



Minutes for Board Meeting – August 16, 2017

Meeting Logistics:

8/16/17 11:00 am MDT to 12:30pm MDT

Preparation / To Dos:

- Review documents in Dropbox meeting folder

Location:

Phone: 218-936-3817

Pass code: 510426#

Board Members:

x Ben Kopp - **Chair**

x Bahman Azarm – **Vice Chair**

x Carson Rivers - **Treasurer**

x Scott Andrews - **Secretary**

x Micah Henderson

x Michelle Hepler

x Ryan Olson

x Dylan Burt

x Sara Bell

x Shawn Tierney – **Executive Director**

Anti-Trust Statement:

It is the policy of the Association for Challenge Course Technology, and it is the responsibility of every Association member company, to comply in all respects with federal and State antitrust laws. No activity or discussion at any the Association meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to:

- (a) raise, lower, or stabilize prices;
- (b) regulate production;
- (c) allocate markets;
- (d) encourage boycotts;
- (e) foster unfair trade practices;
- (f) assist monopolization, or
- (g) in any way violate federal or State antitrust laws.

Any questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at Association meetings, should be promptly brought to the attention of the Association Executive Director or the Chair of the Board of Directors.

Absent: none

Quorum present? Yes

Others Present: Natalie Hill from Managing Matters

Proceedings:

Meeting called to order at: 11:02a MDT

Agenda

- I. Review and Approve Agenda
Motion to Approve by: Ryan Olson
Seconded by: Michelle Hepler
Discussion: Which month financials are we reviewing and corrected
Motion Carried: unanimous
- II. Review and Approve Meeting Minutes from July 19, 2017 **Approved**
- III. Executive Director Update (*copy attached*)
- IV. Managing Matters Update: (*copy attached*)
- V. Monthly Financial – July (*copy attached*)
- VI. Cash Flow Projections (Shawn)
- VII. Priorities Update: (for greater detail see "TASK LIST Board Priorities 170424.xlsx")



- I. Savings Plan: \$200,000 in reserves
- II. Government Relations
- III. Program Accreditation
- IV. Increase Professionalism of Conference Workshops
- V. Standards Development Process
- VI. Document and file Management System

Unfinished Business

NONE

New Business

- VIII. Consensus Group Meeting Report (Shawn) Good meeting took place in Denver August 7 and 8. Meeting went well and group started work on SDC proposed language and set dates for next calls. Discussed leadership of committee and how the group will move forward. A PINS will be filed for the proposed changes to the standard.
- IX. 2019 and 2021 Conference locations update (Shawn) 2019 looks like Denver. Final decision on exact location will be made this week. 2021 is still to be determined.
- X. Strategic Plan prep (Ben) Group will spend significant time in September Face to Face on Strategic Plan. What does the 3 to 5-year vision for the Association. Please review past strategic plan and come with some ideas.
- XI. September Face to Face Meeting Logistics (Shawn) Denver September 18 and 19. Meeting will start at 8:00am. Meeting to end Tuesday by 1pm. Shawn will confirm location next week.
- XII. Program Accreditation report (Shawn) Program AR's, Bill and others have been meeting for the last two days to work on plans and forms. Ryan will be meeting with them this week. They will post a 1-page summary of their accomplishments. Shawn is confident that they have completed a lot of good work and look like they will have a pilot in fall 2017.

Adjourn

Motion to Adjourn

Motion to Adjourn by: Scott Andrews
Second by: Michelle Hepler
Discussion: no



Motion: unanimous
Time: 12:22pm MDT



To: ACCT Board
From: Shawn Tierney, Executive Director
Date: 8/11/17

RE: August Board Report

Summary of Activities

July Financial Statements: the July financial statements will be in Dropbox for review prior to the BOD meeting. I have an initial draft that I am reviewing and adjusting with the accountant on Monday the 14th.

Translation of Standards into Spanish: our volunteer team of Victor Gallo and Jose Gonzalez are currently viewing a final draft of the translated document. They will send the edited document back to Net translators by the end of August, and we should be able to have a final document ready for publishing in mid-September.

Exhibitor Prospectus & Registration: the exhibitor, advertiser, and sponsor prospectus is in final production and will be completed early in the week of August 14th. The Weiss Group created the new design for the prospectus to give it a more professional and visually appealing look. Once completed, the prospectus will be circulated widely prior to the exhibitor registration going live, which we anticipate happening the 3rd week of August.

Summer Ops Camp: I will be attending the Ski Area Managers gathering September 3-5 in Killington, VT. I will be part of a panel discussion talking about industry trends, and ACCT will also have an exhibit booth at the event to promote membership, the conference, etc.

PVM Accreditation/Policy Review: the Vendor Accreditation Panel will be recommending a policy review and updating of the policies for applicants. I have an initial call scheduled for August 11th with the chair of the VAP and the chair of the ACC to discuss the current issues that the VAP is encountering with recent applicants and the need for changes that can accommodate new types of applicants that do not fit into our existing categories for eligibility. The VAP will be holding a face-to-face meeting September 17th-19th in MD to review programmatic issues. Bill will be traveling to Korea late September to early October for a site visit with Zip Lines Korea, a new PVM applicant.

Inspector Certification: ACCT has launched the application and on-line registration process for Inspector Certification testing at the Extreme Sports / Fall 2017 event in Harrisburg, Pennsylvania, November 8-9, 2017. Exams for all categories (In-House, Professional, Supervisor Endorsement) and levels (Level 1, Level 2) will be offered.

ANSI Audit: Bill, Jim Converse and I have an initial call scheduled with the auditor on September 8th to discuss the audit process along with the documents that will be required as part of the audit. The actual audit will then take place early in November.

Risk Management & Insurance Committee: I have a phone conversation scheduled on August 18th with the individual that Dylan and I recommended to the Board for the Chair position. We will be discussing revising the terms of reference and composition of the committee.

PR/Marketing Support: the Weiss Group, the chair of the PR/Marketing committee and I are creating a Brand guide that will form the basis of our messaging and branding. We are shooting to have the guide completed by October. I am currently finalizing a Scope of Work for the Weiss Group to begin working on content creation for publications (Parallel Lines and Clipboard), the website, and social media.

GRC Support: I have entered into an initial agreement with Jason Keith, who is the founder and managing director of an outdoor industry policy firm located in Moab, Utah. The initial scope of work will involve developing a two-year government regulations strategy, along with revising the ACCT position statement on regulation. Jason and I had an initial call with the GRC in early August to solicit input for the plan and to seek their guidance. The scope of work calls for the position statement to be completed by mid-September, and for the government relations plan to be completed by the end of October.

Consensus Group: the CG met in Denver on August 6th and 7th. In attendance were eight members of the CG, three BOD members, Bill Weaver and myself. Overall, the meeting was productive as the group was able to review the current ANSI/ACCT procedures, historical issues, the roles of the Secretariat, interface with SDC, etc. A large part of the meeting was devoted to reviewing proposed revisions to the standards submitted by the SDC. Comments were offered on the document, and the SDC will be making revisions based on the comments. A PINS (project initiation notification) will be filed with ANSI in the next two weeks, and the process of revising the standards will be moving forward.

2019 Conference: I notified the BOD last week that we canceled the Reno contract without incident as we canceled within the 18-month period prior to the event where no cancellation fees were due. We are now finalizing legal review of the Denver contracts and we anticipate signing the contracts next week.

September Board Meeting: I should have further information next week about holding the meeting at the Denver Hyatt Regency, the expected site of the 2019 conference.

FY18 Organizational Priorities Updates

1. Savings Plan

- a. \$200k in reserve account: *DONE*. \$200k was placed in a Chase savings account on June 29th.
- b. \$100k budgeted for each year to reach \$500k by FY20: *DONE*. The FY18 budget has a net income surplus goal of \$107,842.
- c. 10% net income goal: *DONE*. The FY18 budget has a slightly higher net income goal.
- d. \$100k liquid minimum: *DONE*. Currently our savings account has \$200k in liquidity.

2. Government Relations

- a. Updated position statement: *this is being revised with an anticipated completion date of September 30th*.
- b. Hire a consulting firm: *DONE*. I entered into a Scope of Work agreement with Jason Keith, principal of Public Land Solutions in June.
- c. Organized volunteer system with regional contact identification list: *this will be part of the GRC multi-year plan to be completed by the end of October*.
- d. Jurisdictional approach strategy: *this will be part of the GRC multi-year plan to be completed by the end of October*.
- e. Current standing in each State/Jurisdiction: *this will be part of the GRC multi-year plan to be completed by the end of October*.

3. Program Accreditation

- a. Phase 1 pilot completed by November, 2017: *the AR's and Bill Weaver will be holding a face-to-face meeting August 14th and 15th in WI to complete program documents, develop the program model, and plan the pilot program. One BOD member will also be in attendance for part of the meeting*.
- b. Limited opening by July 2018: *this is also part of what the ARs and Bill will be addressing during the F2F meeting*.

4. Increase professionalism of conference workshops: *the conference workshop committee and Melissa have extended the review period of all the workshop submissions in light of this priority. Essentially, they are more closely scrutinizing the submissions in terms of quality, variety, professionalism, and qualifications of the presenters. They are considering how to accommodate later submissions and the criteria for selection. However, we DID NOT budget for paid presenters in FY18, so some of the priorities will be accommodated/addressed for the 2019 conference.*

- a. Paid presenters:
- b. Mapping out presentation visions/tracks:
- c. Reworking community engagement to tap into industry experts:

5. Standards development

- a. ANSI/ACCT standard revisions: *the SDC has submitted proposed revisions in the areas of DPI and Operations to the Consensus group who review and commented on them at their meeting in August. The next step is the filing of a PINS by the end of August*.
- b. ANSI/ACCT standards translated into Spanish: *Nearly Completed*.
- c. Consensus Group face-to-face meeting: *DONE*.
- d. Regular meeting and reporting schedule: *DONE*. The SDC already holds a monthly meeting, and the CG laid out a schedule for their next three calls.

6. Document and file management system

- a. Pick a new tool:
- b. File naming policy: *Scott Andrews has proposed a file naming system for BOD documents but we need to ensure that everyone knows what it is.*
- c. File organization strategy and chart:
- d. Understand needs of ACCT groups:
- e. Move files to new system:
- f. Digitize Operation Dept. files for storage: *DONE. The Ops dept. ANSI files have been digitized.*
- g. Train users:

To: ACCT Board of Directors

From: Natalie Hill (Account Coordinator), Jenny Faucher (President), and Nicole Cork (Account Manager)

Date: August 16, 2017

STRENGTHENING THE ACCT BRAND

This report is intended to provide an update on our action items, activities, improvements, and initiatives we have completed since the last Board meeting, held on July 19, 2017. This report will be provided to the board on a monthly basis.

Our team, led by Natalie Hill, has been putting a significant focus on customer service excellence to the ACCT membership. This has been done by promptly communicating with members via e-mail, phone and contact forms, and providing answers efficiently and in a timely manner.

We are always looking for ways to save ACCT money and bring fresh ideas to the table.

BOARD & COMMITTEE SUPPORT

- MM has shipped 4+ copies of the ACCT/ANSI 03-2016 Standards and 1 copies of the 8th Edition Standard.
- MM has updated membership metrics and yearly membership comparison spreadsheets for Board review.
- MM has assisted with 12+ PVM training dates by adding them to the website calendar.
- MM has created and sent Shawn the July membership revenue report from YM.
- MM sent Shawn July Store revenue from YM, which included:
 - Jobs
 - PVM's
 - Certification registrations
 - Advertisements

GENERAL MANAGEMENT

- MM has fielded 70+ membership calls since the last board meeting. Receiving an average of 2-3 calls a day. Some call highlights include:
 - Membership renewal assistance
 - Job postings
 - Training & certification questions
- MM has assisted with adding 5+ job postings to the Career Center.
 - Total of 8 Job Postings in July
 - 1 posting in August
- MM liaised with members in regards to 7 Business membership sign ups.
- MM has responded to 60+ emails and 12+ contact forms via email and through the website.
- MM has forwarded 5+ contact forms and 8+ phone calls to Bill in regards to certification and testing related questions.
- MM sent out the August Edition of Clipboard.
- MM prepared and sent out the Summer Edition of Parallel Lines.
- MM has made updates to the ACCT website in order to make navigation of the site easier.
- MM had updated and changed some of the homepage website banners for more appeal on the website.
- MM has created a conference banner as well as conference advertisement.

NEXT STEPS

- MM will continue to assist ACCT members with membership renewals and general inquires.
- MM will continue to grow the ACCT membership and will involve the Membership Work Group in the process.
- MM will be preparing the September Clipboard publication.

UPDATE ON MATTERS

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- MM will continue to make calls to lapsed members and check in on the progress the Membership Work Group has made.
- MM will continue to update the website. We will:
 - Archive old pages
 - Add an ACCT staff page
- MM will continue to work with Bill and Joyce in regards to invoicing and reaching out to members for the PVM application process.
- MM will send out copies of the ACCT/ANSI Standards on a bi-weekly, or as needed, basis.
- MM will continue to update membership metrics and compare our yearly membership revenue/renewals/new sign ups.
- MM will work on a membership plan for this fiscal year, including:
 - Membership expiry emails
 - New membership packages
 - Thank you letters to long standing members
 - Membership benefits

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Monthly Management Report

Association for Challenge Course Technology
For the period ended July 31, 2017



Prepared on
August 8, 2017

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Monthly Budget vs. Actuals FY 20187

Balance Sheet

As of July 31, 2017

	Total
ASSETS	
Current Assets	
Bank Accounts	
Chase Operating	138,567.03
Chase Savings	200,015.77
Total Bank Accounts	338,582.80
Accounts Receivable	
Accounts receivable	6,559.85
Total Accounts Receivable	6,559.85
Other Current Assets	
Prepaid Expenses	2,328.63
Undeposited Funds	572.13
Total Other Current Assets	2,900.76
Total Current Assets	348,043.41
TOTAL ASSETS	\$348,043.41
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	141.68
Total Accounts Payable	141.68
Credit Cards	
Chase Card	-31,932.28
Chase Card - 0614	5,925.21
Chase Card - 1061 Shawn	23,793.04
Chase Card - 1344	6,749.76
Total Chase Card	4,535.73
Total Credit Cards	4,535.73
Total Current Liabilities	4,677.41
Total Liabilities	4,677.41
Equity	
Retained Earnings	360,013.82
Net Income	-16,647.82
Total Equity	343,366.00
TOTAL LIABILITIES AND EQUITY	\$348,043.41

Profit and Loss Comparison

July 2017

		Total
	Jul 2017	Jul 2016 (PY)
INCOME		
Events		
Advertising Income	1,556.00	
Conference fees		
Conference - Other	-2,350.21	
Total Conference fees	-2,350.21	
Total Events	-794.21	
Membership		
Individual Memberships	2,450.00	1,835.00
Organizational Memberships	12,014.90	6,854.90
Total Membership	14,464.90	8,689.90
Operations		
Inspector Certification		
Certification Test	125.00	
Total Inspector Certification	125.00	
Operation Accreditation	4,000.00	
Total Operations	4,125.00	
Other Income		
Interest	13.58	1.13
Total Other Income	13.58	1.13
Publication & Retail Sales		
Job Listings	310.00	50.00
Standards Sales	496.00	10,367.82
Standards Shipping Fees		408.56
Total Standards Sales	496.00	10,776.38
Total Publication & Retail Sales	806.00	10,826.38
Total Income	18,615.27	19,517.41
GROSS PROFIT	18,615.27	19,517.41
EXPENSES		
Bank Fees		
Credit Card Finance Charges		229.63
Merchant Service Fees	80.12	353.67
Paypal Fees		15.30
Service Charges		77.91
Total Bank Fees	80.12	676.51
Board of Directors & Governance		
BOD & Committee Meeting Expenses		12.75
BOD & Committee Travel	590.11	50.59
Total Board of Directors & Governance	590.11	63.34
Events-		
Exhibit Hall Expenses		
Conference Service Provider	8,562.50	

		Total
	Jul 2017	Jul 2016 (PY)
Total Exhibit Hall Expenses	8,562.50	
Total Events-	8,562.50	
General Operating 1		
Meals & Entertainment		175.14
Software Subscriptions	1,677.33	387.43
Staff Travel- General	285.94	
Travel	2,875.33	1,032.77
Travel Meals	138.93	
Total Staff Travel- General	3,300.20	1,032.77
Total General Operating 1	4,977.53	1,595.34
General Operating 2		
Office Rent & Storage	804.89	780.25
Office Supplies		-74.20
Postage and Shipping	53.86	453.69
Total General Operating 2	858.75	1,159.74
Insurance		
Directors & Officers	553.00	342.67
Workers Comp	65.28	49.32
Total Insurance	618.28	391.99
Marketing		
Website Fees		239.84
Total Marketing		239.84
Operations-		
Standards Development	500.00	202.02
Vendor Accreditation Expenses		183.47
Total Operations-	500.00	385.49
Professional Services		
Accountant		1,400.00
Management Company		5,960.84
Total Professional Services		7,360.84
Publications & Retail Sales		
Standards Publication	10.00	
Total Publications & Retail Sales	10.00	
Salaries, Wages, & Related		
Payroll Processing Fees	222.96	617.50
Payroll Taxes	5,579.90	1,213.79
Salaries & Wages	12,809.46	15,324.90
Total Salaries, Wages, & Related	18,612.32	17,156.19
Telecommunications	366.54	
Internet		35.48
Telephone	86.94	265.78
Total Telecommunications	453.48	301.26
Total Expenses	35,263.09	29,330.54
NET OPERATING INCOME	-16,647.82	-9,813.13

		Total
	Jul 2017	Jul 2016 (PY)
NET INCOME	\$ -16,647.82	\$ -9,813.13