

## ACA Meeting August 9th, 2010

ACA Staff present: Jon Tarkington, Yvonne van Gent

Board members present: Bill Barr, Henrik Pedersen, Lynn Taylor, Kayla Thomason, Carol Kauder, Clint Bickmore, Scott Christopher, David Newcomer

- Minutes from July 19th meeting reviewed and approved.
- Staff Update
  - Additional positive feedback received on the Mini Classic. Total paying race entrants came to 76. This number will need to grow in order for the race event to become sustainable.
  - The ACA post-event email to the "Centurion" registrants did not drive any significant traffic to the ACA website. Numbers: About 900 emails were sent with about half of them being opened by the receivers. About 35 emails resulted in navigation onto the ACA website "New Racer" page. No new license sales were associated with the emails.
  - Potential opportunities for future outreach booths could be Venus de Miles, Deer Creek Canyon Challenge, Buffalo Classic, etc.
- Review of Financials
  - Total income ahead of budget primarily driven by individual membership dues (membership numbers ahead and also more individual membership vs. family membership)
  - Membership dues at this point approximately \$4700 below 2009 Full Year, and CX season motivated license purchases are now starting to come in.
- Insurance Update
  - JT to contact current broker to offer the opportunity to bid/match the proposal from Taggart.
  - The expectation is that promoters will pass thru increased insurance fee to racers (i.e. thru race registration fees), and a proactive awareness and explanatory pitch to the membership will be needed.
  - While the insurance carrier remains to be determined, the Board voted in support of Staff continuing to move forward with the new higher/improved coverage as the benchmark.
  - Staff will be considering the insurance transition for February 2011, where race promoting is assumed to be minimal, so as to protect the promoters from transition issues (e.g. promoters getting stuck with the "old" fee level).
- CX Cup
  - The Board reviewed the CX Cup applications. Races selected for CX Cup will be identified in the forthcoming CX race calendar.
  - The objective is to have about 75% of individual results in CX Cup races count towards BCR.
- Technical Committee Update (from 8/10/10 TC meeting)



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No decisions required from the Board. Proposals from meeting will be input to 2011 BAR/BAT policy and legislation discussion.

- Old/New business

- None
- ED Position
  - Search sub-committee is Carol, David, Scott, and (hopefully) Leigh. All applications will be posted on Board website. The committee will be responsible for identifying a shortlist of candidates to be considered by the full Board.

Approval of minutes:

Bill Barr

Scott Christopher

Henrik Pedersen

Lynn Taylor

Clint Bickmore

Carol Kauder

Leigh Singleton

Kayla Thomason

David Newcomer