

NACAS Foundation Board
Meeting Minutes
Tuesday, April 22, 3:00 – 4:30 PM ET

Board of Directors

Emily Messa, PhD, CASP - President
Angela Peterson – Vice President
Jim Dwyer, CASP - Treasurer
Kevin D'Onofrio - Director
Joseph Pearson, CASP - Director
Scott Seagren, CASP – NACAS Board VP
Kennedy Turner - Director (Absent)
Salli Darden - Director
Danielle Klinkhamer – Director
Ron Portwine, CASP – Director
Jason Rex Tolliver - Past President

Staff

Rich Steele, CASP - CEO
Matt Portner – Senior Director of Finance & Administration
Artem Mulitsa – Chief Sales & Marketing Officer
William Hurley – Chief Strategy Officer

- 1) Call to Order / Roll Call – *Emily Messa, PhD, CASP*
- 2) Approval of the February 25th, 2025 Meeting Minutes – *Emily Messa, PhD, CASP*
 - a. *M/S/P Danielle Klinkhamer/Angela Peterson - to approve the Feb 25 minutes as presented*

Strategic Issues

- 3) Foundation 2025 timeline – *Angela Peterson*
 - a. Thank you to Angela for pulling together key dates for annual Foundation Board operations!
- 4) Student engagement and involvement at C3X – *Emily Messa, PhD, CASP & Rich Steele, CASP*
 - a. Monday General Session at C3X - Wasserman Student Census Survey with a student panel (maybe local from UNLV?)
 - b. 2023 Student Panel was fantastic - the students will need time to digest the information. Student panel amplifies the value of the Wasserman data.
 - c. **Salli** volunteered to help get undergrad students to attend - interns from auxiliary operations and sponsor travel.
 - d. **Rex** will fund 3-5 Grad students to attend who are doing research or interested in an auxiliary career path.
 - e. **Emily** will fund a one-day experience for 3 grad students - to present posters on their research during the Expo (at the NACAS Booth?)
 - f. Perhaps have a Foundation section at the NACAS Booth - acknowledge the student connection, QR Codes for Brand store, giving, Foundation services.
 - g. Could have mentors assigned to students in attendance
 - h. Convene a small group to execute student involvement details - **Emily, Rex, Salli**
- 5) South report – *Angela Peterson*

- a. Held in Pigeon Forge, TN, 75 First-timers, 355 total attendees, Kenedy purchased beads for all first timers, \$3,597 raised in Flip-a-coin
 - b. Secured \$10k sponsorship for the C3X Flip-a-Coin from Sodexo
- 6) Foundation terms – *Emily Messa, PhD, CASP*
 - a. Directors whose terms are ending, please connect with William if you are eligible and interested in extending your term - and also complete the online application/nomination process
 - b. Nomination process to fill vacant Director positions is available online with a deadline of July 1
- 7) KASA Scholarships – *William Hurley*
 - a. Remaining KASA bank balance has been deposited with the Foundation
 - b. The Foundation is entrusted to be good stewards of these funds for the benefit of Kentucky members
 - c. Multiple bundles of services have been drafted. Suggested that travel costs are important to include. Could be a strategic benefit to stimulate commitment to membership and related benefits as travel costs are harder to fund. However, registration and membership also supports NACAS - travel costs support airlines, hotels.
- 8) TILT Grant – *Rich Steele, CASP*
 - a. A Platform to Accelerate the Transition to Plant-Rich Menus in Higher Education
 - b. Two-year grant requested of \$600k. Foundation will serve as the Fiscal Sponsor. Greenworks (Sid Metha) will serve as the operational partner. A portion of the grant will fund Foundation overhead. New and existing Business Partners will be funded to provide education and advocacy for commitments to increase plant-rich menus through existing NACAS and Regional channels.

Review & Adjustment of Strategy

- 9) Treasurer Report – *Jim Dwyer, CASP*
 - a. *Many expenses are front loaded so about 60% of expenditures have been realized while revenue is slower to be received at 16% of budget.*
 - b. *Regional support - Budgeted at \$20k; Travel restrictions may impact East and West Regional CX attendance - suggest waiting until after Regional CX events before requesting support.*
 - c. *Future conversation - Consider Title sponsors for Foundation programs. Look for In-Kind sponsors to help alleviate expenses. Consider a silent auction for C3X.*
 - d. *Board giving - Quarterly updates and communications are happening.*
- 10) NACAS Cornerstones – *William Hurley*
 - a. Will solicit four Cornerstone awardees - one from each Region.
 - b. Will equip each Cornerstone team with a toolkit for fundraising - **Danielle, Ron, Angela** will assist.
- 11) 2025 Regional Rising Star awards – *William Hurley*

- a. South and Central will provide a Regional CX scholarship for their Rising Star. East and West are in consideration.

12) NACAS Book Club – Emily Messa, PhD, CASP

- a. Don't Make Me Fundraise
 - i. Not donors but Investors in the work of NACAS and the Foundation
 - ii. Position ourselves to engage others to invest with us
 - iii. Emily presented an overview of Chapter One
 - iv. Need volunteer for next meeting Book Club (2-minutes) -

Routine Board Business

13) National Board Report – *Scott Seagren, CASP*

- a. Board meets on April 24 - good audit report from 2023 will be considered
- b. Approved new 2-year term for standing committees with a third optional year (at the members' discretion). Chair and vice chair terms approved for 1-year with an optional second and third years (at the members' discretion)
- c. Approved DIAL name change - "Developing Impactful Auxiliary Professionals"
- d. C3X Financial wrap-up provided showing good savings for the Association
- e. C3X Site Visit was last week- cool options presented for opening and closing
- f. Attended South CX as a first-timer

14) NACAS Office Update – *Rich Steele, CASP*

- a. Happy National Volunteer Appreciation Week
- b. Raj White was promoted to Sr. Director of Education April 1 and Lani Gahiji was promoted to Education Program Manager April 15
- c. Leaders Nominations, Award Nominations, Due July 1
- d. C3X Registration is Open - Early bird deadline August 1, Call for Programs closes May 1
- e. SES 43 Registrants (vs 44 last year) \$71,500 Sponsorships vs \$47,500 last year

15) Adjourn

- a. *M/S/P Angela Peterson/Rex Tolliver to adjourn*

2025 Virtual Foundation Board Meetings

- June 6, 2025 – 3:00 – 4:30 PM ET
- September 9, 2025 – 3:00 – 4:30 PM ET
- October 13, 2025: 3:00 – 4:30 PM ET

Future C3X Conferences

- **C3X 2025 Annual Conference & Expo:** November 16-19, 2025 – (Las Vegas)
- **C3X 2026 Annual Conference & Expo:** September 26-30, 2026 – (Chicago)
- **C3X 2027 Annual Conference & Expo:** October 31-Nov. 3, 2027 (Washington, DC)
- **C3X 2028 Annual Conference & Expo:** October 15-18, 2028 (Denver, CO)

