



Adventure Cycling Association

Board of Directors Meeting

January 21, 2022

Missoula, MT and Virtual Meeting by Zoom

Summary of Minutes

Attendance:

Board Members: Joyce, Jenny, Elizabeth, Noel, Steve, George, M.E. Rich

Staff: Jennifer, Nicki, Sheila, Carmen, Jake, Joe, Teri, Jess, Carla, Katie, Mike, Brooke, Jen H, Beth, Caroline, Daniel, Melinda, Chris,

Joyce called the meeting to order at 9:07 am.

Introduced Scott and Erick as new prospective board members. First we did a round of introductions for everyone on the call. Staff first and then Board Members.

Election of new and returning board members.

New Board Members: Scott Edwards and Erick Cedeño and third term for Joyce Casey

- Vote recorded all in favor

Consent agenda reviewed. Approval of January 2023 dates. Approval and discussion of September minutes.

Audit from ANDERSON ZURMUEHLEN & CO.

A procedural reminder from the auditors, even though they have been doing this audit for over 9 years, there is a process in place to bring in new staff to look at different things. In addition to unpredictability, kind of specifically with staffing, they are continually incorporating elements of unpredictability in their auditing procedures. So they might look at something this year, and then next year, look at something completely different that's required by auditing standards.

Auditors gave ACA an unmodified audit opinion. This is the best opinion that can be given. It basically states that "we believe that the financial statements are reasonably stated in all material respects as of the date of the financial statements."

FY 22 Quarterly Review

Highlights from reviewing programming this year so far:

- With Bike Overnights, stipends are the most effective strategy for us to really break down these barriers and bring new community members in and help new community members travel by bike. For 2022, we have already secured one grant to help us increase those stipends.
- Working on building partnerships and sponsorships to engage with larger community groups such as bike shops.

- Team developed 20 short routes. And working on a pilot program to release these through Ride with GPS.
- The Routes team is also working to identify the best way to incorporate these routes into the ACRN.
- Marketing and IT team has created some new web pages for community ride registration pages
- The Sales team has also worked to source new budget friendly cycling products such as panniers and clothing to help our new bike travelers find the gear they need for their trip.
- Advocacy Department has been very busy in Q1 and working on partnering with Rails to Trails, East Coast, Greenway, WABA, local groups in DC as part of the National Bike Summit to host a mobile workshop.
- The USBRS in the fall completed another round of designations, which included three realignments and a new route. Titan National Park has allowed a portion of the USBRS to go through the park that does not include broader designation, but it's a huge win for us to have that section through the park designated.
- The routes team completed and published the Del Marva route at the end of Q1, and we now have an Adventure Cycling route in all 48 constituent States.
- Tours is very busy and has the highest sign ups ever compared to where we normally are at this time of year.

Q1 FY 22 Financial Review

Highlights:

- Increase in earned revenue due to increase in membership and development.
- Tours numbers are very strong for 2022 right now
- 2022 is not as high as 2021 for sales but that is because of inventory.
- Strong cash balance right now.
- Meeting budget in all areas.

CRM Proposal Review

The board reviewed the proposal from staff for a new Customer Relationship Management system, and supports the changes staff propose. Finance committee will take a final vote next month and approve.

Outgoing Board Members: Celebrated and thanked Steve and George for their hard work on the board.

Final Board Update and Officer vote:

- New slate of officers as recommended by the governance committee:
 - M.E. as President
 - Elizabeth as Vice-President
 - Noel as Treasurer/Secretary

Vote: Jenny moved to vote the slate in, Steve Seconded and everyone voted in favor.

Committee Assignments were discussed - please send Elizabeth Committee preferences.

Meeting Adjourned at 4:55 pm.

Minutes by M.E. Price