

1. Meeting convened at 3:36 CST.
2. Quorum of Professional Vendor Members confirmed by a show of hands.
3. Approve the agenda  
  
Motion to approve the agenda  
Moved by: Ryan Olson  
Seconded by: Charlie Williams  
Motion Carried.
4. Approval of Minutes  
  
Motion to approve the minutes of the 2015 Annual General Meeting  
Moved by: Ryan Olson  
Seconded by: Larry Nellist  
Motion Carried.
5. Report from the Chair of the Board of Directors was given by Micah Henderson.
6. Executive Director Search Update was given by Michelle Hepler.
7. Elections
  - a. It was announced that the election of the General Membership was won by Sara Bell
  - b. An election was conducted for the Professional Vendor Member seats. Ryan Olson and Dylan Burt were elected.
8. Financial report was given by Ryan Olson, Treasurer and Jennifer Ottinger of the Finance Committee
9. Strategic Plan Update was given by Brian Lisson, Secretary
10. New Business. No new business was raised.
11. Adjourn the meeting  
  
Motion to adjourn  
Moved by Ryan Olson  
Seconded by Charlie Williams  
Motion Carried.

Association for Challenge Course Technology  
Comparative Statement of Financial Position

June 30, 2015    June 30, 2014

**ASSETS**

**CURRENT ASSETS**

|                                   |               |                |
|-----------------------------------|---------------|----------------|
| Cash                              | 72,568        | 148,786        |
| Accounts Receivable & Other Asset | 5,304         | 13,744         |
| <b>TOTAL CURRENT ASSETS</b>       | <b>77,872</b> | <b>162,530</b> |
| <b>TOTAL ASSETS</b>               | <b>77,872</b> | <b>162,530</b> |

**LIABILITIES & NET ASSETS**

**CURRENT LIABILITIES**

|                                    |                |               |
|------------------------------------|----------------|---------------|
| Accounts Payable & Accrued Payroll | 86,638         | 5,770         |
| Credit Cards Payable               | 13,696         | 10,950        |
| <b>TOTAL CURRENT LIABILITIES</b>   | <b>100,334</b> | <b>16,720</b> |

|   |                 |                |
|---|-----------------|----------------|
| <b>UNRESTRICTED NET ASSETS</b>            | <b>(22,462)</b> | <b>145,810</b> |
| <b>TOTAL LIABILITIES &amp; NET ASSETS</b> | <b>77,872</b>   | <b>162,530</b> |

Modified Accrual Basis

**Association for Challenge Course Technology**  
**Budget vs. Actual: FY2015**  
**July 2014 - June 2015**

|   | Total                |                     |
|---|----------------------|---------------------|
|   | Actual               | Budget              |
| <b>Income</b>                                 |                      |                     |
| Events  | \$449,612.52         | \$461,500.00        |
| Membership                                    | \$166,902.07         | \$206,700.00        |
| Inspector Cert./Vendor Accreditation          | \$88,039.00          | \$96,000.00         |
| Other Income                                  |                      | \$5,600.00          |
| Publications & Retail Sales                   | \$15,123.68          | \$75,000.00         |
| Recovery Income                               | \$12,271.31          | \$27,200.00         |
| Sales of Product Income                       |                      | \$5,000.00          |
| Services                                      | \$2,115.58           | \$15,000.00         |
| Sponsorships & Fundraising                    | \$26,260.00          | \$0.00              |
| <b>Total Income</b>                           | <b>\$760,324.16</b>  | <b>\$892,000.00</b> |
| <b>Expenses</b>                               |                      |                     |
| Bank Fees                                     | \$31,744.32          | \$19,900.00         |
| Board of Directors & Governance               | \$51,532.28          | \$42,500.00         |
| Capital Expenditure                           | \$0.00               | \$29,000.00         |
| Events  | \$340,866.25         | \$274,550.00        |
| General Operating 1                           | \$38,150.24          | \$41,000.00         |
| General Operating 2                           | \$27,824.72          | \$33,000.00         |
| Insurance                                     | \$10,239.00          | \$8,600.00          |
| Licenses/Taxes/Dues                           | \$177.90             | \$425.00            |
| Marketing                                     | \$11,140.52          | \$8,555.00          |
| Membership Workgroup                          | \$2,153.94           | \$1,100.00          |
| Inspector Cert./Vendor Accred./Standards Dev. | \$39,520.88          | \$25,600.00         |
| Professional Services                         | \$12,198.87          | \$22,300.00         |
| Publications & Retail Sales                   | \$0.00               | \$5,500.00          |
| Research Committee                            | \$1,500.00           | \$1,500.00          |
| Salaries, Wages, & Related                    | \$361,732.68         | \$354,700.00        |
| Telecommunications                            | \$10,196.01          | \$12,420.00         |
| Uncategorized Expense                         | \$1,715.00           |                     |
| <b>Total Expenses</b>                         | <b>\$940,692.61</b>  | <b>\$880,650.00</b> |
| <b>Net Income</b>                             | <b>-\$180,368.45</b> | <b>\$11,350.00</b>  |

## Committee Reports

1. Committees of the Board
  - a. Insurance Committee – Randy Smith, Chair
  - b. Ethics Committee – Adam Bondeson, Chair
  - c. Finance Committee – Ryan Olson, Chair, Treasurer of the Board
  - d. Nomination Committee – Todd Domeck, Chair, Vice Chair of Board
  
2. Standards Development Committee – Rich Klajnscek, Chair
  - a. ANSI Consensus Group – Bob Ryan, Chair
  - b. Design, Performance, and Inspection Standards Committee – Kathy Haras, Chair
  - c. Operations and Certification Standards Committee – John Winter, Chair
  - d. Employee Workplace Safety Standards Task Force – Jim Wall, Chair
  - e. Adventure Park Operations Standards Task Force – Sarah Oosterhuis, Chair
  
3. Accreditation and Certification Committee – Kennerly DeForest, Chair
  - a. Review Committee (Vendor Accreditation) – Kennerly DeForest, Chair
  - b. Inspector Certification Exam Committee – Keith Jacobs, Chair
  - c. Program Accreditation Task Force – Scott Conant & Bill Weaver – Co-Chairs
  
4. Affinity Groups
  - a. Educational Use – Jason Marker and Bill James, Co-Chairs
  - b. Canopy Zip Line Tour – Victor Gallo, Chair
  - c. International Relations – Paul Hancock, Chair
  - d. Universal Access – Melanie Willis, Chair
  
5. Staff Working Groups
  - a. Conference Working Group – Melissa Webb, Events Manager
  - b. PR/Marketing Working Group – Mandy Stewart, Chair
  - c. Research Advisory Committee - Lizzie Lange, Chair
  - d. Membership Working Group – Sasha Griffith, Chair



## Annual General Meeting

January 28, 2016 | 4:00pm – 5:00pm  
Association for Challenge Course Technology  
PO Box 47 Deerfield, IL 60015, USA  
Phone: 800-991-0286 | Fax: 800-991-0287

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### Standards Development Committee

No Report Submitted

Rich Klajnscek has been appointed Chair. Members are currently being recruited for the committee.

### ANSI Consensus Group

No Report Submitted

### Design, Performance and Inspection Standards Writing Committee

Written two technical notices - zip line landing areas and lanyards. Reviewed/edited and prepared 9<sup>th</sup> edition for printing. Rich has been appointed chair of the Standards Development Committee and is stepping down as chair of this committee. He recommended to the BOD that Kathy Haras be nominated as chair.

Report submitted by Rich Klajnscek, Chair

### Operations and Certification Standards Writing Committee

Operations, Training, and Certification Standards committee looks forward to the next round of standards refinement using the ANSI process. We also look forward to helping to implement industry certification for practitioners with ACCT as the certifying body. We also hope to get to work on some educational pieces that help organizations to better understand the standards and align their operations with them.

Report submitted by John Winter, Chair

### Employee Workplace Safety Standards Task Force

Committee has a scheduled meeting for Thursday, January 28 it is our intention to have a very active year. If anyone has any questions or input please contact Jim Wall at [jwall@cdiinfo.com](mailto:jwall@cdiinfo.com) or 828.260.3210

Report Submitted by Jim Wall, Chair

### **Adventure Park Operations Standards Task Force**

#### **Intent:**

This group was formed because of the recognition of the void in operation standards specifically for the Adventure Park industry and the critical need to develop these standards.

#### **Terms of Reference:**

1. To create a DRAFT document for adventure park operations that references the ACCT 9<sup>th</sup> Edition Design, Performance and Inspection Standards and incorporate other applicable standards from the 9<sup>th</sup> Edition. The document will have specific Adventure Park definitions, scope, operation standards and appendices as required. This will mirror the development of the Certification Standards, which was a separate document from the ACCT Standards document, when first published.
2. The Task Force will provide their DRAFT document to the Standards Development Committee for consideration as an ACCT Standard.

#### **Strategic Plan:**

The work of the Adventure Park Operations Task Force supports the achievement of Core Strategy #2 and #3.

#### **Accountability:**

The Adventure Park Operations Task Force is accountable to the Board of Directors until such time as the Standards Development Committee has been fully established.

#### **Membership:**

The following people/organizations have been serving as the Task Force since its inception.

- Chair: Sarah Oosterhuis/Challenges Unlimited (Former Board Member and Certification Standards Task Force and the Certification Implementation Task Force member)
- Vice-Chair: Carson Rivers/Challenge Towers (on Accreditation Committee)
- Secretary: Rich Klajnscek, Sea Fox Consulting (DPS Chair and Active in ASTM)
- Bahman Azarm/Outdoor Venture Group (on Program Accreditation Task Force)
- Melissa Houle/Outdoor Venture Group
- Keith Jacobs/Experiential Systems (ICE Chair and active in GRC, Insurance Advisory and ASTM)
- Bob Ryan/Project Adventure (former ACCT Board Member / Former Ethics Committee Chair/ Current Chair of CG)

### **Work to Date:**

1. Two face-face meetings in November 2014 and December 2015.
2. Conference calls every four months since August 2014.
3. A public presentation was provided at the 2015 ACCT Annual to seek feedback from the industry. Approximately 32 people attended. Notes were taken and incorporated into the draft standards.
4. A draft standard was submitted to the BOD of ACCT on Dec 11, 2015 and distributed by the ACCT for a 30 day public review and comment period in a process that is consistent with current practice used by the ACCT Consensus Group to record and document feedback into a new draft of the standard.
5. A public presentation will be provided at the 2016 ACCT Annual Conference.
6. The Task Force will provide their DRAFT document to the Standards Development Committee for consideration as an ACCT Standard in May 2016 for review and approval for publishing.

### **Relevant History:**

The draft standard is based significantly on EN 15567-2 Sports and Recreational Facilities - Ropes Courses - Part 2: Operational Requirements.

All Attempts have been made to harmonize this document with:

- North American Terms and Language
- ACCT 9th Edition Standard
- ASTM F770 Standard Practice for Ownership, Operation, Maintenance and Inspections of Amusement Rides and Devices.
- ASTM F2959 Standard Practice for Special Requirements for Aerial Adventure Courses
- 29CFR Part 1910 OSHA Workplace Regulations

Report submitted by Sarah Oosterhuis, Chair

### **Accreditation and Certification Committee**

No Report Submitted

Kennerly DeForest has been nominated to Chair this Committee. Members are currently being recruited for this committee.

### Review Committee

- Processed all 2015 reviews total of 13 - except 1 (scheduled for Jan 18-20)
- Complete update and upgrade to Annual Report form - in use for 2015 report cycle
- Complete update of site visit report form - in use for 2015 review cycle
- Submittal of policy documents including the 'Insurance Policy'
- Maintain the schedule of conference calls and added one call to cope with additional work as no face to face meeting in 2015
- Currently no preliminary PVM applications in process
- 1 application in process - working on list of documents to translate for final submittal
- Inspector Certification Committee:

The committee worked with Bill Weaver and Charles Peterson to edit documents for the offering of ICE in Singapore as provided by Bill Weaver and Kathy Haras. We reviewed workshops being offered at the conference and made recommendations regarding CEU values. And, recently we have been approving candidates for the 2016 ICE program reviewing their portfolios and assisting Bill and Joyce. Two of our committee members will be presenting the program again this year, as funds were pulled from the budget for Staff Involvement in the program.

Report submitted by Kennerly DeForest, Chair

### Educational Use Affinity Group

This past year we changed leadership from Jim Grout to Bill James and Jason Marker who now co-chair. Unfortunately, with the transition and then some major life/career obstacles, there was not much accomplished this past year. However, we have had some good meetings recently and look forward to some good projects: putting together a database of educational use facilities, putting together a resource to connect people in the educational use field, being a continued and constant advocate for educational use in the field, and trying to ensure a strong presence within ACCT and the conference.

Report Submitted by Jason Marker, Co-Chair



### Canopy/ Zip Line Tour Affinity Group

The Affinity group is focusing on a system to create a record of accidents in the canopy zip line industry. No official meetings have been made but will meet face to face during Conference. Continuing support to DPI Standards Committee.

Report Submitted by Victor Gallo, Chair

### International Relations Affinity Group

Committee Chair: Paul Hancock

Vice Chair: Colin Caines

Current Charge: TBD

1. Translation of ACCT standards to Spanish
  - a. We have been waiting for the release of the ANSI/9<sup>th</sup> Edition before moving forward on this.
  - b. Also into Chinese at a future date – quotes have been solicited
2. Creating a document package for defining the processes and parameters of communications with regulators in these other countries. This includes, but is not limited to:
  - a. Introduction request to the Board – eg “I (insert name 1) would like to meet with (insert name 2)” This would be a request form informing the Board of who we are speaking to, what is their role, what we are looking to do, where and why?
  - b. Introductory letter from ACCT
  - c. Parameters of such communication
3. Identifying and prioritizing of countries to look at as an organization. Some countries already have regulations and standards set and so there is likely limited value in ACCT, as a regulatory standards organization, in those countries.
  - a. Creation of country list of industry information. Each one of the international members is working to provide information for their own country AND any others they may have experience with, or contacts in.
  - b. State of the union – ongoing updates on country/regional issues or developments

4. Looking to reach out to ACCT international members
  - a. Distribute a letter to international member introducing the Affinity group and soliciting additional volunteers to join the group
  - b. Solicit feedback on what the international members are looking to gain from being a member of ACCT?

Report submitted by Paul Hancock, Chair

### Universal Access Affinity Group

No Report

This affinity group was approved by the Board of Directors in November 2015. Melanie Willis was appointed Chair.

### Membership Work Group

Work Group Chair: Sasha Griffith

Board Liaison: Brian Lisson

Date: 1/19/15

Committee Charge: Develop and execute membership strategies to assist the ACCT staff.

Strategic Plan Core Strategy: #1

Action since last report:

#### Membership Work Group 2015 Narrative:

The Membership Work Group has been making major strides as much has been asked of us this past year. From gaining new members (Sasha, Melanie, and Andy) to losing the Membership Manager Position (Trudy Robbins), we are evolving with the changes around us and continuing to serve the membership the best we can with direction from the Board of Directors.

One of this year's biggest projects was the Membership Survey that went out this fall. We had 163 responses- THANK YOU to those who took the time to respond. While 163 doesn't seem like a great number compared to our total membership, it will serve as a good sample group of information. One of the key findings of the survey is to educate the membership about the benefits currently offered, we as a committee are aware of this and have a plan of action to communicate this information more effectively as time moves forward. We will learn more about other membership needs as we continue to read and analyze the information. The goal

over the next few months will be to get the information to the necessary parties it pertains to so they can move forward with that information for the betterment of the membership. Our other large group project will debut at the 2016 Annual Conference and that is the New Membership Categories. This was a thorough process with many drafts and approvals. We hope the categories will better reflect the composition of our membership and address the needs of the membership.

The Membership Work Group will continue to look for individuals with a passion for the organization and a willingness to help. If you are looking for a way to get plugged into ACCT please contact a Sasha Griffith at [sashagriffith@gmail.com](mailto:sashagriffith@gmail.com) for more information on how to get involved.

### **Membership Work Group 2015 Highlights**

#### New Membership Categories

- Drafted, edited, approved, and scheduled to roll out in January 2016 at the annual conference

#### 2015 Membership Survey via Survey Monkey

- 163 responses – Thank you to those who took the time to respond!!
- Will review the responses in detail and distribute the information to necessary parties in 2016

#### Changes in this work group

- New members to the work group: Sasha Griffith(new chair), Melanie Wills, and Andy Brash
  - We will continue to recruit new members in 2016
- Full Time Staff Position Membership Manager eliminated in financial plan for the future of the association.
  - Thank you Trudy Robbins for all your work with the association through your years of service!

Report submitted by Sasha Griffith, Chair



## 2015 PR & Marketing Report

**Report Date:** January 12, 2016  
**Submitted By:** Mandy Stewart, Chair  
**BoD Liaison:** Todd Domeck

### Current Group Members:

|                 |  |                        |
|-----------------|--|------------------------|
| Mandy Stewart   | <a href="mailto:program@nwteambuilding.com">program@nwteambuilding.com</a>         | Northwest Teambuilding |
| Carina Surface  | <a href="mailto:carina.surface@gmail.com">carina.surface@gmail.com</a>             | Individual             |
| Ed Caplan       | <a href="mailto:ed@experientialsystems.com">ed@experientialsystems.com</a>         | Experiential Systems   |
| Michael Johnson | <a href="mailto:mjohnson@signatureresearch.com">mjohnson@signatureresearch.com</a> | Signature Research     |
| Sarah Moore     | <a href="mailto:sarah@takeflightadv.com">sarah@takeflightadv.com</a>               | Take Flight Adventures |
| Tom Kratsch     | <a href="mailto:tkratsch@zipline.com">tkratsch@zipline.com</a>                     | Skyline Eco-Adventures |

### Former Group Members:

|               |  |               |
|---------------|--|---------------|
| Katie Hadar   | <a href="mailto:khadar@bonsai-design.com">khadar@bonsai-design.com</a> | Bonsai Design |
| Trudy Robbins | <a href="mailto:trudy@acctinfo.org">trudy@acctinfo.org</a>             | ACCT Staff    |

### 2015 Projects and Events:

#### January

- Worked with ACCT staff to complete 2015 conference program
- Collected video testimonials at the “Plug for a Pint Glass” event 2015 conference
- Reached out to Committee Chairs re: their current needs, and being present at ACCT volunteer recruitment session
- Delivered session on ACCT volunteer opportunities in tandem with Membership Committee (little response from Chairs which was widely noted by attendees)
- Promoted ACCT social media at 2015 conference

#### February

- Connected new volunteers with various committee/group Chairs with individual emails to all parties
- Added 4 new PR&M group members
- Created ACCT Flickr account for photo/video storage – uploaded all conference media for universal access
- Requested timeline and upcoming website/data needs from ED via ACCT staff
- Began planning promotions and collaborations with Xola
- Implemented “Where Are You Wednesdays?” weekly social media contest including organizing prize distribution with ACCT staff (ran through October 2015)

#### March

- Reviewed and assessed 2015 conference brochure, made recommendations to ACCT staff
- Reviewed ACCT website and made recommendations to ACCT staff/ED
- Created and distributed online Social Media Request Form to ACCT PVMs and

Organizational Members to post events/news via ACCT social media

- Created web-based calendar submission form for ACCT PVM trainings, certification exams, and PD events.

**April**

- Assessed status of ACCT social media and implemented expansion
- Social media policies drafted and submitted to BoD for revision/approval
- Continued gathering PVM information for promotions/PVM enhanced listings
- Requested info from BoD via ACCT staff RE: Program Accreditation, began planning for PR&M
- Added liaison positions between Conference Committee and PR&M
- Released notices re: conference brochure going digital; created web-based form for those who wish to receive paper copy

**May**

- Had 1 group member step down due to employment change
- Laid groundwork for the ACCT Master Industry Contacts List
- Began Social Media Marketing specific meetings

**June**

- Began revisions on conference brochure framework
- ACCT/Xola MOU goes into effect – increased contact, planning and collaboration with Xola (bi-weekly meetings)

**July**

- Completed conference brochure “skeleton”
- Created ACCT Affinity Group Proposal form
- Gave feedback on Annual Membership Survey to ACCT staff

**August**

- Began formatting available submitted PVM info into template-friendly format for promotions and enhanced listings
- Explored Live Tweet and other options for ED discussions re: Program Accreditation
- Created an additional ACCT display for use when ACCT staff exhibit
- Began official planning with Program Accreditation Task Force

**September**

- Created and promoted conference T-shirt contest per ACCT staff/Conference Committee request
- Evaluated needs identified from 2015 conference to see if they were being addressed for 2016
- Identified print and production needs for 2016 ACCT Calendar per ACCT staff request
- Reviewed 2016 Conference Registration Brochure
- Initial web template created for PVM enhanced profile pages

**October**

- Assisted with notifications re: ED transition

- Planned for 2016 ACCT volunteer recruitment at conference
- Ran ACCT membership photo contest for 2016 ACCT Calendar
- Renewed work on the ACCT Master Industry Contacts List
- Tested new “Blab” social media platform with Xola

## **November**

- Provided graphics/logo support for Conference Committee
- Hosted first ACCT/Xola online Blab: ‘Marketing your Course or Tour’
- Reviewed new membership benefit packages with ACCT staff/Membership Committee
- Released new ACCT Events Calendar online submission form for PVMs

## **December**

- Wrote/released new ED position description, press release, and job postings
- Hosted second ACCT/Xola online Blab: ‘Marketing with Instagram’
- Consulted with Membership Committee on how to effectively evaluate and respond to membership survey feedback
- Planned with Membership Committee re: new membership info rollout
- Planned with Conference Committee re: meeting 2016 conference needs
- Lost ACCT staff liaison for PR & Marketing Trudy Robbins with the elimination of the ACCT Membership Manager position
- Completed final 2016 ACCT Calendar design – submitted for printing
- Produced December 2015 edition of the ACCT Clipboard
- Finalized online PVM directory and enhanced web pages (thanks also to Mike Smith)

## **2015 Additional Duties:**

In addition to the above list, PR & Marketing also performs these ongoing tasks:

- Daily and weekly maintenance of the ACCT social media accounts including general ACCT and PVM promotions, industry news, community building campaigns, and release of association updates, advisory notices, etc.
- Copywriting and proofreading for multiple committees, work groups, and the ACCT staff
- Regular collaboration with Xola, Membership Work Group, Conference Committee, Program Accreditation Task Force, and ACCT staff members on various projects including publication of ACCT Clipboard and Parallel Lines
- Other fun stuff as it turns up

## **Comments & Recommendations:**

The PR & Marketing Committee has played a significant supplementary role to the ACCT staff in 2015. The PR & Marketing needs of the Association are substantial, ongoing, and are not being sufficiently and sustainably met.

There are no established templates, guidelines, boilerplate language, external contacts lists, processes, or policies in place that ACCT staff members and volunteers can rely upon as a tool to provide a consistent message and brand.

While individual staff members have high functioning skills in specific areas, the ACCT staff pool as a whole relies heavily upon the volunteer base for many administrative skill sets and tasks; from meeting regular communications needs to basic graphic design. There currently is no resource within the ACCT staff group that has widespread capabilities within and/or dedication to the following: marketing, IT, graphic design, social media management, and copywriting/editing.

While the volunteer workforce can assist with various tasks and projects, the Association will continue to struggle to meet its true PR & Marketing needs until:

- 1) deeper and broader skill sets as outlined above are more prominent within the ACCT staff body and
- 2) these skill sets are utilized to implement a well-constructed marketing plan by an effective Executive Director

The following projects are recommended for prioritization:

- Creation of a comprehensive marketing plan
- Establishing an ACCT style guide and document templates
- Creation of written policies and procedures for communications
- Revision of the look, function, and delivery of the Parallel Lines publication
- Assessment of the Association's growing data management needs
- Consolidation of the Association's multiple websites into one functional (user-friendly) site
- Renewal, construction, and definition of strategic relationships with industry affiliates
- Exploration of sub-work groups to specifically address high-need areas (EX: social media, ACCT publications)

Additionally, it is recommended that the incoming Executive Director heavily consider the overall Association needs in the PR & Marketing arena when assessing/formulating future ACCT staff roles.

Peace Out,



Mandy Stewart  
Chair, PR & Marketing