



Agenda and Meeting Minutes for Board Meeting – Reno August 23, 2016

Meeting Logistics:

08/23 to 8/25, 2016 Reno Nevada 8:00am PST to 5:00pm

Preparation / To Dos:

- Review documents in Dropbox meeting folder

Location:

Atlantis Casino Resort, Board Room, Reno Nevada

Board Members:

x Micah Henderson – Chair	x Todd Domeck	X Sara Bell
x Ryan Olson – Vice Chair	x Niels Damman	x Shawn Tierney – Executive
x Ben Kopp - Treasurer	x Michelle Hepler	Director
x Scott Andrews - Secretary	x Michael Smith	
	x Dylan Burt	

Documents Attached:

Absent: Mike Smith and Sara Bell both arriving latter on August 23, 2016 (Sara arrived 11:15am August 23, 2016) (Mike Smith arrived at 1:20p August 23, 2016)

Quorum present? YES

Others Present: None at Start Jamie Barrow at 1:20p August 23, 2016 (August 24, 2016 afternoon Lindsey Belanger, Jenny Faucher, Bill Weaver, Joyce, Weaver)

Proceedings:

Meeting called to order at: 8:03am August 23, 2016

Agenda

- I. Review and Approve Agenda
Motion to Approve by: Michelle Hepler
Seconded by: Niels
Discussion:
Motion Carried:
- II. Review and Approve Meeting Minutes from 7/20/16
Motion to Approve by: Michelle Hepler
Seconded by: Todd
Discussion:
Motion Carried: Abstain: Michelle Hepler, Ryan Olson, Ben Kopp, In favor: all others
- III. Review Anti-Trust Statement
ANTI-TRUST STATEMENT
It is the policy of the Association, and it is the responsibility of every Association member company, to comply in all respects with federal and State antitrust laws. No activity or discussion at any the Association meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to:
 - a. Raise, lower, or stabilize prices;
 - b. Regulate production;
 - c. Allocate markets;
 - d. Encourage boycotts;
 - e. Foster unfair trade practices;



- f. Assist monopolization, or
- g. In any way violate federal or State antitrust laws.

Any questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at Association meetings, should be promptly brought to the attention of the Association Board Chair or Association Executive Director.”

- IV. Review of What is in the minutes and what should be included
Discussion by all members of board that the minutes of the board meeting need to include greater detail both to inform members and to provide details of plans made by the board. The minutes should include task lists and assignments and detailed goals of tasks if available. The following should always be included For sure:
 - 1. ED Report
 - 2. Financials
 - 3. Significant reports
- V. Executive Director Update: *discussion of aspects of report including ANSI appeal, TN meetings, Legal matters, NCAAA update (See attached ED Report)*
- VI. Committee and Staff Reports
 - a. Treasurers Report (2016 FY Year End Review, June financials)
 - b. Accreditation and Certification Committee
 - c. Standards Development Committee
 - d. Ethics Committee
 - e. Insurance Committee
 - f. Finance Committee
 - g. Staff Area Reports
 - h. Managing Matters Report

Unfinished Business

- VII. Strategic Plan Review (Ben) *In recess at 5:00pm*
in session at 8:00am August 24, 2016
- VIII. Open Board Seat *tabled to New Business* (Micah)
- IX. Committee Restructuring (Micah)
Discussed how the Committees are structured and who is responsible for supporting these groups.
- X. Review Reno conference location contract (Micah) *tabled until September*
phone meeting
- XI. PVM Task Group Review Terms of Reference



Ben will edit this and resubmit.

- XII. Work at Height Task Force (Scott)
- a. Motion #1: To receive the "Employee Workplace Safety Task Force Draft Standard 1-28-15" as the completed work product of the Employee Workplace Safety Task Force.

Motion to Approve by: Scott Andrews

Seconded by: Niels

Discussion: The Board will request a cover letter from the task group describing their work and the reasons for their results. Upon receiving the letter The Board will thank them for their work and disband the task group. The Board will then consider sending the work product to the Standards Development Committee.

Carried: Unanimous

New Business

- XIII. Board Restructuring (Ryan)

Motion Proposed: Adopt the ACCT By-Laws as revised on August 24, 2016 and effective February 2, 2017.

Motion forwarded by Niels

Seconded by Todd

Discussion: The Board finalized edits to the By-Laws that will reduce the size of The Board by 2 members. Transition to begin with the 2017 election

Abstain: 0 Yes: Unanimous

- XIV. Priorities for the year (Ben)

Six Priorities

Committee structure implementation

Government relations

Membership Growth Campaign

Program Accreditation

ACCT University

Marketing Strategy

- XV. Advertising Policy (Mike Smith)

Motion: To adopt the Advertising Policy pending grammatical and format edits.

Motion: Scott Andrews

Second: Ben

Discussion:

Carried Unanimous

- XVI. Policy Review (Niels)

Motion: To adopt the Policy Development Policy as presented

Motion: Michelle



Second: Niels
Discussion: NONE
Carried Unanimous

Motion: To adopt the Board of Directors Officer Elections Policy as presented.

Motioned by: Ben
Seconded by: Michelle
Discussion: None
Carried Unanimous

XVII. Conference Space needs (Melissa)

Micah to submit form for "Dialog with ACCT Leadership"

Shawn and Bill to submit form for "Program Accreditation"

Shawn to coordinate PVM Symposium agenda with Ken Jacquot

XVIII. Parallel Lines over all messaging (Scott)

Discussed that a plan looking into the future that addresses the needs of the association would lead to better member communication and would make it easier to write articles.

Parallel Lines Topics Themes agreed upon.

October: Membership/ GR progress/ 9 month Priorities for the future

Conference: Changing the association for the future

Spring: Growing ACCT Leadership/ building a stronger structure within ACCT

Summer: ?

Meeting recessed until August 25, 2016 at 8:am

Adjourn

XIX. Motion to Adjourn: 9:04 am

Motion to Adjourn by: scott
Second by: Ben
Motion: Unanimous



Executive Director Report

Association for Challenge Course Technology
PO Box 47 Deerfield, IL 60015, USA
Phone: 800-991-0286 | Fax: 800-991-0287
www.acctinfo.org

I. Completed Staff Projects (May 2 – August 15, 2016)

- A. Met with BOD chair in Boulder on May 2 for initial orientation. (ACCT overview, set-up email, review org chart & issues, staffing, legal, finance, Dropbox contents, etc.)
- B. Transferred Regus office lease to Boulder office and received / inventoried IL office contents.
- C. Opened Chase Bank business account.
- D. Introductory calls to staff, various BOD members, accounting, MM, Paychex, GTW.
- E. Resolved ACCT non-profit good standing non-compliant issue by filing annual report with DE registered agent. Created online account for future filings.
- F. Followed up on CO business filing to determine annual reporting requirements, and created an online account.
- G. Resolved WA state workers comp issue by submitting 2015 Q3/4 reports.
- H. Drafted ED hiring press release.
- I. Updated CO office and storage facility information with Hibbs/Hallmark for insurance purposes.
- J. Renewed D&O insurance policy.
- K. Developed a 30-60-90 day plan for BOD review.
- L. Worked with Treasurer on FY17 budget, and submitted budget to BOD for approval.
- M. Shared budget with staff to review rev/exp line items and overall department budgets.
- N. Traveled to Flagstaff, AZ to observe the Oregon deposition and familiarize myself with that case.
- O. Traveled to Chicago and met with Beverly to review finance issues, met with Jenny (CEO of MM) to review scope of duties and partner agreement, packed contents of IL storage and moved them to a new storage facility in Boulder.
- P. Introductory call with Scott Zimmerman to review year-two of our partnership agreement, secured deposit for year-two of same.
- Q. Drafted Parallel Lines article.



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R. Conducted bi-monthly staff meetings.

S. Conducted interviews with Adventure Park Insider, and Outside Magazine online publications.

T. Provided support for Event Manager: conference related items such as advertiser/exhibitor prospectus, finalize price adjustments, exhibitor registration, Reno BOD meeting, etc.

U. Provided support for Ops Dept: various issues as our ANSI appeal, TN regulations, standard sales to PVM's, etc.

V. Renewed Regus Boulder office lease for another 6-month term (Nov. 2015- April 2016)

W. Terminated Pitney Bowes postage meter lease.

X. Completed a Basecamp "tutorial" with BOD chair and familiarized myself with current issues with how this platform is being used.

Y. Coordinated updating of website standards page to include ordering of on-demand print copy of standard.

Z. Discussions with Ken J. and Jen M. about October PVM symposium.

AA. Transferred Affinipay merchant service account to Chase bank for deposits of YourMembership and Cvent revenue.

BB. Established wire transfer account at Chase bank for international invoicing and deposits.

CC. Renegotiated MM partner agreement and will be renewing the agreement for a nine-month term (Aug-May) at a lower monthly rate for our current scope of service plus a new addition: the creation and execution of a comprehensive plan to increase membership numbers and revenue. (Plan to be submitted by MM by Sept 1)

DD. Met with Mandy Stewart and Melissa Webb in Boulder in July to discuss the creation of a PR/Marketing plan. Outlined initial topics.

II. Current Staff Projects

A. Transfer depository bank from 5/3 to Chase for the Paypal merchant service account.

B. Transfer depository bank from 5/3 to Chase for Paychex payroll withdrawls.

C. Acquire Chase credit cards for Bill, Melissa, and myself.

D. Transfer recurring monthly charges on Bill's credit card to a master account card in my name. Those charges are: GoToMeeting, Quickbooks, Basecamp, and website hosting.

E. Deposit 5/3 money market account funds (\$26,604) to Chase after opening a CD as the investment product. (Chase does not offer a money market account but the CD interest rates are comparable to 5/3).

F. Pay off balances and close out 5/3 credit cards, transfer all remaining funds to Chase and close out 5/3 banking by the end of Aug.

G. Discuss strategy and create a presentation with a TN project team (Don Stock, Kathy Haras, and Bodie Ogle) for the Sept. TN Safety Board hearing in regards to adoption of ACCT standard. Travel to TN in Sept to attend the meeting and deliver the presentation.

H. Revise use of logo application for organizational members. (Add questions that ensure greater vetting of the company along with requesting cert of insurance, inspection report, and 3 professional references)

I. Planning a staff work/teambuilding day (8/25) in conjunction with the Reno BOD meeting.

III. Future Staff Projects

A. Get non-member copy of print standard on Blurb and add to ACCT website.

B. Follow up with John Winter regarding BSA bulk standard order.

C. Determine status of committees and work groups, "re-activate" committees.

D. Create a PR/Marketing Plan in coordination with PR/Marketing committee.

E. Work with MM as the lead, (and the membership committee) on the creation and execution of a membership plan.

F. Call all conference sponsors and secure sponsorship dollars.

G. Coordinate 990 prep and filing with accounting.

H. Attend the SAM summer ops camp in Park City, UT in Sept to network with ski area management professionals and be part of a panel to talk about ACCT and industry issues.

I. Renew PO Box forwarding in Sept. for another 6 months.

J. Determine status / needs for Government Relations Committee.



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K. Reorganize Dropbox (longer term project)

L. Reorganize/upgrade Basecamp (longer term project)

IV. Assessment of My Current Work Load

A. At capacity. Still working through transition issues, getting my name set up with admin privileges on various accounts, learning about organizational issues, industry issues, government relations, getting to know key stakeholders, etc.

V. Completed Professional Development

A. None at this time.

VI. Request for Resources

A. None at this time.

To: ACCT Board of Directors
From: Lindsay Belanger, Senior Account Coordinator, Jenny Faucher, President
Date: August 22, 2016

Strengthening the ACCT Brand

This report is intended to provide an update on our transition, action items, activities, improvements, and initiatives we have completed since the past Board meeting held on Wednesday, July 20. This report will be provided to the board on a monthly basis.

Our team, led by Lindsay Belanger, has been putting a significant focus on customer service excellence to the ACCT membership by answering all e-mails and phones in a timely manner.

We will always be looking for ways to save ACCT money and bring ideas to the table.

We are super excited to meet the Board and staff in Reno, Nevada!

Board & Committee Support

- Lindsay with Shawn Tierney and Mike Smith on the following:
 - Advertising Policy/Media Kit
 - MM is preparing to work the Shawn Tierney and Mike Smith on updating the advertising policy and communicating it to the members.
 - Membership Management
 - MM has created a membership campaign.
 - MM has created templates for member communications.
 - MM will be working with Shawn and the Membership Committee on this initiative.

General Management

- Lindsay has been working with Joyce Weaver on various website updates. A few major website updates include:
 - PVM chart list.
 - ANSI Accredited Standards Developer updatesThe Fall issue of Parallel Lines will be distributed by the end of October.

- Lindsay has updated and sorted the PVM list for Melissa. This includes:
 - Updating PVM list information to ensure that all PVM's receive event communications.
- Lindsay has reached out to 50 members out of the 293 who have lapsed memberships so far.
- MM has fielded 102+ membership calls since July 20. Some call highlights include:
 - Membership renewal assistance.
 - Locating the Standards.
 - Print-on-Demand assistance
 - Membership category differences.
 - Lawyers requesting past Standard copies.
- MM has responded to 50+ contact forms from the ACCT website since July 20.

Membership Report

- As of July 20 2016, there are approx.. a total of **2304** members:
 - PVM – 37
 - PVM Employees - 244
 - B2B Member – 26
 - B2B Employee Member - 8
 - B2C Operator Employee – 10
 - B2C NPO - 63
 - B2C Operator Member – 80
 - Industry Stakeholder/Affiliate Member – 11
 - Industry Stakeholder/Affiliate Member SubAccount – 2
 - Individual Members – 391
 - Individual Members with 2 years paid: 298
 - Individual Members with 3 years paid: 4
 - Individual Members with 4 years paid:1
 - Individual Members (Student, Senior) – 46
 - Individual Members (Student, Senior) that paid for 2 years: 11
 - Organizational NPO – 207
 - Organizational Members: 55
 - Organizational Member Employee - 671
 - Organizational Members who paid for 2 years:134
 - Organizational Members who paid for 3 years:2
 - Organizational Members who paid for 4 years:3

update on matters

managingmatters
event + association + creative

Next Steps

- Lindsay is working towards creating a master industry contact list in Your Membership to make distribution of Press Releases streamlined.
- Lindsay will continue to reach out to lapsed members who have let their memberships lapse.
- Lindsay is gathering content for the September edition of Clipboard.
- Lindsay is gathering content for the September edition of Parallel Lines
- Recorganize the ACCT Dropbox and Basecamp tools
- Connect with the ACCT Membership Committee

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FINANCIAL STATEMENTS
June 2016

Association for Challenge Course Technology

Statement Of Financial Position

As of June 30, 2016

	Total
ASSETS	
Current Assets	
Bank Accounts	
5/3 IL Checking	60,873.83
5/3 MoneyMarket Savings	26,604.40
5/3 Savings-Wire Transfers	10,107.74
Chase Operating	20,572.21
Deposits In Transit	388.92
Total Bank Accounts	118,547.10
Total Current Assets	118,547.10
TOTAL ASSETS	118,547.10
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	23,099.62
Total Accounts Payable	23,099.62
Credit Cards	
Credit Card 7635 - Melissa	1,410.91
Credit Card 8878 - Bill	8,651.02
Total Credit Cards	10,061.93
Other Current Liabilities	
Accrued Payroll & Taxes	3,507.02
Total Other Current Liabilities	3,507.02
Total Current Liabilities	36,668.57
Total Liabilities	36,668.57
Net Assets	
Retained Earnings	(24,724.10)
Increase in Net Assets	106,602.63
Total Net Assets	81,878.53
TOTAL LIABILITIES AND NET ASSETS	118,547.10