



MINUTES for Face-to-Face Board Meeting February 8th, 2022

Meeting Logistics:

02/08/2022 8:00am – 5:00pm Eastern Time

Location:

Hilton Cleveland Downtown | Cleveland, OH
with Zoom Link: <https://zoom.us/j/8256677745>
Meeting ID: 825 667 7745

ATTENDEES

Presiding Officer:

Carson Rivers – **Chair**

Board Member Attendees:

Rohan Shahani – **Vice Chair**
 Korey Hampton – **Secretary**
 Cameron Annas – **Treasurer**

Bahman Azarm – **Member**
 Victor Gallo – **Member**
 Keith Jacobs – **Member**

Connor James – **Member**
 Billy Simpson – **Member**
 Shawn Tierney – **Executive Director**

Quorum?

Yes
 No

Guests:

Melissa Webb
Kristin Vines
Erik Marter

Meeting called to order at 8:01 AM Eastern Time by Carson Rivers.

Welcome Guests & Housekeeping (Carson Rivers)

Reading of the ACCT Mission Statement (Billy)

The Association for Challenge Course Technology (ACCT) establishes and promotes the standard of care and measure of excellence that defines professional practice and effective challenge course programs. ACCT develops, refines, and publishes standards for installing, maintaining, and managing challenge courses; provides forums for education and professional development; and advocates for the challenge course and adventure industry.

Reading of the ACCT Anti-Trust Statement (Billy)

It is the policy of the Association for Challenge Course Technology, and it is the responsibility of every Association member company, to comply in all respects with federal and state antitrust laws. No activity or discussion at any Association meeting or other function may be engaged in for the purpose of bringing about any understanding or agreement among members to:

- (a) raise, lower, or stabilize prices;
- (b) regulate production;
- (c) allocate markets;
- (d) encourage boycotts;
- (e) foster unfair trade practices;
- (f) assist monopolization, or
- (g) in any way violate federal or State antitrust laws.



Any questions regarding the meaning or applicability of this policy, as well as any concerns regarding activities or discussions at Association meetings, should be promptly brought to the attention of the Association Executive Director or the Chair of the Board of Directors.

Approval of Agenda (Carson)

Motion:	Review and approve the meeting agenda
Made by:	Rohan
Seconded by:	Keith
Discussion:	None.
Vote:	In Favor – N/A Opposed - 0 Abstaining - 0
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Approval of Previous Meeting Minutes (Carson & Korey)

Motion:	Approve minutes from meeting held January 19th, 2022.
Made by:	Bahman
Seconded by:	Rohan
Discussion:	None.
Vote:	In Favor – N/A Opposed – 0 Abstaining – Cameron
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Future Conference Site Selection (Melissa Webb and Kristin Vines)

Discussed how even though our attendee numbers have steadily gone up, our hotel room numbers have gone down - partly because attendees stay at Airbnb's and other hotels. We are considered a 'space hog' because we need a lot of convention center space compared to how many hotels rooms we buy. Because of this we don't have good bargaining power and are often forced to choose locations that are in their off seasons. Discussed other conference models and ideas to consider, including multi-year deals with the same location and being flexible with our schedule (either the days of the week or the time of year). The BOD agreed that we would like Melissa and Kristin to explore these options. Also discussed educating our membership about the implications and benefits of staying in the hotel room block, and incentives to motivate our attendees to do so.

Events Director Report (Melissa) see "2022 2 5 Event Department Staff report – MAW"

- Increasing Future Access
 - Discussed Remote Attendance (aka the "hybrid model") – At this time we don't have the resources to live broadcast 100% of a conference, but we could record some sessions and share later in a separate platform (i.e. ACCT Academy), and potentially translate (i.e. subtitles).
 - Translation Services – discussed considering a translation task force of association volunteers



Break

Meeting called to recess at 9:39AM Eastern Time by Carson Rivers.
Meeting called back to order at 9:50AM Eastern Time by Carson Rivers.

2022 Conference Order of Events (Melissa)

Reviewed the order of events and which require Board contributions

ACTION ITEM – Korey: Add any remaining events to the BOD calendar that Melissa hasn't already sent.

Bahman left the meeting at 10:00AM Eastern Time

ACCT Booth Coverage (Melissa)

Reviewed needs and scheduled Board Member coverage

PVM Symposium (Carson)

Reviewed agenda and individual Board roles in the meeting

Preparation for Next Meeting (Carson)

The BOD will meet following the conference on Wednesday the 16th. We will assign offices and committee liaison roles at that time.

AGM Planning (Carson)

Reviewed AGM presentation

2022 ANSI Audit (Connor)

Reviewed the previous ANSI audit and the ACCT responses.

ACTION ITEM – All BOD members: review the audit.

Significant items include response process for negative comments about standard draft, and the procedures regarding context of organizational versus individual membership. Some of these changes have been made (we have published one standard since this audit), some have not. People that need to be directly involved with the audit: Shawn (and future ED) coordinates the date of the audit, currently set for a non-specified date in October. Discussed reviewing the audit response document with the CG, and creating a checklist based on what is left to complete.

ACTION ITEM – Connor: Talk to the CG about when that could be done so that we can assess our current state of progress. Set up a CG/BOD meeting by August to identify the "voids", so that by the end of the fiscal year we are on top of what's left to do.

The CG has created Task Forces to address various things like communicating with TIRE and working on draft standards. They are moving forward with creating a session for the Academy. There is currently one open seat in the general membership, and one application. They've recently added a few other members.

Cameron left at 11:26AM Eastern Time

ED Hiring (Rohan)



The Hiring Task Force is moving forward to Round 2. They have suspended the submission of new applications and have sent out some rejection notifications. Some of the applicants have submitted questions following the first round of interviews.

ACTION ITEM - Rohan will draft responses to applicant questions and request Board feedback and/or assistance as needed.

Bahman returned to the meeting at 11:40AM Eastern Time

Compliance Committee Terms of Reference (Billy) see "Ethics Committee Terms of Reference v2"
The TOR has been updated by request during yesterday's meeting.

Motion:	To accept the recently edited Terms of Reference for the Compliance Committee
Made by:	Billy
Seconded by:	Bahman
Discussion:	"Stamp" the TOR with the date once approved
Vote:	In Favor – Rohan, Korey, Bahman, Keith, Connor, Billy, Victor Opposed – none Abstaining – Carson
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Break

*Meeting called to recess at 11:55AM Eastern Time by Carson Rivers.
Meeting called back to order at 1:02PM Eastern Time by Carson Rivers.*

Kurt Damron joined the meeting via phone conference. Cameron was not present at the time the meeting was called back to order.

ED Hiring Task Force (Rohan and Kurt). There was a total of 23 applications. Eight candidates made round one interviews, and five proceeded into Round 2. One of those took another job, so there are currently 4 candidates under consideration. TF members are currently calling references and they continue to score using the hiring matrix as new information and materials come in. They sent out round 2 interview schedule requests and the video assignment. Window of interviews ends Friday Feb 18th, at which point they will begin scoring those as well.

Motion:	Move into closed session.
Made by:	Bahman
Seconded by:	Connor
Discussion:	None
Vote:	In Favor – N/A Opposed – none Abstaining – none
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Meeting moved into closed session at 1:08PM Eastern Time by Carson Rivers.



Cameron returned 1:20PM Eastern Time
Meeting returned to open session at 3:17PM Eastern Time by Carson Rivers.

Break

Meeting called to recess at 3:17PM Eastern Time by Carson Rivers.
Meeting called back to order at 3:30PM Eastern Time by Carson Rivers.

Cameron was not present at the time the meeting was called back to order.
The following guests joined us at 3:30PM:

- Heather Brooks
 - Brian Lisson
 - Kennerly DeForest
 - Mike Smith
 - Rich Peterutti
 - Lauren Stover (via phone)
 - Jeffrey Chua (via phone)
 - Michael "Mizey" Misenheimer (via phone)
 - Niels Damman (via phone)
- Cameron re-joined the meeting at 3:38PM Eastern Time

2022 Committee Chair Re-Affirmation (Carson)

Motion:	To re-affirm the Committee Chairs
Made by:	Rohan
Seconded by:	Keith
Discussion:	IRMC – Randy Smith Leadership and Nominations – Rachel Maestri-Hailey TIRE – Michelle Hepler ACC – Kennerly DeForest International – Colin Caines Finance – Jen Ottinger Compliance – Jennifer Marter
Vote:	In Favor – Rohan, Korey, Bahman, Victor, Keith, Connor, Billy, Cameron Opposed – none Abstaining – Carson
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Remaining Parking Lot Items (Carson):

Accreditation and Certification Committee (ACC) Terms of Reference (TOR) and Policy Questions:

The ACC recently reviewed their TOR and identified gaps where clarity is needed. Primarily the question of when and who decides if something should be a program; who initiates the idea and spends time developing a draft framework for consideration? The BOD has authority to approve or reject a proposed new program (or a significant change in an existing program) but is it within the purview of the ACC, or the staff, to start the work? If so, when does or should that go to the BOD to get provisional support so that any completed or ongoing work is not in vain because it doesn't align with the strategic vision of the current Board?



Discussed what constitutes a significant change or “major modification” of a program, for example the creation, dissolution, and/or significant changes in the structure of the program or the cost to the association or the members affected; and how to best define when something is a ‘major modification’ that requires BOD approval.

Discussed current policies for Accreditation and Certification, which the ACC will update and submit to the BOD for approval. Talked further on “how do we develop a new program, and do we even want it to be a program?” and discussed current examples such as operation reviewer certification and trainer credentialing. Discussed how future strategic planning should include getting clarity on these questions, and any shift in structure would take time to craft and implement.

ACTION ITEM – Korey, Kennerly, and Heather: look at Heather's current job description, the ACC TORs, and the ACC policies to seek clarity and promote a share understanding of the relationship between ACC, Heather, and the BOD and how those relationships apply to ACCT policies.

Motion:	Go in to closed session
Made by:	Keith
Seconded by:	Rohan
Discussion:	ACC member guests, listed above, remained in the room
Vote:	In Favor – N/A Opposed – none Abstaining – none
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

*Meeting moved into closed session at 4:27PM Eastern Time by Carson Rivers.
Meeting returned to open session at 4:55PM Eastern Time by Carson Rivers*

ED Hiring – If desired, BOD members can request that additional questions be added to the second round of interviews. They won't be scored by the Task Force, but they can be asked. Also, BOD members are welcome to join the upcoming interview calls.

Meeting Closing (Carson)

Motion:	Motion to adjourn the meeting.
Made by:	Rohan
Seconded by:	Keith
Discussion:	None.
Vote:	In Favor – N/A Opposed – 0 Abstaining – 0
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Meeting adjourned at 5:04PM Mountain Time.

Staff Board Report

Name: Melissa Webb

Date: 2/5/2022

Please provide a brief narrative of the projects, initiatives, and tasks that you have completed (or are ongoing and in process) since the last F2F BOD meeting:

- **2021 Virtual Conference:**
 - Workshops:
 - We have received the links to all of the mp4's from our virtual event.
 - John has explored options for what to do with the Virtual Attendee Hub (VAH) content. We as a staff will circle back on this post 2022 conference.
 - We are trying to figure out how to monetize this for non-registered attendees to access the library via ACCT Academy.
 - An agreement will need to be established to request permission from presenters to use these recordings in this capacity. We began this dialogue with Reb and will need to follow-up on this.
- **HPN:** Our contract with HPN ends at the conclusion of our 2022 event. While I realize this is a larger budget item I need you to realize this team is invaluable to me. Having worked with them in some capacity since our 2016 event I can honestly say that the load is a lot less heavy having their assistance. They are an extension of my department, and we have a great working relationship. This coupled with the fact that outside of their contracted services they have helped us with hotel negotiations and re-negotiations in the following ways which have saved the association upwards of **\$815,000.00** and that doesn't include negotiations that do not have a monetary value.
 - Assisted us in 2017 navigating things when the hotel was not meeting contractual obligations.
 - Getting us out of our Reno 2019 & 2021 contracts free and clear
 - Assisted in conversations with Spokane (2020) during the pandemic to get us out of that contract free and clear which easily could have cost us close to \$585,000.00.
 - This got us out of roughly \$360,000 in room pickup and food and beverage obligation with the Davenport.

- This got us out of roughly \$20,000 in room pickup obligation with the Double-Tree hotel.
- \$40,000.00 in rental fees; \$126,000.00 in food and beverage obligation as well as an additional \$38,500.00 cancellation fee at the Spokane Convention Center.
- Reducing our Attrition in Fort Worth (2018) by upwards of \$40,000.00
- Reducing Food & Beverage Attrition by roughly \$38,000.00 as well as Rooms Attrition nearly \$150,000.00 for this event (Cleveland 2022).

I truly hope that all of this is taken into consideration when the time comes to renew their contract.

- **CVENT:** Our contract with CVENT is in place until 6/30/2024.
- **Cleveland 2022:**
 - Registration #'s as of 2/5/2022:
 - Attendee:
 - 569 registrants
 - 96 pre-con | certification | training course registrants
 - 310 ppl registered for the Awards Dinner
 - Cancellations: There have been 20 attendee cancellations. Some have requested a refund less the cancellation fee and others have opted for a credit towards our 2023 conference.
 - There have been comps issued for over \$80,000. These include BOD, Staff, Conference Work Group, Emcees, Exhibitors, Presenters, and Sponsors.
 - **\$254,633.25** collected in attendee revenue via CVENT (this is before merchant processing fees from Stripe)
 - Exhibitor:

- 47 companies have registered to Exhibit securing 57 booths which is 72% of phase 1 booths available for purchase. We decided not to open phase 2 sales.
- Cancellations: There have been 9 exhibitor cancellations. Some have opted for a refund less the cancellation fee and others have requested a credit towards our 2023 event.
- **\$117,140.25** have been collected in Exhibitor | Sponsor revenue via CVENT (before Stripe merchant processing fees)
- Sponsorships secured as of 2/5/2022:
 - Conference App Splash Screen
 - 2 of 5 Digital Sponsorships
 - 1 of 5 Banner Ads
 - Lanyard Sponsor
 - Technical Session Track
 - Operations Management Track
 - Registration Sponsor
 - 2 of 2 After Hours Receptions
- Workshops: All workshop, larger meetings (AGM / Awards), and Pre-cons will be at the Hilton Cleveland Downtown.
 - We accepted 80 sessions to be hosted in the span of 2 days during a total of 9-time blocks. We have had a handful of presenter's withdrawal from presenting for various reasons however, I feel we still have a strong line-up for the # of attendees we have registered.
 - There will be 5 Certification Courses, Pre-con Sessions, Trainings offered between Tuesday and Sunday. This includes ICE Prep and Inspector Certification Testing on Sunday.

- We pulled the plug 1 month out on 5 of these because registration #'s were between 0 – 3 registrants. 1 pre-con presenter withdrew because of covid concerns.
- Olympics: The Conference Work Group has planned activities / initiatives keeping in mind social distancing and limiting physical interaction. The Olympics will occur on Friday evening in the Exhibit Hall versus Saturday prior to the Awards.
- Attendee Waiver:
 - All attendees will be required to sign this for ALL conference events as well as any in conjunction with (ICW) events. Including pre-con sessions, PVM Symposium, and Inspector Certification Testing.
 - Currently we've received 317 waivers which leaves 252 registered attendees that have not yet submitted theirs. While we are prepared for this, we realize this could create a bit of a bottleneck at the registration desk. We have systems in place to help move folks through the line but just ask for patience.
- Conference PR&M:
 - Matt Marcus has been incredibly helpful in working with me on our social marketing / promotional plan to have a constant flow of content being shared over the last several months.
 - We shared Digital Media Kits to assist in the pre-promotion of our event.
 - We have a slew of pre-scheduled messages that will go out throughout the event to let folks know what's happening in Cleveland including the streaming of our AGM and Awards Ceremonies for those in our community that are unable to attend.
- **Future Conference Locations:**
 - We are currently still in a holding pattern on sourcing locations for 2024 because of the impacts of COVID as well as previous room block issues we have experienced over the last few years.
 - I have requested time with the BOD to have a more extensive conversation about this February 8, 2022 meeting to stay on track with future contracting. Kristin Vines with HPN Global has been invited to join for this discussion.

- It is time to revisit our overall conference schedule for efficiency for attendees as well as to reduce conference meeting rental fees in the future.
 - Portland 2023: We have paid the deposit that was due February 2022. Kristin Vines (HPN) had a conversation with the Hyatt in Portland 2/4/2022 to discreetly inquire about if they have space available should we wish to withdraw from the Convention Center and shift into the hotel 100%. I have not had an opportunity to hear how that conversation went just yet.
- **Exhibitor Policies:** CSC will be assisting with Policy Enforcement and Billy Simpson agreed to assist in conversations should there be a concern of non-compliance.
 - There will be a written warning from Staff | BOD for the first violation.
 - Ineligibility to Exhibit at ACCT Events for 1 year for the 2nd violation.
 - Longer term / permanent suspension Exhibiting for further violations.
- **ACCT International:**
 - I have not been in direct communication with the AIC to discuss their plans for this moving forward.
 - I would like to discuss bigger picture plans for translation at the conference, virtual events / webinars, ACCT Academy content etc. There is potential for huge growth in this area if done properly. I would like to see money budgeted, or a translation task force created to assist with this.
- **PVM Symposiums:** Ideally we need to have a draft agenda or a line-up of speakers several weeks in advance to assist with some of the logistical pieces for this. There are often folks requested to be in the room to present information that would not normally be there, and they need to make accommodations to be able to join. Additionally, we have food & beverage counts that are due to our venues several weeks out. Receiving this information late in the game does create some unnecessary hurdles and delays getting registration launched for the PVM Community.
- **Professional Development:** I participated in several free webinars, trainings etc. over the course of the year to stay abreast on what is happening in the events industry, remain relevant in the virtual world, and learn how to navigate planning events during a pandemic.

Please provide a brief narrative of the upcoming projects, initiatives, and tasks that you will be working on between now and the next F2F meeting of the BOD:

Committee/Panel/Work Group Projects: Identify projects or initiatives that are currently being pursued within the committee(s) / panel(s) /or staff work groups that you oversee and write a brief description of the status of each project identified.

- **Conference Workgroup (CWG) Update** – We met weekly having a lot of open dialogue, brainstorming, and discussions in preparation for our 2022 event. Much of what this group is actively working on has been addressed in other portions of this report or you will see on display throughout the next week. I have a great team and I feel confident that we have given attention to all the details necessary for gathering again.
 - One member of the team is scheduled to roll off however, there have been several that have experienced job shifts over the course of the last year and may not be able to continue. We'll be debriefing all this post conference to know what if any roles we might have to fill moving forward.
- **Resources Needed** –
 - We will need to review the 2022 Order of Events (draft [here](#)) prior to the start of the conference so that the BOD is clear on speaking roles etc. throughout the event.
 - If you haven't already signed up to assist with ACCT Booth Coverage please click [here](#) and sign up for a slot or two. This is one area that we (Staff) could really use your support during the conference. Setup and dismantle are covered but anywhere you see "**Booth Staff**" that doesn't have someone's name on it still needs coverage.
 - Translation Services to reach more of our global community.
 - Budget line item for AV / Tech needs to provide virtual / hybrid event options in the future.

Thank you for all the conversation and dialogue leading into this event. It has been a wild ride and I appreciate the BOD weighing in on some of the critical decisions that needed to be made along the way.



Ethics Committee Compliance Committee

Association for Challenge Course Technology
PO Box 47 Deerfield, IL 60015, USA
Phone: 800-991-0286 | Fax: 800-991-0287
www.acctinfo.org

Terms of Reference

1. To develop and maintain the ACCT Code of Ethics. (Code of Ethics is being edited with recommendations to become a Code of Conduct)
2. To review the Conflict of Interest forms of volunteers
3. To facilitate the Complaint Resolution Process for the association
4. To recommend solutions to affected parties involved in a Complaint Resolution Process

Membership

- 2-5 members to be appointed by the Compliance Committee
- Membership to include representative of each accredited program offered by ACCT

Leadership

- Committee Chair to be appointed by the Board of Directors
- Vice Chair and Secretary positions to be elected by members of the Compliance Committee on an annual basis.

Term Limit

- Members serve at the pleasure of the Board of Directors for a term not to exceed 5 consecutive years. Prior to serving a second term the committee member must vacate their seat for a period of no less than one calendar year. Term limit requirement may be waived when there is a majority vote by members of the committee and approval of the Board of Directors.

Accountability

- The Compliance Committee is accountable to the Board of Directors
- The Chair is to submit a report to the Board of Directors quarterly.
- An annual roster of the Committee Membership and Leadership is to be submitted to the Board of Directors annually, following the Annual General Meeting.

Strategic Plan

- The work of the Compliance Committee supports the achievement of Core Strategies #2 and #5