payment reconciliation within Your Membership.
- MM is preparing to reach out to Mike Smith for an in-depth conversation surrounding membership types.
- MM is preparing to reach out to Bill and Joyce Weaver to discuss their role within the association and their procedures.