



ACA Council on Sports Injuries and Physical Fitness
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December 11, 2016

Agenda for the ACA Sports Council Executive Committee Meeting

Type: Teleconference

Time: 5:00pm to 6:15pm PST

1. Call to Order 5:04pm PST
 - a. Motioned by Shane, Second by Kelly. Approved by all. Opposed by none.
2. Roll Call
 - a. Attendees: Shane Espinoza, Carly Zuehlke, Nick Hastad, Andrew Cohen, Kelly Lange, Shea Stark, Ed Feinberg, Barron Johnson, Freya Moran
 - b. Not in attendance: Liz Moos, Robert Jones
3. Adopt Agenda
 - a. Motioned by Shane. Second by Shea. Amendment to add membership and approval of committee members to this agenda. Approved by all. Opposed by none.
4. Approve minutes from previous ExCo meeting November 13, 2016
 - a. Motioned by Kelly. Second by Shea. Approved by all. Opposed by none.
5. Membership
 - a. Tabled at 5:07pm as Carly not on call yet.
6. Approval of new committee members
 - a. No new committee members to approve at this time.
7. Reports of Officers 5:10pm
 - a. President – Shane
 - i. Focused on getting website up and running as well as working on Southeast Sports Seminars deal.
 - b. 1st VP – Carly
 - i. New docs: Beau Beard, Jeremy Busch, Melissa MacDonald, Daniel Qualls, Ira Schneider
 - ii. New students: Ronnie Davis, Brianna Edginton, Charlene Harber
 - iii. Motion to approve by Nick. Second by Kelly. Approved by all. Opposed by none.
 - iv. New project: First Aid bags with ACASC logo on them. Would like to discuss at future meeting.
 - v. Working with Brianna (student VP) and Kelly on mentorship program between students and docs. Emails sent out. Currently at 19 responses from doctors (just under 10% response rate at this time) **Call to action:** Carly to resend email to docs.
 - c. 2nd VP – Nick
 - i. Answered emails. Still working on Cryotherapy vendor deal for Symposium.
 - d. Secretary – Shea
 - i. Answering emails sent to secretary email address.
 - ii. Updating membership list on MailChimp to stay up to date.
 - iii. Sending out FICS emails approximately 48 hours after original FICS email sent out to members.

- e. Treasurer – Andrew
 - i. Budget submitted to ACA.
 - ii. Still waiting on budgets to be sent for ACASC ExCo 2017.
 - iii. Paid CPA bill.
 - iv. **Call to action:** Andrew to cancel previous conference call source (TGB Conferencing)
 - f. Student ExCo President (see attachments) – Freya
 - i. Job descriptions put together by board members to aid in elections coming up
 - ii. Announcement for new board members added to SACA Sports Council Facebook page – Applications due Jan 15, 2017 including letter of intent, desired position and second choice, CV and recommendations from faculty advisor, goals for year on ExCo
 - iii. **Call to action:** Ed to send out information to faculty advisors about upcoming elections
 - g. Faculty Liaison – Ed
 - i. recommends that further discussion needs to be had regarding student board member descriptions. States that the ACASC ExCo should have approved all information sent out to students on social media before it was sent out. Kelly recommends that this topic be tabled during this meeting and brought up in a designated committee meeting.
 - ii. Poster program – in the past, only 2 presenters per college. Is there a limit to how many presenters we can have? Hopes to streamline the voting process of voting for docs. Shane believes that the limit of presenters is time dependent. The docs must have time to listen to all presentations. Focus should be on encouraging schools who have never had a presenter to be represented.
8. New Business 5:37pm
- a. Website Contract (see attachments)
 - i. Meeting on Thursday for Shane to finalize website deal
 - ii. Meeting in January to review SEO – Carly and Shea to be included in the call. Date TBD.
 - iii. Freya and Liz to be on additional call to give input on student pages being included in the website.
 - iv. Shane has talked with Noah about getting all access to website
 - v. Website to go live January 1, 2017.
 - vi. Access to 900 pages with contract. Ed asked to have a faculty advisor page.
 - vii. **Call to action:** all ExCo members to send a 2 minute video introducing themselves and telling about their position on the board and their goals for the year. Shane will send email giving deadline.
 - viii. Question posed by Shane: Should we take control of membership back from the ACA? Currently the ACA is unable to automate membership and we will have the ability to do that with the new website. Ed states that the new ACA system should be able to do that with their system update. No update has been given on that from the ACA. Kelly recommends contacting Anne-Marie Munson with the ACA to pin down the timeline.
 - b. Budget for 2017 5:48pm
 - i. 2017 Travel
 - 1. October 12-15th Symposium Denver
 - a. Recommended to budget \$100 per night per person based on negotiated room rate
 - 2. Mid-year meeting - ? Portland or Denver? May or June
 - a. Denver was chosen as location.
 - b. **Call to action:** Shane to send out 4 potential dates for meeting. Carly to look into hotels.
 - 3. JCSMS – Columbus, Ohio – 2/17-19/2017 Shane and Carly
 - a. Carly waiting on hotel costs to be able to complete budget for event

4. NCLC/WFC/FICS – Washington, DC – 3/15-17/2017 Kelly
 - a. Almost all costs are covered by ACA for event except approximately \$50 of registration; hoping to get all reimbursed
 5. ACA Rehab Council – Orlando, FL – 3/31-4/2/2017 Carlo or Ted?
 - a. Ted will be attending as a speaker, but unsure if he will have time to man the booth as well
 6. ACBSP – Colorado Springs, CO – 4/29 – 5/1/2016 Carly
 7. NATA – Houston, TX – 6/26-29/2017 ?
 - a. Sherri was asked why we attend; she said to get new vendors.
 - b. Shane: Is our presence worth the cost? Kelly: There is potential for the right person who wants to work the vendor hall.
 - c. Ed: How many of our members are also ATCs? 3 members
 - d. Costs astronomical last year per Andrew.
 - e. Tabled for now.
 8. Youth Sports Safety Summit Indianapolis 03/07 Nick
 9. AAN Sports Concussion ?
 - a. Ed recommends that we attend. It would be a great to better our relationship and we could encourage DCs to attend this conference.
 - b. Ed proposes Sherri be invited to attend again this year.
 - c. Shane: An ExCo member will be going, but dates and location are still TBD.
- c. Southeast Sports Seminars Proposal 6:07pm
- i. Membership growth
 - ii. Multiple seminars for more exposure
 - iii. Education proposal
 - iv. Revenue Share
 1. Would like to become official education arm of the ACASC. Want to put on 4 additional educational seminars on top of symposium where members can present either 8 or 12 hour courses. Proceeds would go to ACASC. They are willing to work for a flat fee at symposium to help build program to prove growth and not loss. Increase in revenue and increase in exposure to docs that are not ACASC members. Can also increase exposure to schools near seminars where members can speak to sports councils at schools.
 2. Barron: is there a model for this program? Shane: There are rough models in place, but nothing concrete.
 3. Kelly thinks that if we pay a percentage of our profits, it could be well worth it for growth. What are their costs for providing services? Their hard cost would be \$50,000 including the symposium and all 4 seminars. It is imperative for them to secure sponsors to cover their costs as much as possible.
 4. They want input from us to determine speakers and seminar topics and locations so we can incorporate the ACASC more and not just attach our name to existing seminars.
 5. Barron suggests not signing up for a package deal of 4 seminars (for example). There should be test opportunities along the way so that the ACASC doesn't lose money.
 6. **Call to action:** Shane to continue negotiation with Jessica Riddle with Southeast Sports Seminars and express the concerns from this call.
- d. Student program (Ed)
- i. Application Process
- e. Tom Hyde involvement
- i. 6:27pm Shane suggests to table this topic until next meeting.
9. Next steps for advancement of council 6:28pm

- a. Social Media exposure
 - b. Awareness
 - c. Separate call including Shea and Carly mentioned at beginning of call.
10. Next meeting
- a. **Call to action:** Shane to email next 5 meeting dates for approval.
11. Adjourn 6:30pm
- a. Motion by Carly