

## ACA Board Minutes 1-16-2018

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

Absent: Jeff Rouse, Kelly Allen,

start 1933 est

Peter: turns over to Wade. agenda addition/adjustment Key items lead off

Wade- **membership** structure changes, \$5k in last 3 days, some confusion being weeded out, some instructor issues showing- working to resolve. Good feedback, fewer office calls, 2 weeks turned to 4, starting to market membership next week, sending out 130k a social media message, grows due to interconnected devices, links back to sign in page.

Lili: page needs more about NGB status. Wade - there are 4 different versions being sent.

Peter: any conversion tracking? what metrics being tracked? Wade - yes using google analytics. early days now. Tuesday 1145 the hit leader Looking to maximize data, flow the data, Can't track turn versus new. YM limits abilities. Track/pester for 90 days in renewals. Goal 50K \$25 members

Marsh: anticipate a weekly score board to track? Wade - let me look into an automated report

Robin: turn off renewals in October? Wade - knew we would be down, didn't want to confuse members, renewals are going out now that system is up

Lili: income? Wade - \$5k in last couple of days, \$1700 per day, results above average for time of year. Doesn't account for renewal loss? Correct. Holding back to clean system. Next week, hard hit.

Robin: IT renewals \$85? Wade shouldn't be any change, not sure, will look into.

Steve: perception all saving money except us. Some complaints Wade want to put fires out quickly, explain Steve address at March meeting.

Wade: **USOC 20% athlete** USOC under microscope, calls about athlete inclusion, athletes on all committees, need 30 for SEIC, big challenge, opportunity to cross over between athletes and instructors. ACA goes through NGB compliance checklist. Show good faith. Steve: doesn't see as an issue, as long as athletes available to

serve. Kirk: hopes to see SEIC overwhelmed by athletes. Scott: they will bring knowledge of technique, broaden view of SEIC. Wade: need their perspective. Steve: would welcome athletes.

Wade- **Instruction certificates** individual received certificate, not involved with ACA, 2 things occurred - Zoar sent in certifications, including one for an employee no longer with Zoar, ACA missed this inclusion and sent out new certificate. New system - Now if dues not up to date - no certificate. speaker? - new process automated previous manual. Wade- automated, dues paid before you even show up in system. New system will cover. Annual audit done,

Wade: **Updates Elections** 13 February 730 call for floor vote. captures anyone that wishes to call. Anne needs to be on call. Then announce winners, 20 February elect new officers, call new members, Lili - if Robin doesn't win then what is our succession plan. Kirk - someone will nominate someone else. Lili - need a better plan. Peter - incrementally improve on the last couple of rounds, Nominating committee get a sense of interest, willingness to serve. Anne - committee Lili, Stanton, Jerry, Anne, Steve.

Wade: **Property sale** Bill Micks and Wade working this project. 3 options sell, hold, borrow against. Hotel bought adjacent property, baseball stadium being built. ACA property right in middle. \$400-500K value, annual costs \$6k, Development officer \$65K annual salary. Bill - real estate person willing to help once board decides what to do. Lili - request to send Development job description. Scott/Wade - gathering information for March meeting. Kirk - activity value up? Bill- values will rise, no infrastructure at all, currently property not going for perceived worth, borrow against property. ??? - be able to borrow a reasonable rate. Wade - Jeff ,banks aren't excited about borrowing but local bank might be willing. ??? speaker - banks would not be happy if we move to Richmond. Wade - not like to borrow. Keep or sell, we can't handle complexity. David - agree with that. Kirk/ Lili - general value up, any other loans, Wade - we have \$80k +/- current line of credit, monthly amount ????. Wade- does not want another debt. Line of credit legacy of crash and predecessor. Will present various options Long term options need to be considered.

Wade: **Numbers** numbers not particularly accurate due to membership change, new bookkeeper on board, \$42k available cash, cyclical nature of member sign ups. "staff savings" funds to carry through lean times, pulling out of recent problem with 4 week completion of membership program, slightly better position than last year. Lili - expenses for January. Wade - payroll, 4200 rent, 600 utilities, car 350, insurance costs \$12k per month expenses . Includes 20% down payment for insurance. front loaded. Wade - P&L screwed up, data base translated into Quikbooks, each transaction (27 categories) manually checked and verified, spreadsheets up dated. Manual reconciliation, could not keep up 25 to 300 transactions daily, Now membership general ledger category, process was ridiculous, no way to verify and translate, now general categories. Optimistic about future! Cleaner read on P&L. Robin - \$12k months, 3 months cash on hand. Wade - cleaning up books, don't expect a windfall. Trying to fix system all around. Lili - move to board that financial position is number 1

need to work out as we go forward. Wade - not disagreeing with you. A lot to clean up, cannot abandon balance sheet, easier to say want clear report than to produce it, lack of resources to move quicker. Lili - need a working P&L Kirk - do have a financial committee, coordinate committee to work with Wade closely. David - need to get act together, my question - when is new system date. Wade - have system up and running by march meeting. David - good enough for now Lili yes. Peter - A. concern about stability, need visibility., B. foundational piece of accurate reporting but reasonable reporting. Board needs a summary review. Wade- I'll pull it together.

Wade - **Competition USOC** \$213K budget. not enough but what we have. Scott, Stanton, Kelly, Marsh we need to discuss best way to move forward. Perhaps a part time admin to assist Marsh, competition, travel, USOC asking for tickets to Tokyo. \$12k for international relations asked USOC for help internationally. Working on Media grant. \$50k add back to competition. Plugging for fund to help canoe kayak athletes. \$5k in 2014. In 2020 receive \$30 k to support in coaching and athlete help. Finding ways for USOC to help our athletes, programs, etc. Marsh - ICF we were kept in provisional status. Not there. lost opportunity Wade - budget not there, first time ever, USOC on this. Kirk - in Charleston we focused on the budget. Wade - had no bearing on our a lack of attendance. USOC helping out with this political pressure. Discuss with Simon and repair relationships /politics.

Peter - **Chris Barlow letter** need internal alignment Wade, Chris S, Marsh, go over letter and respond to him. Reach agreement and resolution. Wade - we need to update spreadsheet for him. Done an in depth explanation. Think we are almost in agreement. final Peter write him a letter after full meeting. He wants to be involved and active. Far where he was when letter was sent. Peter - lets have one conversation. Marsh - concern originally had a dysfunctional system. ACA hope that we would have a transparent and supportive system. Keep systems clear and flowing and transparent. This will set us up going forward.

Peter- got a lot of stuff discussed. Wade suggest you please send out a high level summary monthly. Provide focus for discussion. Wade - financials and membership . Lili - Nominating committee will work on candidates for officers.

Robin - closed session. 2130

Re-opened at 2002

Lili- are all good for going to Richmond for board meeting. Steve - preferred to be engaged in decision. Scott - have Wade send out an invitation to Richmond.

Kirk move to adjourn, Scott second unanimous 2006