



Agenda for Board Meeting – May 18, 2016

Meeting Logistics:

05/18/2016 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 – Chair	X Todd Domeck	X Sara Bell
X Ryan Olson – Vice Chair	X Michelle Hepler	Michael Smith
X Ben Kopp - Treasurer	X Dylan Burt	X Shawn Tierney – Executive
Scott Andrews - Secretary	Niels Damman	Director

Absent: Scott Andrews, Niels Damman, Michael Smith

Quorum present? YES

Others Present: Jenny Faucher, Lindsay Belanger

Proceedings:

Meeting called to order at: Micah called the meeting to order at 2:03 EST

Agenda

- I. Review and Approve Agenda
Motion to Approve: Michelle Helper
Seconded by: Ben Kopp
Discussion: None
Motion: Approved
- II. Review and Approve Agenda revisions
Motion to Approve: Todd Domeck
Seconded by: Ben Kopp
Discussion: Tabled items captured below.
Motion: Carried
- III. Review and Approve Minutes from 4/20/16 Meeting
Motion to accept: Tabled
- IV. Executive Director report
 - Shawn Tierney introduced himself to the Board and mentioned he had touched base with everyone except Sara Bell, Todd Domeck and Michael Smith.
 - He reported that daily operations have been going smoothly and he has been working closely with Managing Matters on membership initiatives.

Old Business

- V. Strategic Plan Review (Ben)
 - Tabled discussion.
- VI. ANSI Appeal from PRCA (Consultants meeting to draft response which is due May 31, 2016)



- Micah Henderson reported that there has been a granted extension to the appeal.
- Micah Henderson highlighted the following:
 - There is a 60-page draft appeal going through edits.
 - This will be circulated to the rest of the Board for review by the end of May.

VII. Standards Distribution Process update (Scott)

- Tabled discussion.
- **ACTION:** Managing Matters to reach out to Scott Andrews on circulating and uploading past Board meeting minutes.

VIII. Policy drafts

- a. Critical Link from Tom (Scott)
 - Tabled discussion
- b. Advertising Policy (updated) (Mike Smith)
 - Tabled discussion
- c. Reimbursement Policy Revision (Niels)
 - Tabled discussion

New Business

IX. HPN update (Brian and Micah)

- Micah Henderson reported that Melissa Webb will be returning on May 31, 2016 and there will be an exhibitor update around that time.

X. August Board Meeting

- Shawn Tierney and Bill Weaver are researching the cost of bringing the entire staff to the August Board meeting in Reno, Nevada.
- The tentative In-Person Board meeting dates are: August 22nd – 23rd, 24th, 25th

XI. Managing Matters update (Micah)

- Lindsay Belanger from Managing Matters provided the Board with highlights and a progress report on Association activities from the past month.

XII. Adventure Park Standards strategy approval (Dylan)

- Dylan reported that the Standards Development Committee was pursuing copyright and legal review.

XIII. Budget Draft Review (Ben)

- Ben reported that the budget is still in draft form and he is working with Shawn Tierney.
- The Board will have a final budget to review by the mid-June Board meeting.
- The June Board meeting will be scheduled for two hours in order to review the budget in depth.

Adjourn

XIV. Motion to Adjourn 2:47p



Motion to Adjourn: Michelle Hepler
Seconded by: Dylan Burt
Motion: Carried

To: ACCT Board of Directors
From: Lindsay Belanger, Senior Account Coordinator, Jenny Faucher, President
Date: May 18, 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 past Board meeting held on Thursday, April 20. 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

- Lindsay and Jenny have connected with the following Staff/ Board Members:
 - Micah Henderson regarding specific industry related issues such as handling death, injury and lawyer enquiries.
 - Shawn Tierney to review our scope of work and collectively investigate ways to help ACCT save money and streamline activities.
 - Meekin's Group to understand their accounting procedures and how they relate to membership dues on the website.
 - Bill and Joyce Weaver for introductions and to set up the new phone line.
 - Mandy Stewart to learn more about her role with the association and ACCT best practices in regards to PR & Marketing. Some highlights from the call include:
 - The PR & Marketing Committee's relationship with the Membership and Conference Committee.
 - Discussion of implementing an ACCT Office Branding Guide.
 - Website audit of areas that should be bridged into the main ACCT website and where updates should be made.

- Production of a welcome package for new members.
- Jenn Stanchfield to get an understanding of the type of content and layout Pararell Lines has included.

General Management

- Lindsay has been working with Joyce Weaver and Charles Peterson on various website updates. A few major website updates include:
 - Conference page
 - Committee list updates
 - Reasearch grant page updates
 - ANSI/Standards page updates
 - ANSI Accredited Standards Developer updates
 - Board of Director Roster updates
- Our Publication and design team has distributed Clipboard to the ACCT membership, PVM List and PR Log platform.
- Lindsay has provided key members who typically submit content for Pararel Lines a deadline for their articles.
 - We plan to have the publication ready for review by Wednesday, June 8.
 - We have scheduled calls for submission and submission deadline reminders to ensure that we receive all artciles in a timely manner.
- Our publication design team has begun creating the Pararrel Lines publication template and is ready to insert content.
- Our design team is creating business cards for Executive Director, Shawn Tierney.
- MM has fielded 35 + membership calls since April 29. Some call highlights include:
 - Membership renewal assistance.
 - Locating the Standards.
 - Membership category differences.
 - Where to find Professional Vendor Members in a particular location.
 - Conference keynote speakers for 2017.
 - Lawyers requesting past Standard copies.
- MM has responded to 25+ contact forms from the ACCT website since April 11.

Membership Report

- As of April 18, 2016, there are approx.. a total of 2334 members:
 - **PVM** – 37
 - **PVM Employees** - 186

- B2B Member – 12
- B2C Operator Employee - 8
- B2C Operator Member – 51
- Industry Stakeholder/Affiliate Member – 4
- Industry Stakeholder/Affiliate Member SubAccount - 1
- Individual Member – 120
- Individual 2 - 661
- Student/Senior - 58
- Organizational NPO - 143
- Organizational Employee NPO - 88
- Organizational Member - 270
- Organizational Member Employee - 695

Next Steps

- Jenny is planning to meet in-person with Executive Director, Shawn Tierney, in June (date TBD)
- Lindsay and Jenny have reached out to Mike Smith for an in-depth conversation surrounding membership types in order to provide detailed reports.
- Lindsay is planning to reach out to Melissa Webb once she returns from maternity leave.
- Lindsay is preparing to distribute Pararell Lines by the end of June.
- Lindsay is working with Mandy Stewart on developing an ACCT Branding Guide.
- Lindsay is working towards creating a master industry contact list in Your Membership to make distribution of Press Releases streamlined.