



## **ACA Board of Directors Meeting Minutes**

March 20, 2019

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

ACA Staff: Wade Blackwood

Called to session by Robin Pope at 19:33.

Robin Pope welcomed Heather Davis, new board member. Heather introduced herself and talked about her background in paddle sports.

Robin shared the candidates for the Ethics and Grievances Committees: Michael Shillinger for the Ethics Committee and David Hepp for the Grievance Committee.

Kirk moves to approve. Robin calls vote; Michael and David are elected unanimously.

Meeting turned over to Wade who discussed staffing needs and internal organizational changes following the departure of Chris Stec. Further advised that staff are all involved in developing social media calendars, and it is a big push for us in our membership goals. Pruitt Marketing, who helped us in our Texas media campaign, has offered to help us. Membership is up, a little higher than average, we hope the lower barriers of entry and lower costs are contributing. We are looking at the Texas campaign and how to improve the capture from social media ads. We think we are losing people before they actually get a memberships.

This led to a discussion about donations, how much we receive and plans for increasing this number. Recently had call with state directors where we spoke about how to improve membership and move people into the ACA.

Still working with JRA and Sports Backers on MOU. JRA and SB are leading the way on fundraising since that is not what we do. They just want to make sure we have an MOU and are on the same page. They have said that they want to make sure they find free office space for us in the interim. We just need to get the MOU done.

Pat Malone has offered a half million budget. Sports Backers is the one building, not us. And it is not my name on that contract. Scott Mann stated that it is my understanding is that ACA will need to pull our weight in fundraising. Wade replied that we will need to be involved, but they aren't looking at us to raise millions of dollars since it is in their backyards. They seem excited about it.

Motion to enter closed session Kirk, Scott second at 20:00.

**CLOSED SESSION**

Board discussed that Bill and Jeff Rouse had spent time with staff in the office to get an understanding of the situation. They shared their observations with the board. Also discussed some specific steps for moving forward regarding closer monitoring of financial statements, more board involvement with the staff especially for strategic planning.

Kik motions to leave close session; Scott seconds.

Meeting ended at 20:27.