



## American Canoe Association (ACA) Board of Directors Meeting Minutes

**Date:** 5/15/2019

**Location:** Call-In

### Attendance:

Voting Board Members Present: Robin Pope, Lili Colby, Sam Fowlkes, Bill Medlin, Marsh Jones, Scott Mann, Stanton Collins, Kirk Havens, Heather Davis, William Irving, Peter Sloan, Jeff Rouse

Non-voting attendees: N/A

ACA Staff: Wade Blackwood

The meeting was called to order at 19:35 by President, Robin Pope.

### Agenda:

Update on Richmond and IWHOF (Wade)

Staffing update (Wade)

Membership update (Wade)

- Discussion of overall membership trends
- Description of current tactics to increase membership and their success
- Further plans for recruiting
- Any plans for gaining higher contributions (e.g., corporate sponsors, bronze/silver/gold/green paddle memberships)

Financial reporting (Wade, Trey, Jeff)

- Status of systemic review
- 2nd quarter financial report including actual vs. budget
- Update on USOC funding
- Update on USCG grants/funding

Closed Session

## **FREDERICKSBURG PROPERTY**

Robin: Wade is asking for permission to sell.

Jeff: Should we give permission to get a broker and list rather than sell.

Jeff motions to give permission to list and speak to brokers; Sam seconds.

Robin calls for vote: unanimous ayes, no abstentions.

## **Update on Richmond and IWHOF (Wade)**

Wade: Recap of conversations with Risa about IWHoF. IWHOF does not have any kind of sustainable revenue to maintain a 6000 sqft. building on the river. We are speaking to JRA to talk about how to integrate the building into the community. IWHOF is wanting a larger space but will not be able to bring in money for it. We will keep them part of the development of the property, but I don't think we can have a stand-alone IWHOF museum. JRA and Sportsbackers would like to move forward with initial plan.

Bill Medlin: Just from my assumptions from the email, there seems to be a difference in expectations. Should they consider different cities for IWHOF.

Kirk: I would defer to JRA and Sportsbackers for their expertise and if they do not believe this is feasible they should be free to leave. Asks Wade if IWHOF leaving would take ACA out of Richmond?

Wade: We have spoken about this and JRA and SB would move forward with ACA if IWHOF leaves, but they will not work with IWHOF without ACA.

Board continued to discuss IWHOF's involvement in this project and ideas for improving relations with the IWHOF leadership team. Discussion concluded with Wade stating that the MOU will show how the 3 orgs will work together and act as the single linchpin that the owners can work with.

## **Staffing update (Wade)**

Wade: We are looking for competition staff. Membership side, doing well on the SEIC side but I really want to bring someone on who can help raise money and shore up membership. we need to find someone who can do some donor targeting. We are looking to redesign the membership package. It is clunky to donate on the website, so we need to redesign that. We need someone who can target donors, shore up membership, communicate.

Scott asked Wade about whether we have done any calls for donations? Normally that is something the executive does as the figurehead, with staff behind you doing the targeting.

## **Membership update (Wade)**

Wade: Our membership numbers have fluctuated over the past few years. In 2015 we had 13k and now have 14k+ which is not a big enough move over that period of time. I think we need to do a better job of communicating the membership changes and we are in a good place with members. In order to get more members, we are looking at sending squares out to clubs in order to help

capture more members. We are working at sending out 10 squares to help empower clubs to get more members in the ACA. We are also working on getting more video taken at clubs to send out on social media.

We are working on Trello which helps us track our tasks. Our first endeavor on Trello will be on membership and hopefully it will create some more operational efficiencies. May be helpful for the board too.

### **Strategic Planning:**

Heather: We are talking about speaking more often and would like to break things up into smaller chunks rather than huge blocks.

Robin: We could break that into interest groups, for example, Marsh for competition. We can have those small interest groups that can be done electronically.

Peter: What is the output of this?

Heather: This would be looking at 1 year. I want to get down into a work plan. We will need to talk to staff about what they spend their time on. After that we can look at a longer-term plan. It would be beneficial for the ACA next year to look at what programs we need and don't need.

### **Financial reporting (Wade, Trey, Jeff)**

Wade: If you look at the year overall, it is not a good picture. the numbers show year over year we are down, but we are now climbing out of the hole. 342⇒ 300 we are about \$40k off of membership revenue this year but not far from where we expected. I think we will be pretty close to the budget. we are about 10% off what we expected in the budget, but ahead of last year.

Robin: USOC funding?

Wade: That is pretty static. We do have an extra \$25,000 for communication, but it will take a while to get from the USOC.

Scott: What does our performance need to look like to break even?

Wade: I haven't had the time to do math on the trajectory. We are looking at around a net positive of the ~\$30k range

Jeff: One of the things Trey and I are looking at is making a budget for the board to look at.

Robin: Do you have a timeline on the reporting on the budget?

Jeff: We are waiting on 3 years of statements and P&Ls. We want to get input for various groups as well, but we are waiting on those reports from Wade.

Wade: We should get those to you in the next couple days.

Robin: Can we get the P&Ls from your email?

Wade: We can, but I just want to make sure that we stay consistent.

Robin: Do you have a timeline on when we can get financial data?

Wade: Today was a big step so I think very soon. I think definitely by next week we will be able to get those numbers in the team's hands.

Robin goes into closed session.

20:42 Sam makes a motion; Marsh seconds. Passes unanimously.

21:33 move to adjourn. Lili seconds.

Submitted by:

Stanton Collins  
Secretary  
ACA Board of Directors