



Adventure Cycling Working Board Meeting Summary
May 6, 2025. 8:00am – 12:00pm MDT (10am to 2pm EDT)

Zoom Meeting

Attendees:

Board Members- Audrey, M.E, Jess, John, Scott, Michelle, Ricky, Flavia, Noel, Lael

Staff – Maxton, Nicki, Jess

Visiting board candidates – Marin and Brian

Meeting started at 8:05 Mountain Time

Welcome, Introductions, Approve Minutes

- Unanimous approval of January minutes. February minutes to be reviewed by ME and brought back to board for approval.

Finance Report

- Accounting loss is less than cash loss
- Audit is clean, it was a smoother process this year
- Finance and management are revising the budget for the June session
- Q1 presentation
- Membership numbers are higher than budgeted, we found a glitch in our renewal automation and fixed that in Feb.
- Have had to cancel 9 tours and had budgeted cancellation of only 5 tours.
- Reviewed proformas for 2026 – still looking at a deficit.

50th Anniversary Report

- Lots of opportunity and exciting things in the works
- A new Epic, mostly gravel route.
- Meetup in January to kick off the year.

Value Proposition

- Critical decision point for ACA.
- Routes + Experiences + Inspiration is the trifecta, still relevant that builds community
- This trifecta is built for yesterday's bike traveler, how do we build it for today?
- Bike adventures have changed over the last 50 years
- Things we need to do (no matter what)
 - o Renew advocacy position
 - o Move towards more accessible digital routes
 - o Improve donor appeals

- Move from membership entitlements to support model as most non-profits are doing
- Weighing how and what we do is important.
 - How we are doing things is still very expensive today because of legacy systems and processes
- Discuss partnerships with other organizations to leverage efficiencies.
- How to reach new audiences
- Different ideas on who to discuss partnerships with – request to bring back those discussions to a
- Explore partnerships without commitment and to establish a small committee to talk to a few organizations.

Missoula Building

- Feel like it is a good asset, as a national organization we have now become remote
- We recognize it has historical importance for the ACA community
- Very underutilized right now
- Would like to further explore options and understand next steps.
- Report back in June

ED Search

- Narrowed it down to 13 candidates who we are doing phone screenings with.
- Out of 220 candidates.
- Aim is to finish the phone screenings by May

Adjourn meeting at 12:05

Minutes by M.E. Price – Board Secretary