



Board of Directors Meeting MINUTES
Thursday, October 16, 2025 3:00pm-4:30pm ET

In Attendance:

Board Members

LaNiece Tyree, MPA, CASP – President
Scott Seagren, CASP – President Elect
Brett Jackson, CASP - Past President
Neil Markley – Treasurer
Jim Dwyer, CASP - Member At-Large (left meeting at 4:00pm)
Kristy Vienne, PhD, CASP - Member At-Large
Kim Rademacher, CASP - Central Rep (absent)
Jonathan Kukta, CASP - East Rep
Esme Valdez, PhD, CASP - South Rep (absent)
Andy Lachman, PhD, CASP – West Rep
Emily Messa, PhD, CASP - Foundation President

Staff

Rich Steele – CEO
Raj White - Sr Director of Education
Artem Mulitsa - CSMO
Matt Portner - Sr Director of Finance and Admin
William Hurley, CSO (absent)
Tara Spolan, Sr Director of Events

Guests

Bill Cox, CASP, Incoming South Rep

Minutes:

1. Call to Order / Roll Call – *LaNiece Tyree, MPA, CASP*
 - a. *LaNiece called the meeting to order at 3:08 PM.*
 - b. *LaNiece welcomed Bill Cox, Texas A&M University, Incoming South Rep*
 - c. *LaNiece expressed congratulations to Jared Ceja who has left the Board to assume the role of National VP of Partner Development for the Conterra Division of Food Buy, USA*
2. **ACTION** - Approval of September 11, 2025 Minutes – *LaNiece Tyree, MPA, CASP*
M/S/P Neil / Kristy to approve the Sept 11, 2025 minutes. All in favor.

Strategic Issues:

3. CEO Updates - *Rich Steele, CASP*
 - a. Staffing Updates: Stacey Shaw started October 1 as the Regions & Events Manager
 - b. A benchmarked customer experience assessment program is in discussion with hopes of rolling out a pilot in spring, 2026. This could create a new revenue stream.
 - c. “NACAS NextGen Dining” will be launched at C3X and will house the Plant-rich grant program
4. ELT Updates - *Artem Mulitsa, Matt Portner, Raj White, Tara Spolan, William Hurley,*
 - a. LinkedIn Followers - Over 5,200 and growing. Email open rates are exceeding goals.
 - b. Expo sales are strong with 175 booths and revenue is \$220k over budget.
 - c. Over \$12k saved in credit card fees. Over \$33k sold in exhibitor upgrades.
 - d. Ceased mail forwarding operations in Charlottesville – any additional mail sent to that old address will be returned to sender.
 - e. Considering possible options for new PEO and Banking partners
 - f. Meeting with Regional Treasurers next week and supporting their issues
 - g. DIAL Cohort I is wrapping up – excited to start Cohort II at C3X
 - h. Still looking for a couple more DIAL mentors

- i. CASP - Have received 22 applications and 15/28 Recertifications. 10 are eligible for the Testing window in December.
- j. Virtual Leadership Institute was successful
- k. Online events have strong satisfaction (99.7%) for 37 programs and 807 participants.
- l. C3X registrations are at 518 (same in 2024) and 2,468 room nights (of 3,790 required). Link for web app was shared for tour sign-ups. Completing final details for food & beverage plans & AV
- m. 2026 SES - Have an attractive proposal for March 15-18, 2026 in Cape Coral, FL. The group suggested looking into several other options for dates and possibly combining with LTM in January or WIL (in the fall).
- n. Membership - 50 New/rejoined Institutional members, 44 New/rejoined BPs. 575 Current membership reflecting 80% retention - with 52 members up for renewal before end of year.
- o. Canadian Connect, Enrich & Exchange event in Toronto, Oct 15-17 attracted over 70 attendees and sponsorships of \$18k. Much gratitude to Toronto Metropolitan University.
- p. Silver Torch and Volunteer of the Year Awards for Canadian attendees were presented in Toronto.

Review & Adjustment of Strategy:

- 5. Strategic Planning Update – *Rich Steele*
 - a. The draft version of the 2026-2030 Strategic Plan was reviewed in detail.
 - b. Several items were discussed as follows:
 - i. A draft quarterly KPI report will be shared with the Board to establish baseline and target metrics. Consider a growth chart to track progress.
 - ii. Suggestion that the Foundation consider scholarship support for members struggling for travel funding to attend events
 - iii. Consider a proforma-based allocation of membership dues to fund member benefits
 - iv. Developing a secondary contact for members was considered important
 - v. Feels like the plan is adding a lot to people who are already exhausted. Should we look to do less, and do better with the highest priority activities?
 - vi. This plan is intended to engage the involvement of committees and regions – hopefully not to create new initiatives for the same people
 - vii. Recruiting new volunteers will require intentional communications and marketing. Strongly encourage people to self-nominate.
 - c. The strategic plan will be reviewed by the LTM at C3X to get closer to a final version.
- 6. Treasurer's Report - *Neil Markley*
 - a. 2025 Financial Update - Tentatively projecting a positive net of \$90,000 for 2025.
 - b. Cash Flow Update – Projections indicate that the end of January cash balance may be sufficient this year without a temporary transfer from reserves.
 - c. The final 2024 Audit was reviewed, mentioning that this was a clean audit with no findings. The Finance Committee met with the auditor (without staff present) and confirmed there were no issues to report, learning that the staff was cooperative and helpful during the process. Thanks to the staff and the Board, we are in a place of financial stability.
 - i. **Action:** Approve the 2024 Audit as presented
Moved by the Finance Committee: All in favor.

- d. The 2026 Proposed Budget was reviewed pointing out the overall revenue is expected to increase by approximately \$100,000 but expenses are expected to increase by \$169,000 with a net positive balance projected to be \$21,000. Several of the notes on variances were highlighted.
 - i. **Action:** Approve the 2026 Budget as presented.
Moved by the Finance Committee: All in favor.

Policy Determination: Public & Operational:

- 7. Policy Committee Update – *LaNiece Tyree, MPA, CASP*
 - a. A web-based format was reviewed and approved to present policies with a drop-down link to show the related administrative guidelines. A table of contents will be included with links to the referenced policy.
 - b. A link to the policies will be added to the Board webpage in a format that supports Board review and approval
- 8. RETF Update - *Scott Seagren, CASP*
 - a. Had an invigorating conversation in the last meeting.
 - b. RETF will be on the LTM agenda at C3X

Routine Board Business:

- 9. Foundation Update – *Emily Messa, PhD, CASP*
 - a. Board giving is reported to be \$8,614 as of 10/15
 - b. Cornerstones have reached 21% of their \$14k goal.
- 10. Board Updates
 - a. C3X Committee - *Scott Seagren, CASP*
 - i. Final preparations are moving along well
 - b. Certification Commission - *Jim Dwyer, CASP*
 - i. Working on staffing CASP booth at C3X Expo
 - ii. Exam Committee plans to finalize exam edits at C3X (phase 3) and move to share pilot exam with select group (phase 4).
 - c. Committee Chair Council – *Kristy Vienne, PhD, CASP*
 - i. No Report
 - d. Central Region - *Kim Rademacher, CASP (report shared via email)*
 - i. Held a Board retreat
 - ii. Site visit for Central CX 2026 was held last week
 - iii. Planning our Central Board / C3X member engagements
 - e. East Region - *Jonathan Kukta, CASP*
 - i. Kevin D’Onofrio and Jim Best are attending the Canadian event in Toronto
 - ii. Continue to plan for East CX in Richmond, Virginia
 - f. South Region – *Bill Cox, CASP*
 - i. Conducted site visit in Charlotte – closing event will be in the impressive NACSAR Museum
 - ii. Finalizing Clearwater for 2027 CX
 - iii. Targeting states that have not been used in the past for 2028 CX
 - g. West Region - *Andy Lachman, PhD, CASP*
 - i. 2026 CX in Long Beach and 2027 CX in Salt Lake City are in the works.

Adjournment

M/S/P Andy / Brett to adjourn the meeting at 4:29PM. All in favor.