



Board of Directors Meeting Minutes, University of Houston

Thursday, April 24, 3:00 pm - 4:30 pm EST

In Attendance:

Board Members

LaNiece Tyree, MPA, CASP – President
Scott Seagren, CASP – President Elect (Joined 3:10)
Jared Ceja, CASP - Vice President (Joined at 3:30)
Brett Jackson, CASP - Past President
Neil Markley – Treasurer
Kim Rademacher, CASP - Central Rep
Kristy Vienne, PhD, CASP - Member At-Large (Joined at 3:30, departed 3:50)
Emily Messa, PhD, CASP - Foundation President
Andy Lachman, PhD, CASP – West Rep
Jim Dwyer, CASP - Member At-Large
Esmeralda Valdez, PhD, CASP - South Rep

Monica Rattigan - East Rep

Staff

Rich Steele – CEO
Raj White - Director of Education
Artem Mulitsa - CSMO
Matt Portner - Sr Director of Finance and Admin
William Hurley, CSO

Minutes:

1. Call to Order / Roll Call – *LaNiece Tyree, MPA, CASP*
 - a. *M/S/P Neil Markley / Brett Jackson, CASP to begin the meeting.*
2. Approval of February 24th and 26th 2025 Minutes – *LaNiece Tyree, MPA, CASP*

M/S/P Esme Valdez, PhD, CASP / Brett Jackson, CASP to approve the February 24th and 26th 2025 minutes. All in favor.

3. Acknowledge Actions Approved Electronically – *LaNiece Tyree, MPA, CASP*
 - a. Action 1 - Approving new term lengths for standing Committees, approved effective March 24th, 2025.
 - b. Action 2 - Approving the DIAL Program's name change to "Developing Impactful Auxiliary Leaders," approved effective March 24th, 2025.
 - c. LaNiece called for a ratification of the two actions previously approved electronically.
 - i. *M/S/P Andy Lachman, PhD, CASP / Esme Valdez, PhD, CASP to ratify the electronically approved actions. All in favor.*

Strategic Issues:

4. ELT Updates - *Rich Steele, CASP, Raj White, William Hurley, Artem Mulitsa, Matt Portner*
 - a. Raj White has been promoted to Senior Director of Education and Lani Gahiji has been promoted to Education Program Manager. Revised Board responsibilities have been updated on the NACAS website ahead of our new Board member search.
 - b. NACAS has submitted a grant proposal to serve as a platform to accelerate the transition to plant-rich menus in higher education in conjunction with Sid Mehta and Greenworks. The grant would be for a two-year period with a total sum of

\$600,000, which will run through the NACAS Foundation as the fiscal sponsor. We expect to be notified of the decision around June.

- c. NACAS has re-joined the Inter-Association Well-Being Collaborative. Our involvement does not include a financial commitment.
- d. Rich and Brett attended the ASCOG event at Georgia Tech, a successful event full of NACAS Individuals.
- e. South CX was an enormous success with strong attendance. The State of the Association was presented by Rich and LaNiece.
- f. The East held a successful On the Road event with 67 attendees, including Penn State members.
- g. A small group of NACAS staff and volunteers visited the Paris hotel for a site visit ahead of C3X 2025. The property looked excellent and well suited for our event.
- h. NACAS received a proposal from the Gaylord Rockies to change our C3X dates in 2028 to October 7th - 10th in 2029. They would provide a \$20,000 incentive in 2029 and have proposed we utilize the Gaylord Texan from October 22nd - 25th in 2028.
 - i. *M/S/P Andy Lachman, PhD, CASP / Monica Rattigan to authorize the CEO to negotiate and execute agreements for C3X 2028 and C3X 2029.*
- i. NACAS has seen 206 new LinkedIn followers YTD.
- j. We will be utilizing a new vendor for our Career Center which will likely increase our revenue stream from that member benefit.
- k. Our open rate of 43.39% is above our 40% goal and our click rate has reached 3.38%.
- l. 1,100+ email contacts have been added through our win-back campaigns for individuals who had previously been disengaged from our communications.
- m. Sponsorships have been incredibly strong in 2025, above goal for Senior Executive Summit and pacing very well for C3X and Women in Leadership.
- n. We have achieved 113 booths sold for C3X with a mix of new exhibitors and 2024 rebooks.
- o. Our 2025 financial update has been promising and cash flow has been positive with the start of NACAS' membership renewal campaign.
- p. The Finance Committee will be sharing a financial policy review by the summer for full Board review.
- q. A deferred payroll tax from Q4 2020 that was identified by the IRS has been paid. There is confidence that there are no further government-offered COVID deferrals that remain due.
- r. 2024 audit preparation is going well. Transition from accrual to cash accounting has been beneficial and going well.
- s. The Foundation's Virginia Annual Report has been completed.
- t. A technology refresh has begun, upgrading 2-3 devices for staff and taking advantage of existing warranties.
- u. Central, East, and West CX registrations are live and remote check deposits are ensuring that payments are being applied to open invoices.
- v. Matt shared a revenue composition chart for 2025, showcasing that C3X brings in about half of NACAS' revenue. Sponsorships making up 12% of NACAS' revenue, are also tied into C3X. Outside of membership, most other revenue sources are very minor.
- w. The newly rebranded DIAL program is accepting applications for the second-year cohort. An advisory group is supporting the program to ensure a quality experience for our new applicants. There is a webinar on May 12th around the DIAL program. It

was requested that a newsletter article and LinkedIn post be sent out to spread awareness of the program.

- x. CASP applications are pacing very well ahead of our next testing window in June. Recommendation was made to send a note to new certificants about CASP branded items in the NACAS Store.
- y. There are 352 active users in our Online Institute and we have held 10 programs YTD with a total of 341 participants, holding an average of 99.5% satisfaction.
- z. C3X's theme will be "Building a Winning Hand" and we currently have 18 submissions for educational sessions. We have opened this process earlier than last year to help announce the educational program around the end of May. The submission deadline is May 1st.
- aa. 3,790 room nights are required at the hotel, up from 3,640 from 2024. Discussion was held around NACAS expecting a potential 10% drop in attendance given budgetary shortfalls and travel freezes.
- bb. Senior Executive Summit will be a group of 44 individuals and Women In Leadership will be opening registration in upcoming weeks.
- cc. I-AM partnership is having a webinar on 4/29 and looking to have an in person partnership at C3X.
- dd. We are sending our members to CAUBO's annual meeting to present.
- ee. We are working with the online institute to ensure a better user experience.
- ff. NACAS office hours are going well and have been received well. Thank you to our volunteer leaders for assisting and contributing to sharing resources with our members.
- gg. We are pacing well with our membership renewal process and are optimistic about our Canadian members renewing. Canadian members are being contacted to gain insight on their involvement with NACAS moving forward.
- hh. Our members value roundtable events to share and collaborate with other members.

Review & Adjustment of Strategy:

- 5. Strategic Plan KPI / Metrics Update - *Rich Steele, CASP*
 - a. First quarter update for Strategic Plan KPIs/Metrics was shared.
- 6. Treasurer's Report - *Neil Markley*
 - a. A financial update as of 4/10/2025 was shared which shows the current forecast to be in alignment with budget.
 - b. The cashflow forecast was shared and it is expected that \$100,000 will be returned to the investment fund later in the year.
- 7. Approval of 2023 Audit - *Neil Markley*
 - a. The 2023 audit came back clean with no material findings from our auditors. The Finance Committee unanimously agreed to present it to the NACAS Board.
 - i. *M/S/P Monica Rattigan / Jared Ceja, CASP to approve the 2023 audit.*
 - b. The 2024 audit is moving forward and a report will be coming in a couple of months.

Policy Determination: Public & Operational:

- 8. Policy Committee Update – *LaNiece Tyree, MPA, CASP*
 - a. The Policy Committee is both evaluating the content of policy and proposing adjustments, as well as evaluating structure to separate policy from procedure. The goal is a more simplified document that is easier for the Board to utilize.

Routine Board Business:

9. Foundation Update - *Emily Messa, PhD, CASP*

- a. The Foundation recently met to discuss budgetary strategy and created two work groups to focus on student engagement at C3X and Cornerstone toolkit development.
- b. South CX exceeded their Flip a Coin budget and a cash sponsor (Sodexo) was secured by our Foundation Vice President for C3X's Flip a Coin.

10. Board Updates (as needed)

- a. C3X Planning Committee - *Scott Seagren, CASP*
 - i. After a successful site visit last week, the location for the opening and closing events is close to being finalized.
- b. Certification Commission - *Jim Dwyer, CASP*
 - i. The group is working on standardizing a regional CX procedure for CASP promotion.
 - ii. The annual Policy Manual reviews are well underway and a disciplinary action section is now in alignment with NACAS Board preference.
 - iii. An exam review subcommittee was established and all CASP questions are being evaluated for relevance to current auxiliary / ancillary practices.
 - iv. CASP prep webinars and study groups are being developed to support test takers ahead of the June test window.
- c. Committee Chair Council - *Kristy Vienne, PhD, CASP*
 - i. No update given.
- d. Nominating Committee - *Brett Jackson, CASP*
 - i. NACAS is receiving nominations for both the South and the East open vacancies. A process is being developed to onboard new Board members.
- e. Central Region - *Kim Rademacher, CASP*
 - i. The data created by Andy has been invaluable for outreach for both membership and Central CX attendance.
 - ii. The regional DIAL representation will be invited to the next Central Board of Directors meeting.
- f. East Region - *Monica Rattigan*
 - i. Registration for East CX is open with 71 institutional members and 35 business partners currently signed up.
 - ii. The Board is looking for locations for the 2026 CX.
 - iii. Scott and Jared will present at the next East Board Meeting on behalf of the Regional Engagement Task Force.
- g. South Region - *Esme Valdez, PhD, CASP*
 - i. 356 attendees with 75 first time attendees at South CX
 - ii. Deb Huebler, new South Membership Coordinator, will be building out time to connect with first timers
 - iii. \$40-\$50k in net revenue expected from the conference.
 - iv. Jared joined the South meeting and addressed concerns around the Regional Taskforce
 - v. Post conference survey went out today and will close May 10th
 - vi. Plan to engage with Andy Lachman, PhD, CASP to review membership data and ensure alignment
 - vii. CX 2026 will be in Charlotte, NC.
 - viii. CX 2027-the committee is looking to secure San Antonio. Dates are currently in review.
 - ix. Looking forward to continuing to grow their foundation support.

- h. West Region - *Andy Lachman, PhD, CASP*
 - i. NACAS West's conference coordinator has resigned from their Board, resulting in a regroup of the West Board to ensure that nothing is dropped in conference planning.
 - ii. Education session submission has been strong, including a panel presentation by NACAS Board members.
 - iii. The West Board is aware that Canadian members will likely not attend West CX and are looking for innovative ways to engage.

Adjournment

M/S/P Brett Jackson, CASP / Neil Markley to adjourn the meeting. All in favor.