



NACAS Board Meeting Agenda
February 1-3, 2023 – Orlando, FL

Board of Directors:

Neil Markley - President
Brett Jackson, CASP - President Elect
LaNiece Tyree, CASP - Vice President
Jared Ceja, CASP - Treasurer
Matt Portner, CASP - Past President
Gheretta Harris, CASP - Central Rep
Monica Rattigan - East Rep
Esmeralda Valdez, CASP - South Rep
Lisa Goberis, CASP - West Rep
Kristy Vienne, CASP - Member At-Large
Martha Davidson, CASP - Member At-Large
J. Rex Tolliver, CASP - Foundation
President

Staff:

Matt Marcial - NACAS CEO
Maranda Jones-Anderson - NACAS COO
Marcus Weston - NACAS CSMO
Sheena Majette - NACAS CLO
Beverly Hastings - Exec Asst & Vol Mgr

Guests:

George Constantine, Esq - Venable LLP
****All in attendance*

Wednesday, February 1, 2023

1. Welcome:

1.1 - Call to Order / Roll Call

Mr. Neil Marley welcomed all to the 2023 in-person meeting.
Group engaged in an around the room open discussion on hot topics in education.

1.2 - **Approval of November 12, 2022, Minutes

Mr. Neil Markley called for approval of minutes.
M/S/P Davidson / Harris “to approve the November 12, 2022, minutes as presented.”
Change in minutes was verbally stated, minutes modified and distributed.
10 “Yes” votes
Zero “No” votes / Zero Abstentions

1.3 - **Approval of January 13, 2023, Minutes –

Mr. Neil Markley called for approval of minutes.
M/S/P Vienne / Jackson “to approve the January 13, 2023, minutes as presented.”
10 “Yes” votes
Zero “No” votes/ Zero Abstentions

2. Review and Adjustment of Strategy

2.1 - *Debrief of Outgoing Members -

Mr. Matt Marcial welcomed all to the innovative community of Lake Nona, and then presented the survey results of the outgoing board members. Comments and suggestions were discussed with focus on improving volunteer experience.

2.2 - **Regional and International Designations - Matt Marcial

Mr. Marcial presented to this board a question posed by NACAS members of Bahamas as to the best region they should be assigned to. After discussion, all in agreement they would best be aligned with NACAS South. A larger discussion followed on regional placement of international groups, and the regional groups overall.
Mr. Weston pointed out membership fees need to also be part of this discussion. Regional reps were tasked with initiating their individual board discussions. Action item to review minutes for previous discussion on Bahamas.

2.3 - COI and Confidentiality Presentation

Mr. Neil Markley encouraged all members to review and sign their confidentiality agreements for this board term. Virtual presentation on Association Boards and Confidentiality
Presenter - George Constantine, Esq - Venable LLP

2.4 - COI discussion - Neil Markley and Matt Marcial

Mr. Neil Markley and Mr. Matt Portner led the discussion following regarding the presentation.

Office Update – LMS strategy

2.5 – Mr. Neil Markley and Mr. Marcial led this LMS update discussion and Matt Portner, will contract to provide set up support for the selected provider. As Mr. Portner is a member of the board, strong discussion followed from a policy standpoint.

After a full disclosure of facts, the board understand there was a process, with Matt Portner selected to provide LMS contracted support. The board believes no conflict of interest exists.

M/S/P Vienne / Ceja “to approve the moving forward with LMS systems contractor.”

10 “Yes” votes
Zero “No” votes / Zero Abstentions

3. Executive Session - Neil Markley

Thursday, February 2, 2023

4. NACAS Office

4.1- Office Update –

Events

Mr. Marcial shared the positive experience at that he and Mr. Markley experienced at AOA

SES is to be held in March 2023, registration of individuals and BP's is good.

ACPA Collaboration update – Joint session at C3X is to be followed up at joint session at ACPA in New Orleans in April.

NACUFS – Japan

Mr. Marcial and Mr. Markley will attend ASAE in Tucson, a program designed for association CEO's and board leaders to attend together.

Staff

Staff offsite In January– “theme” Collaboration, Communication and the Path Forward

Review of the Activity Year Matrix

Matt to share his presentation with the regions.

Open discussion on reviewing onboarding / virtual onboarding for regional reps. Consider explaining staff duties in the Org chart for members. The website is frustrating for many.

4.2 - ELT Business Review

- a) Sheena Majette – Shared with the BOD a little about herself and her goals for NACAS education.
- b) Maranda Jones-Anderson – conversation is postponed due to illness.
- c) Marcus Weston – Shared his vision for growth and marketing insights with the BOD. He provided several examples of marketing wins for 2023.

Open discussion regarding how to elevate the NACAS brand to elevate Auxiliary services through multiple avenues such as Committee appointment letters – to all members, all board members – and other communications to make NACAS and auxiliary services recognizable.

Open discussion on educational content at NACAS program and targeting education to those in auxiliaries can benefit most.

Open discussion on digital vs print magazine and the financial, practical, and socially responsible impact of each.

Open discussion on updating the member database and the database processes.

Open discussion on growing business partner database and opportunities.

Mr. Marcus Weston and Mr. Matt Marcial reviewed the marketing transition plan and led the discussion on the staff organizational structure. Mr. Neil Markley stressed his desire that relationships and connections are kept a priority, in both membership and in marketing relationships.

Mr. Marcial reviewed the operations arm of the NACAS office under Ms. Maranda Jones- Anderson. Discussion was held on internal financial processes in the office. Mr. Marcial also reviewed primary revenue sources for the association.

Mr. Marcial led the discussion on staff recruitment, staff support and onboarding process and explained the office goals and process improvement in alignment with the strategic plan.

4.3- LTM topics and dates

Reviewed possible dates options settling on April 26, and discussed format/content for this year's program.

Meeting Adjourns for the day

Friday, February 3, 2023

8:30 - 11:00am Session

5. Financial Report

5.1- *Treasurer's Report

Mr. Ceja reviewed the 2022 budget with the full board noting that the year has not yet been closed. Meeting with the auditors has been pushed back to May. The operating budget loss is expected to be minimal, and the investment income is better than expected, although variable depending on the market.

Mr. Ceja also reviewed the 2023 budget, noting it is similar to 2022.

6. Executive Session - Neil Markley

Meeting Adjourns – 11:00am