



# Adventure Cycling Association

Board of Directors Meeting  
September 17, 2021  
Virtual Meeting by Zoom

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## Meeting Minutes

### I. Attendance

Call to order at 10:05 am : present: Board of Directors were all present: Joyce Casey, Jenny Park, Noel Kegel, Steve Seto, George Mendes, Elizabeth Kiker, Rich Tauer and M.E. Price

Staff Leadership team from ACA were present.

### II. Agenda Items

Board updated staff on the leadership change.

- Board re-enforces that we have trust and confidence in the staff and leadership team of ACA.
- We are thrilled about the FY22 Operational Plan and feel that is the right direction.
- Request from staff to review the budget for FY22 as this change might hinder some of the ambitious work laid out.

Break

Call back to order at 12:05 with all staff invited to be present so the Board could be present to answer questions. Present - full Board and a number of staff members.

- **Introductions from our Board Prospect and staff who were on the zoom**
- **Presentation of FY21 Budget Year End report**
- **FY22 Operational Plan - presented by CMO - deck prepared by staff.**
- There are a few different priorities and three programs to help break down barriers and building a more diverse and connected community:
  - Navigation through print and digital maps
  - Safety Advocacy program addressing basic safety needs
  - Increase Access to routes/itineraries through Bike overnights, community rides and guided tours.
- Goal in 2022 is for all operations to work towards these three goals.
- Board likes the overall clarity of the goals.
- **Data strategy for 2022.** Presentation on how there is work to be done on unifying data systems within ACA. Working on CRM proposal for 2022 and implementation.

- **Culture of Philanthropy** Reviewed by the Development Department.
- **Presentation of DEI work and the plans for FY 2022.**
- **FY 2022 Budget Presentation.**

*Action:* Motion to approve the FY 2022 budget. Second All the Board approved.

At 5:15 the Board went into executive Session.

The Board came out of executive session at 5:50 and adjourned the Board Meeting.

Minutes Transcribed digitally from Zoom recording and edited by M.E. Price.