



Adventure Cycling Association

Board Meeting Minutes

February 2, 2024 – Virtual Meeting

Call to order: 9:00 am MST, February 2, 2024. Meeting Via MS Teams.

Attendees:

Board - Maria Elena Price (Board Chair); Elizabeth Kiker (Vice Chair); Noel Kegel (Treasurer); Daniel Kanter; Joyce Casey; Audrey Welsh; Scott Edwards; Flavia Chen and John McDermott.

Quorum Present. Ricky Albores (Secretary) absent.

Staff - Jennifer O'Dell; Nikki Bailey; Brian Bonham; Jeffrey Mizell; Maxton Caplanides; Edifon Adiakpan; Jessica Zephyrs

Mission Moment (J. Mizell)

- Overview of mini-grant with Langford Elementary School and Ghisallo Cycling Initiative in Austin, TX. Culminated in 6-mile bike overnight from Langford ES to McKinney Falls State Park.
- Overview of 2024 mini grant program goals.

Overview of 2023 Successes (J. O'Dell)

- Highlights include:
 - Solved cash flow challenge and funded 2023 deficit out of reserves;
 - Increased operating reserve to 3.7 months versus 3.0 months;
 - Achieved positive cash flow from Sales and Tours;
 - End of year campaign raised 490k, just shy of \$500k stretch goal;
 - 90 percent Board giving rate;
 - Launched redesigned magazine;
 - Sold 20,000 maps; and
 - Launched DEIJ program.

Consent Agenda (Board)

- Motion to approve Minutes of October 2023 in person meeting minutes.
- *Motion by D. Kanter. Second J. Casey. Motion passes with eight ayes, and one abstention.*

Official Vote on FY2024 Budget to Meet Montana Rules (Board)

- *Motion by M.E. Price to approve 2024 budget as it was emailed to the Board in December 2023. Second A. Welsh. Motion passes with 6 ayes, 1 nay, and two abstentions.*

Strategic Plan Overview (J. O'Dell; J. Mizell)

- Overview of Mission and Programs
- 2024-2029 Strategic Plan Description
 - There is a shift from focusing on existing members and same programs and benefits to resourcing the next generation of bike travelers as an objective over the next 5-7 years.
 - Core purpose – facilitating bike travel adventures.
 - Success – when bike travel is a top 10 activity in the US; when ACA is known as a national educational leader in bike travel; when ACA standards are used by others for route planning, ratings and curation; when the funding pipeline is stable and growing; and ACA is a top place to work in the outdoor industry.
- Changing our ways to measure success by looking at impact in the bike travel space rather than member numbers.
- Building in accountability with programs.
- Regular reporting to the ACA Board to discuss and make adjustments.
- External Communications plan is being developed.
- Developing 3 year operational plans to align budgets with programming for May discussion.
- Round robin of Board member feedback and questions.
- *Motion by M.E. Price to approve 2024 strategic plan as it was presented to the Board. Second J. Casey. Motion passes unanimously by all members present.*
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10 Minute Break

Overview of 2024 Annual Plan (J. O'Dell and ACA Team)

Introductions. Edifon Adiakpan; Jessica Zephyrs; Maxton Caplanides.

- Plan priorities are operationalizing programs; repositioning; revenue replacement and recovery; and continue systems development and implementation work.
- Outputs described along programs by J. Mizell.
- Fundraising plan for 2024 by M. Caplanides.
- Communications plan by J. Zephyrs.

- People and operations plan by N. Bailey.
- State of the Organization by J. O'Dell and N. Bailey.
- Board member feedback and questions.

Board Business – Executive Session 12:24 pm MST (Board)

- Annual vote for slate of Officers. The slate this year is presented by the executive committee when usually it would be formed by the governance committee.
- The 2024 slate of Officers is: M.E. Price, Chair; D. Kanter, Vice Chair; N. Kegel, Treasurer; R. Albores, Secretary. Motion to approve by E. Kiker, A. Welsh second. Motion passed unanimously by all present.
- Governance, Finance and Executive Committees reported to the board.
- Discussion of ED review.
- Board voted in the two board candidates, John McDermott and Flavia Chen.

Exit executive session at 12:42 MST

Adjournment

- Meeting adjourned at 12:45 pm MST.

Signed by Ricky Albores, Secretary;

M.E. Price, Board Chair