

ACA Board Meeting  
12-19-2018

convened 2130 EST

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

absent- Jeff Rouse, Kelly Allen, Bill Micks,

minutes from Charleston meeting November 10-11 approved

Ballot Proposed

Peter Sloan, Kirk Havens, Robin Pope, Bill Micks, Steve Hutton, Dave Stow

Anne will submit ballot to Chris Stec.

2 SafeSport issues, unable to contact individual at this point, attorneys advise we report individual for lashing out and threatening association, Meeting occurred Friday 14th, notes in writing due shortly.

Kirk threats to staff and office, comes from reporting party not victims?  
Wade Correct, persons filing actions not directly involved in sSafeSport actions.  
Person filing has some emotional issues and advised to report issues. Kirk police and staff notified? Yes

Membership: changes and financial reporting. Not in financial crises at this point. Have reserves for expenses. Part of issue is training how to pull funds. close to solving process issues. New balance sheet and P&L will be different. Doing this in small bits. We have cash to get through project. Lili - \$115 include \$30k of membership renewals. Wade not checks on desk, process to take information and matching up with individuals into data base. Cannot process credit cards and checks. Number is real, Money is in addition to \$115 in budget. Hope to have processed next week. Waiting for program to be up and running. Timeline reflects so launch and will use to check system. Lilli sure you are eager to get in system. Wade Yes, growth pain, grow memberships and make for positive experience to encourage membership and renewals

Marketing: goal of new program, want new, want 50K new members, one page landing page, one page with ACA story, member page, exist new sign ups.

Wade: think resolved media money issue, USOC wanted to advertise on our site. \$50-70 income, fixed code on website. Third party help, meet with USOC in next 3 weeks or so. Kirk - with that ads, great news, congratulations, Is this big name

sponsors? Wade - yes it is the big names that we want to associate with to drive sponsors. Wade/Kirk- this is a vetting for us. Steve- is this new? Wade- had troubles with it before, no in house expertise, 3rd party, it's new

Sponsor package anxious to get out. Goal to engage sponsors and elevate pitch, utilize social media. Able to search and determine sponsor interest. New opportunities.

Data base: Couple of new things, built community into site. Ex canoe clubs push people to club site. map of state to help find clubs near them. Instructors will be able to use feature also. Marsh- lists dynamic current members, yes updated automatically. Huge feature for ACA cuts down workload. Kirk - exciting news, able to track users. Yes phase two will be able to see who and where they click. Wade- want a one page sign up. Another sign on and find password via facebook and linked in.

Insurance: certificates- issued by staff, match with agency and club, lots of hand on work, shrunk work load. Broker will take on software for this work. Clubs, etc will only need one cert. huge staff time saver. Sends renewals all at once.

Wade everything focused on raising membership. Laser focus on this area.

Wade Int. whitewater hall of fame: Museum project, 4 cities, bids due 20th December, received two PA and Richmond proposals, One combined ACA office with backers behind it. Met with mayor on 18th, hadn't seen proposal from city, a building financed by city, once in life opportunity. Kirk - mayor is energetic young mayor, initiated programs all 2nd graders take swim lessons to prepare 6th graders to learn paddling. Wade-talked figure 8 challenge. Demos in March.

Marsh - how will we support the figure 8 program 2020 timeline? Peter - does this distract from current laser focus on Membs? Seems tactical than foundational strategy. Kirk - initiated, get people on water, standardized course, Just getting people out to try the sport. Peter- just want to ensure focus and Wade's focus. Strategy important, roll out tactical. Minimize distractions Wade create something not staff oriented yet drives awareness for ACA. Kirk working it out without ACA work.

Wade- not intended to be on radar. Unique opportunity, board needs to be consider, will follow boards lead. 2nd point - need a development officer to build the funding for programs. Number 1 opportunity. Letter coming to request sale of Fredericksburg property asap to fund development officer. Plead this is an opportunity for ACA to build out in future. Scott? agree with opportunity, could it be Wade role, COO is good yet it is the volume of pieces coming in. Do some things not doing them well. No way Chris can handle all of the moving parts.

Peter- any non-profits doing a good job with this structure. Wade-Sailing closes to ACA. USOC really on our own. Multi purpose NGB.

Kirk- we need a full time development person. Scott - echo Kirk's statements, we need this. Part of role would include how it is structured and duties of ED. Wade - we don't have the network and capabilities on current board and organization. Lack of funding is holding us back from enhancing our programs Marsh - assuming approved what is timeline to liquidate property. Wade - undeveloped, part of larger site. Marsh - explore sale, also we need position, need some one to deliver. Peter - sell only for Dev person or sell period? Peter - proposal from Wade. Wade - property is an expense currently, w

Marsh motion, Kirk second : re selling property. Wade/Anne/Kirk- donor notified, engage agent, talk to city, Steve- report back to board with potential of sale.

Steve- Proposal for Deve. Officer, of how to fund, targets, give board

Marsh - motion to authorize to investigate sale of sale of Fredericksburg property and report back to board Passed unanimously

Wade - using her (marketing)? 4 items spending \$5-8K on site over next 6 months. sponsorship page, page to draw media

Steve- is this a board conversation? Wade - not board conversation. From my perspective there has been confusion on what we are doing and why. Keeping focus on membership.

Lili - marketing agenda item. boiler proposal with name and logo. Worry \$75 an hour, need perspective. My opinion. Wade - sorry for confusion, take initiative and moving it forward. Not a polan per se. Not intended as a marketing plan for board approval.

Lili/Wade - March meeting metrics

Steve- Chris Barlow letter, board got letter of complaint, can you send communication? Wants to know issues are addressed and he feels they are being addressed. Wade\_ address this before. Chris and Wade explained this before. New person, number of things that are wrong with it. I feel addressing this moving forward. 5 people involved in small amount of money, accountant and COO no idea when how transaction occurred. Making headway. Let Chris know we have narrowed down issue. Chris seems to aware they are working on it. Steve-simpler for me. Board complaint, would like to see copy of formal response. Peter- needs to be case closed. Peter will handle.

Steve- SafeSports, going to grievance committee. Lili- need a reply, letter serious, will breed backlash . Scott - opportunity to develop transparency. Wade- talk to Chris we have addressed issues. Wade- giving board green light issues resolved, working with accounting issues.

Scott -stepped off at 2108