



Adventure Cycling Association

Board Meeting Minutes

October 20-21, 2023 – In Person Meeting

Call to order: 8:53am, Friday October 20, 2023.

Attendees:

Board - Maria Elena Price (Board Chair); Elizabeth Kiker (Vice Chair); Noel Koegel (Treasurer); Ricky Albores (Secretary); Daniel Kanter; Joyce Casey; Audrey Welsh; Scott Edwards. *Quorum Present*. Rich Tauer and Jenny Park absent.

Board Candidates: John McDermott; Flavia Chen (virtual); Broh Landsman (delayed)

Staff - Jennifer O'Dell; Nikki Bailey; Brian Bonham; Jeffrey Mizell.

Board Business

- Introductions
- Consent agenda – Discussion regarding May meeting minutes to add conversation re: change from a fiscal to calendar year for future budgets.
- *Motion – ME; Elizabeth second. Vote to approve May meeting minutes pending edit re FY change vote. Passed unanimously.*
- Discussion re: consent agenda process and whether to amend the process. *Moved to Governance committee to review and provide recommendations.*
- Move forward with board decisions supported by committee work. (ME)
- SharePoint tour.

Impact Goals & Outcomes (Mission Moments and Program Updates)

- Board introductions and prospective member introductions to staff.
- Mission to Action: Bike Travel with WeBike and MWABA presentation by Jeffrey Mizell.
- Adventure Cyclist: a New-ish Frontier by Carolynne Whelan.
- Memberships by Brian Bonham.
- Sales presentation by Sam Bockius.
- Innovation and Discovery by Jeffrey Mizell. Breaking down barriers to bike travel.
- Experiences by Sean Waddell.
- Routes 2023 Recap from Jen Hamelman in Portland.

Finance Committee Report

- FY23 Aug Report
- Bridge Budget Review
- Rolling Forecast through Dec 2023 (Nicki or YPTC);
- Investment account quarterly report
- Capital expense historical review
- Life member fund review
- Background on board role relative to fiscal oversight.
- IRS tax audit for FY21 in process.

Board Business

- Discussion of development working group efforts.
- Working time for fiscal committee and governance committee.

12:30 – 1:45	Lunch: Onsite with Staff and Virtually
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Executive Director Update: State of the Organization

- Introductions. Jen Hamelman; Hayden Grotz; Lauren Hudgins.
- DEI overview: Described as operational plan. 24% through a 70-step plan. Executing the operational improvement plan. Should governance committee find ways to get board involvement. Board and staff buy-in is high.
- Revenue Recovery Plan group evaluated 20 ideas.
- Revamping the membership models. Organize and repricing. More work needed.
- Fundraising revamps occurring. (Review the PPT). Funding a grant writer.
- Analysis of operational pricing for digital only models. 2024 digital renewal program.
- What kind of stories should we be sharing? See, Fran Call story from Mercer Island.
- Meeting adjourned at 5:05pm

Saturday October 21, 2023.

Call to order 8:57am

Attendees:

Board - Maria Elena Price (Board Chair); Elizabeth Kiker (Vice Chair); Noel Koegel (Treasurer); Ricky Albores (Secretary); Daniel Kanter; Joyce Casey; Audrey Welsh; Scott Edwards. *Quorum Present.* Rich Tauer and Jenny Park absent.

Board Candidates: John McDermott; Flavia Chen (virtual); Broh Landsman

Staff - Jennifer O'Dell; Nikki Bailey; Brian Bonham; Jeffrey Mizell.

Strategic Planning Discussion Facilitated by Laurie Wolf

- Foraker group moderation to facilitate our strategic planning discussion.
- Introductions.
- Mediocre plans maintain and continue, rather than looking ahead. Detailed plans are out of date as soon as they are written. Good SP are short, directional (like a compass), who and where questions are answered by the plan. Who you are doesn't change. Where you are going changes.
- WHO ARE YOU recap – core purpose and core values.
- Core purpose is creating possibilities through bike travel.
- Core values are joy; curiosity; community; stewardship; access.
- Operating principles are empowering, respectful, inclusive and transformative.
- BOTH/AND Conversation: Board's expectation is that staff works on means. Board focuses on goals and ends. Resourcing and educating next generation of bike travelers. Unanimous consent on this statement. Strategic planning document to be voted on by mid-Dec.

Board overall approved of the direction of "resourcing the next generation of bike travelers" as the focus of the strategic plan.

Execution Session 11:35

- Discussion of board candidates.
- Out of executive session at 12:12pm

Meeting Adjourned at 12:15pm.

Signed by Ricky Albores, Secretary;

M.E. Price, Board Chair