



## **ACA Board of Directors Meeting Minutes 2-20-2019**

Attendees: Robin Pope, Marsh Jones, Peter Sloan, William Irving, David Bell, Scott Mann, Lili Colby, Sam Fowlkes, Steve Hutton, Trey Knight, Bill Medlin, Stanton Collins, Wade Blackwood, Bill Micks, Kirk Havens, Anne Maleady.

Absent: Jeff Rouse

The meeting began at 19:33, EST.

Peter Sloan welcomed new members, Bill Medlin and Sam Fowlkes, and returnees Robin Pope, Kirk Havens, Bill Micks. He thanked Steve and Anne for their service on the board and shared his agenda for the meeting: approval of minutes and election of officers.

**Election** was conducted by Anne: First vote was for Chairman of the board. Robin Pope was nominated by Peter, seconded by Sam. Board unanimously elected Robin as Chair.

Lilli Colby was then elected Vice Chair.

Stanton Collins was unanimously elected Secretary.

Peter then discussed the Affiliate Director position: Kirk is the affiliate organization director. Seat open should we have an affiliate group. If not filled, then it is appointed by the President to fill the slot. Kirk was selected by the board.

ACA Executive Director Wade Blackwood then led a discussion about the possibility of moving the ACA HQ out of Fredericksburg. This was triggered by the International Whitewater Hall of Fame's search for a site to build a museum. The search committee had narrowed the possible sites from five to two: Woodfin, NC and Richmond, VA.

Wade further described the process of evaluating Richmond and asked for the board's support to consider moving. He shared that he had not heard from Fredericksburg with a new proposal. Greater Richmond Partnership offered to "host" the March board meeting in Richmond.

The Board had many questions concerning the selection process, terms of the deal, as well as the 4 acres of land owned by the ACA in Fredericksburg.

Robin then switched the focus of the discussion to ACA's **financial results**.

Wade stated that financial statements were not ready to share with board yet, but would be ready by March meeting. Discussion ensued about the appropriate frequency of reporting on financial results and membership counts. New board Chair, Robin Pope, stated that the final consensus was that month to month tracking and history is useful; weekly is not necessary.

Wade described **new pilot using Facebook ads** to track interest and test effectiveness. Pruitt Marketing also created sponsorship package for board to use to solicit sponsor.

Wade shared information about an issue with the outrigger organization, filing a **grievance** against ACA, accusations about NGB status, accusations from past issues occurring before our time. Marsh provided additional background and Wade stated that he would keep the board informed of any developments.

Robin moved to end the meeting, Lilli second. Adjourned 20:34 EST.