



ACA Board of Directors Meeting Minutes

April 17, 2020

Roll: Robin Pope, Lili Colby, Sam Fowlkes, Bill Medlin, Bill Micks, Trey Knight, Marsh Jones, Scott Mann, Stanton Collins, Kirk Havens, Heather Davis, William Irving, Peter Sloan

ACA Staff: Wade Blackwood

Robin Pope called the meeting to order at 19:30.

Wade provided an update about the joint slalom/sprint team trials. Marsh hosted round table with the athletes that generated a lot of good conversations. In response to a question from Kirk about the main issues, Wade responded that communication is the main problem. We have so many mediums for communication and we need to shore up a single simple medium to message the athletes.

Wade further shared that the LA2028 group is super excited about hosting and building a venue in LA. Mike did a great job showing OKC and explaining the difficulties they have had.

Robin asked Wade to comment on membership and staffing and he responded that membership numbers sent out prior to meeting are only full-fledged members and not event members. We don't have any valuable statistics on membership change yet, but we have some positive moves early into the season and we are focused on managing finances really well. Staff is doing a good job with their new responsibilities.

Trey asked about USCG grants this year and Wade replied that we haven't taken any money out here, last disbursement was around October of last year and I believe we have about 150k still to draw down. Wade explained that grants are temporarily restricted accounts and we are very strict on using those funds.

Discussion turned to strategic planning. Wade discussed the Board intranet and that he would be cleaning it up so it would be more relevant. Heather replied that she has a lot of experience working with nonprofits and I would be happy to help with this.

Several board members discussed time frames for a strategic plan and how many people should be involved in developing the plan.

Scott motions, Marsh seconds. Board unanimously voted Dave Hepp to Ethics committee.

Board training: Robin offered information about hiring a small non profit consulting firm to do some board training. Total cost around \$1000. Board members expressed support.

Richmond and IT Conference: Wade: Richmond going great, MOU being drafted and we have attorneys looking at it. When the draft is finished I will send it out. We had a media issue, but it has been kept fairly under wraps. They are on track to raise \$8-10m. Still a lot of excitement in Richmond.

IT conference has been swapped to Richmond and the site has been changed to reflect. The conference will be much more instructor focused.

Wade was asked to give an overview of the MOU? Wade: It is spelling out the terms of how we are going to help each other (Sports Backers) and what our goals are in each organization.

Scott Mann asked to see a draft and Wade responded that when the draft comes back it will give a lot of information.

Scott then asked: What are the objectives you want in the MOU for the ACA?" Wade: Programming space, office presence, and exposure about the ACA (storyboard for public).

Scott: Does it talk about roles and responsibilities? Wade: that will be more from an operating agreement side. We haven't gotten to the granular and specifics yet. The MOU is to make sure the three organization are aligned.

Scott: Does it define division of labor for fundraising? Wade: They know we don't have the fundraising abilities they do. They want us there from a program side. So, they are not leaning on us for funding and will not be treated preferably for raising more than us.

Lili: does the IWHOF have anything to do with the MOU? Wade: No, we don't want them to be a part of this. We don't need their input yet.

Trey: Have we gotten any farther on planning for staff move? Wade: Richmond is looking for a temporary office for us to work out of, we need to look at notifying the staff as soon as possible. We are looking at moving at the end of 2020. We are still looking for the right place for the free temporary office. There are some builders in the area that have been speaking with us about costs and timelines.

Scott: Timeline on MOU? Wade: Middle of May.

Robin: We have will now have a closed session. Scott moved; Trey seconded [20:35]

Back to open session [21:11]

Bill moves to close; Trey seconds. Vote unanimous.