



MINUTES for Regular Board Meeting June 15th, 2022

Meeting Logistics:

06/15/2022 7:30am Mountain Time

Location:

Zoom Meeting

<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**

Erik Marter – **Treasurer**

Bahman Azarm – **Member**

Keith Jacobs – **Member**

***left 9:15AM**

Connor James – **Member**

***left at 8:48AM**

Jason Ong – **Member**

Billy Simpson – **Member**

Bill Zimmermann – **Executive Director**

Quorum?

Yes

No

Guests:

Heather Brooks

John Voegtlin

Kristin Vines

Meeting called to order at 7:33 AM Mountain 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:	Connor
Seconded by:	Erik
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 June 1st, 2022.
Made by:	Keith
Seconded by:	Rohan
Discussion:	None.
Vote:	In Favor – N/A Opposed – 0 Abstaining – Billy
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Treasurer's Report (Erik): Briefly discussed status of financial reports

ACTION ITEM – Erik and Carson: verify that we've approved and published the latest financials (i.e. Q3/Q4)

FY23 Budget (Bill & Erik) see "2022-06-13_ACCT_FY23_Draft_Budget_Summary"

- Updates – Reviewed the new executive summary of the budget, including changes from the first draft that was presented at the last BOD meeting.
- Q&A with Board Members – asked a variety of questions to clarify specific line items, overall concepts, and recent updates.

ACTION ITEM – Bill and Carson: check the Finance Call invite to make sure that all BOD members are on the invite.

Motion:	Approve the Annual Budget for Fiscal Year 2023 (July 1, 2022 – June 30, 2023).
----------------	--



Made by:	Erik Marter
Seconded by:	Bahman
Discussion:	Bill and the Association's bookkeeper will put this budget in its final form and update the columns on the executive summary page to reflect the new projections
Vote:	In Favor – Rohan, Korey, Erik, Bahman, Keith, Connor, Jason, Billy, Carson Opposed – none Abstaining – none
Motion Carries:	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Board Emeritus Terms of Reference (Carson): discussed and made some edits to the updated Board Emeritus draft Terms of Reference (TOR), including when to seat the new Board Emeritus.

ANSI Webinar Series (Carson): Links to upcoming webinars have been sent to the Board, and attendance is encouraged. Carson will distribute materials that they share, to the BOD, if possible.

PVM Annual Reports (Bill & Korey): Heather revisited and recreated the annual report and included only those questions that she considered to be necessary to assess compliance. This has been shared with relevant volunteer groups for their comment. Discussed and determined that further legal review is likely unnecessary.

ACTION ITEM – Heather: Share current annual report for final comments from the BOD. The report needs to be complete prior to the next BOD meeting.

Rohan left at 8:17 and returned at 8:32 AM

Future Conference Site Selection (Bill) see: “2022 6 10 Events Director Site Selection Update”

- Review report prepared by Melissa Webb. In past years, and for many other organizations seeking conference locations, the timeline for signing a 2024 contract has passed. Given this, our options are very limited. We again discussed the financial merits of agreeing to a two-year contract (2024 and 2026 in this case), and the ramifications of that choice if we don't like the location the first year. The conference team requested a 'performance clause' from potential sites, to provide some flexibility with year two if the conference site doesn't deliver as promised in year one. Discussed the contract terms and associated cost differences between Oklahoma City, OK and Raleigh, NC, Raleigh being the higher price point. Talked about political concerns with OK and potential fiduciary outcomes of that. Further discussed the volatility of the current political landscape and the perceived futility of predicting what the situation will be at a conference site leading up to 2024.

Connor left at 8:48AM

- 2024 Site Selection and Contracting – Further discussed next steps. Conference team will bring the proposed contract to the BOD for review prior to the next meeting.

Keith left at 9:15AM

Meeting Closing (Carson)



Motion: Motion to adjourn the meeting.
Made by: Bahman
Seconded by: Jason
Discussion: None.
Vote: In Favor – N/A
Opposed – 0
Abstaining – 0
Motion Carries: Yes
 No

Meeting adjourned at 9:35AM Mountain Time.

APPROVED

ACCT FY23 Draft Budget Executive Summary

Date: 06/13/2022

Introduction

The budget as a policy document. The draft budget and statements of budgetary priorities, goals, and objectives for the fiscal year in this summary, if approved, shall be considered ACCT policy for the fiscal year.

The budget as a financial plan. This draft budget includes a summary of the anticipated financial position of the association throughout the fiscal year, the association's major revenue sources, and expenses. The budget shows financial condition at the end of the fiscal year – assuming all goals have been met. We will need to access reserves in FY 23.

The budget as an operations guide. The draft budget makes clear the relationship between organizational units (departments), and programs, including staffing levels necessary to operate and address the priorities, goals, and objectives addressed in this summary and in the draft budget. Staffing levels are unchanged. If an activity is not budgeted for, it shall be considered not approved or discontinued – unless the budget is modified prior to adoption, or a request for variance is approved in advance by the board of directors. In other words, new programs or initiatives shall not be undertaken by the board, staff, or any volunteer group unless there is a plan, a budget, and approval by the board of directors prior to work on any new program, activity, or initiative.

The budget as a communications tool. This executive summary and the draft budget communicate activity for the fiscal year. Making the budget document available to the finance committee, the board of directors, key volunteers, and members discloses plans of the association in the form of anticipated revenue sources and expenses – the draft budget should be considered confidential. The draft budget is sufficient to provide interested volunteers and members with an understanding of the revenue expectations and spending priorities of the association in the coming fiscal year including explanations of revenue estimates and assumptions.

Executive Summary

Below is a summary of significant changes in each department or tab in the draft budget workbook, including changes since the initial draft.

Events. The most significant changes to the budget relate to the annual conference. We reviewed attendee registration revenue, exhibitor revenue, and sponsorship revenue.

This version of conference budget was based on 900 attendees. Attendee pricing was increased modestly for early member registration (+\$20.00) – so a majority of conference attendees will see a small increase in registration cost which should not represent a hardship or a barrier to entry compared to prior years. We assumed four registration periods for attendees: early, regular, late, and walk-in and five categories of attendees: members, non-members, student/military, expo only, and exhibit booth staff. Registration will open in September. Attendee revenue falls in October, November, December, and

**ACCT FY23 Draft Budget
Executive Summary**

February which coincide with registration deadlines. Attendee discounts are significant (approximately \$145,000) and net attendee revenue is projected at approximately \$386,000.

The conference budget was based on an estimate of 90 exhibitors. Exhibitor pricing was increased after an analysis showed that it was less expensive for certain exhibitors to buy a booth than to buy an equivalent number of passes to the event. The prior pricing model was not sustainable, and increases were justified by calculating the value of passes, benchmarking against other similar organizations, and considering the additional services exhibitors receive. The early registration period for exhibitors was eliminated in favor of flat pricing. Two booth sizes (6x10 and 10x10) and three categories of exhibitor were specified ACCT accredited, ACCT member, and non-member exhibitors. Exhibitor revenue was projected at approximately \$213,000.

Sponsorship revenue was substantially revised. We created three tiers of named sponsors: diamond, gold, and silver. The sponsorships are tied to exhibit hall space and range from 20x30 to 20x10 (subject to change based upon fire-marshal-approved floor plan) and include bundled benefits such as full conference passes, exhibit hall passes, VIP customer passes, product presentation opportunities, mobile app benefits, and pre/post event marketing. Prices are justified based on an analysis of the value of the benefits at each sponsorship tier (Diamond at \$24,000, Gold at 16,000, and Silver at \$7995). A la carte sponsorship options were retained for smaller organizations to be able to participate. Sponsorship revenue was projected at approximately \$110,000. We assumed with the magnitude of the changes in the sponsorship program that we should be conservative with sponsorship revenue projections this year.

Exhibitor and sponsor pricing will be made clear in a printed exhibitors' prospectus and we will make efforts to finalize the exhibit hall map early in order to pre-sell sponsorships which should help with cash flow if we are successful selling sponsorships.

We have also included placeholder entries for venue deposits for future events which will become due when new contracts are signed (\$50,000). We also added a placeholder entry for attrition (\$20,000) in case we fall short of selling our contracted room block at the hotel.

We adjusted revenue down approximately \$12,500 in credited Covid cancellations given to exhibitors and attendees. We will have to honor these this year, but they should not be transferable to subsequent years (I will confirm with Melissa).

Membership. We have made no significant changes to membership either in member categories or member pricing. Revenue is based on prior year actuals. Although we will be making changes next year.

Standards. We have made no significant changes to standards. Revenue is based on prior year actuals.

Program. We have added travel for potential training by Heather in Singapore. Revenue is based on prior year actuals.

Inspector. We have made no significant changes to Inspector. Revenue is based on prior year actuals.

**ACCT FY23 Draft Budget
Executive Summary**

Vendor. We have made one change, added vendor design task force face to face meeting. Revenue is based on prior year actuals.

Overhead.

- Added ASAE Staff Membership.
- Premiums have been adjusted as new quotes have arrived. Some significant insurance premium increases. ACCT may be over insured for professional liability insurance with stacked coverage at 2M (10K premium for additional coverage).
- Added fees for accountant who will be responsible for oversight, tax, payroll, reporting, consulting, and some bookkeeping. We will improve processes, bookkeeping procedures, accounting controls, and prepare for integration with new association management software. Retained bookkeeper for routine bookkeeping services. Differential in bookkeeping rate is \$50.00 (MacRae) vs \$45.00 (Valdez) or \$5/hr. Accounting rates were benchmarked against four responding firms, MacRae's rates for accounting are in line with most frequently occurring rates at approximately \$150.00/hr. (The highest rate for accounting quoted was \$295.00/hr.)
- Added allowance for staff training and professional development at \$4000 under Continued Education.
- Strategic planning facilitator funding restored at \$2500.00
- Technology. Eliminated Informz and replaced with MailChimp for marketing purposes. Budgeted 12k for LMS/virtual event platform (may not be sufficient for full year subscription). Budgeted for new association management software platform (Novi AMS at prime level of pricing 400k to 1M revenue). Budgeted for replacement computers for two staff.

Salary & Benefits

- 3x United Healthcare for employees.
- SIMPLE IRA at 3% employer match
- Salary increase for Events Director, Program Manager, Office Manager at 5%.

Additional changes since last meeting

- ANSI consultant added at \$2400.00 (GTW Consultants).
- Adjustments to Advertising and Marketing
- Travel adjustments for staff travel to BoD F2F in PDX

We have worked to create a balanced budget that features conservative or reasonable revenue projections based upon past performance (although not based on prior year performance in the case of events). Expense projections are reasonable, based on prior year actual expenses, or based on researching anticipated expenses. However, no budget is entirely accurate and unforeseen circumstances – such as a resurgence of Covid-19 – may affect performance.

If there are retained earnings at the end of the year, I recommend investing further in staff salaries (benchmarked according to comparable positions in the association management industry according to a current edition of ASAE's Association Compensation & Benefits Study),

**ACCT FY23 Draft Budget
Executive Summary**

staff benefits (for example life insurance, short- and long-term disability insurance, wellness benefits, etc.), and contributions to replenish reserves.

Recommendations for Contracting:

2024 & 2026: Need to lock in ASAP! Unless otherwise directed at 6/15 board meeting we'll proceed.

- 1st Choice: Oklahoma City, Oklahoma
 - [Omni Oklahoma City](#)
 - [Oklahoma City Convention Center](#)
 - Great Walkability, brand new facilities, excellent group rate, multi-year contract (2024 / 2026), centrally located, good airlift, opportunity for course partnerships / off-site training, restaurant / night-life, convenient city trolley / transportation.
- 2nd Choice: Raleigh, North Carolina
 - [Marriott Raleigh City Center](#)
 - [Raleigh Convention Center](#)
 - Great walkability, familiarity to ACCT (2020 conference hosts), good airlift, course partnership (NC State), restaurant / night-life
 - Would not need to do site visit

2025:

- Sourced the following locations, however, emphasis has been placed on securing a home for 2024.
 - Raleigh, NC
 - Montgomery, AL
 - Memphis, TN
 - Connecticut
 - Little Rock, AR
 - Columbia, SC
 - Branson, MO
 - Philadelphia, PA
 - Pittsburgh, PA
- All of these locations have availability and could be viable options. If the directive is to lock something in quickly it may need to be Raleigh since we are familiar with it. Further digging, site visits would be required for all other locations. That said, several of the packages / rates for some of the other locations may be better for ACCT vs. Raleigh for 2025.

2026:

- Currently part of a package deal for a multi-year contract with Oklahoma City.

2027:

- Sourced the following locations looking for a location in the western part of the US.
 - Tacoma, WA
 - Sacramento, CA
 - Portland, OR
 - Spokane, WA
 - San Diego, CA
 - Anaheim, CA
- Additional digging / site visits required for several of these locations. We've not dug into this too deeply yet as priority has been placed on finalizing things for earlier years however we have begun the process.