

NACAS Foundation Board
Meeting Minutes
April 29, 2020

<input checked="" type="checkbox"/>	Melissa Moore	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Eddie Mills	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Lillian De Lisle Stott	Assoc. Executive Director
<input checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input type="checkbox"/>	Aubry Wooten	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Sr. Dir. of Operations
<input checked="" type="checkbox"/>	Kara Bunde-Dunn	Director (BP)	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	J. Rex Tolliver, CASP	Director (Central)	<input checked="" type="checkbox"/>	Abby Hazekamp	Marketing Manager
<input checked="" type="checkbox"/>	Ron Portwine, CASP	Director (Central)	<input checked="" type="checkbox"/>	William Hurley	Professional Dev. Coord.
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input type="checkbox"/>	Pam Burke	Director (East)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros, CASP (Emeritus)	Director (West)			
<input checked="" type="checkbox"/>	Mark Ironside	Director (ex-officio, voting)			

FINAL 5-27-20

Call to Order / Roll Call

President Moore called the meeting to order at 2:02 p.m.

Approval of January 27, 2020 Minutes

M/S/P Stevens/Lynch “to approve the January 27, 2020 minutes as presented.”

11 “Yes” votes

Zero “No” votes

Zero abstentions

Strategic Issues

- President Moore noted that this year the Campus Care Grant is needed more than ever.
- Selection of the Campus Care Grant Committee - Ms. Moore noted that this needs to be a continual review group. The proposed committee includes:
 - One NACAS staff member - William Hurley
 - Two NACAS board members - Maria Hoagland and Andy Meeks
 - Three Foundation board members - Angela Peterson, Kathryn Le Gros and Laura Stevens

The motion on the proposed committee list comes forward from the Campus Care Grant Review Committee and does not require a second.

Motion passed “to appoint William Hurley, Maria Hoagland, Andy Meeks, Kathryn Le Gros, Angela Peterson and Laura Stevens to the new Campus Care Grant Review Committee.”

11 "Yes" votes
Zero "No" votes
Zero abstentions

Campus Care Grant

- The criteria for the grant was reviewed and President Moore talked about using the term "emergency funds" in the marketing. The group is looking to award more than one grant this year. With the Covid-19 situation, there may be several grants awarded to be able to touch more student groups on campuses (up to a total amount of \$25,000).
- The initial deadline for submissions is July 31st.
- The NACAS staff will begin marketing the grant in early May.

Small Groups Updates

Business Partner Support

- Mr. Turner noted that the business partner support document is being finalized to include five 2020 fundraising activities and sponsorship levels associated with each. The updated document will be posted in the NACAS Lounge. The intent is for Foundation Board members to share this document with local regional business partners on campuses.
- Mr. Mills discussed how board members can be more active and have conversations with business partners that they have relationships with on giving to the Foundation.

Action item:

- **Each board member was asked to reach out to two business partners in the month of May.**

Foundation Activities

- Ms. Le Gros reviewed the fundraising events planned for 2020:
 - NACAS Pin
 - Speaker VIP Event (tabled due to speaker availability)
 - Give Back Day #NACASLeadersCare
 - Flip-a-Coin Regionals and C3X
 - C3X Raffle (Mini at Opening Event)
 - C3X Golf Tournament
- The Flip-a-Coin fundraising goal will not be reached since the four regional conferences have been canceled this year.
- In future years, the goal would be to develop fundraising programs that total \$100,000 in net revenue.
- Ms. Bunde-Dunn noted that the plan was to hold the Give Back Day this summer, but this may be pushed back and move the focus to possible virtual fundraising options and building the marketing campaign.

Action item:

- **The sub-committee will look at what a virtual year would look like and see if there are other ways for the Foundation to drive revenue.**

Individual Donations

- Ms. Peterson noted that the sub-committee met in April and a letter has gone out in her name to one-time donors to encourage them to become recurring donors which resulted in two individuals moving to recurring donors.
- A NACAS Foundation Expectation document was created and will be shared with the board during the summer board meeting, as well as the idea of a Whisper Campaign related to the Newton Award.

Long-term Financial Planning

- Mr. Dastoli noted that the joint Finance Committee spent time looking at the long-term strategy of NACAS and the Foundation. The Foundation is looking to prioritize the buildup of their investments so that they can continue to give \$100,000 support to NACAS as they have done the past few years.

3-year Strategic Plan Recommendation

- This item was tabled to the next meeting.

Policy Determination: Public & Operational Regional Liaison Positions

- This item was tabled to the next meeting.

Nominating Process

- Mr. Mills noted the open positions for the Foundation Board:
 - West Director - to replace Mr. Lynch
 - Treasurer - Ms. Stevens' term ends in November
 - Vice president - intend to be filled by someone with Foundation experience

Review & Adjustment of Strategy

Treasurer's Report

- Ms. Stevens reviewed the first quarter financials, including projections.
- The Joint NACAS and Foundation Finance Committee virtual meeting was held in April.
- A report will be given on the 2021 budget process at the summer board meeting.

LTM Follow-up and Next Steps

- This item was tabled to the next meeting.

Routine Board Business

NACAS Board of Directors Report

- This item was tabled to the next meeting.

NACAS Office Report

- Ms. Finn reported that the NACAS office has given notice to end the rental agreement of the NACAS office space. The office will be officially remote by July 1st.
- The 2020 NACAS Leadership Series has been shifted to virtual meetings and registration is open.
 - The NACAS Virtual Leadership Forum will be held June 24-26.
- The summer board meeting will be virtual.
- All regional conferences for 2020 have been canceled.
- NACAS is looking at doing a virtual Town Hall this summer and each region holding virtual business meetings.

New Business

- There was no new business.

M/S/P Redwine/Kraner "to adjourn the meeting at 3:31 p.m."

12 "Yes" votes (two people joined late and one left the meeting early)

Zero "No" votes

Zero abstentions

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant