

NACAS Foundation Board
Meeting Agenda
Saturday October 26th, 2024 – Escambia Room, Gaylord Palms
AMENDED November 18, 2025

Board of Directors

J. Rex Tolliver, CASP	President
Emily Messa, CASP	Vice President
Jim Dwyer, CASP	Treasurer
Ron Portwine, CASP	Director (Central)
Angela Peterson	Director (South)
Joseph Pearson, CASP	Director (West)
LaNiece Tyree, CASP	NACAS Board VP
Kennedy Turner	Director (BP)
Bill Long	Director (BP)
Salli Darden	Director (BP)
Kevin D'Onofrio	Director (East)
Bill Redwine	Director
Danielle Klinkhamer	Director (BP)

Staff

Rich Steele, CASP - CEO
Matt Portner – Sr Director of Finance and Admin
Lynette Smith – Director of Regions
Artem Mulitsa – Chief Sales & Marketing Officer
William Hurley – Chief Strategy Officer

- 1) Call to Order / Roll Call - *J. Rex Tolliver, CASP*
- 2) Approval of the September 11, 2024 Meeting Minutes - *J. Rex Tolliver CASP*
 - M/S/P Messa/Peterson to approve the minutes of the September 11, 2024 meeting.

Financial Updates

- 3) Treasurer Report – *Jim Dwyer, CASP*
 - Attachment was reviewed.
 - Discussion was held about the value of quarterly re-adjustments.
 - Fundraising will need to be much more aggressive to match the Foundation's predicted expenses. Donations related to Cornerstone recipients was conservative due to the pilot year of the program.
 - Greater alignment with the regions will help ensure the Foundation's long-term success, particularly in areas of regional financial support and utilization of sponsorship/ecommerce with Club Colors.
- 4) 2024 & 2025 Budget Review - *Jim Dwyer, CASP*
 - Attachment was reviewed.
 - Two payments to NACAS will be made in 2024 due to the missed payment in 2023, totaling to \$80,000.
 - Currently budgeting travel to LTM but there is continued interest in gauging if Foundation institutions will provide financial coverage for travel.
- 5) NACAS/ Foundation MOU – *Jim Dwyer, CASP*
 - Attachment was revised.

- The intent of the one-year MOU was to allow for flexibility and adjustment as needed.
- The agreement is in nature very similar to the MOU between NACAS and the NACAS Regions.

Strategic Issues

- 6) Strategy - *Emily Messa, CASP*
 - Highlights include the streamlining of the CX Flip a Coin process, launching the Cornerstone awards, and the development of strategic talking points.
 - Moving forward, the goal is to develop a formalized communication plan.
- 7) Structure – *Ron Portwine, CASP*
 - Attachment was reviewed.
 - Much of the adjustments in the bylaws was to align with the NACAS Board of Director's structure.
 - Recommendation was made to consider adding an Immediate Past President role and making the Treasurer a three-year term.
 - Discussion was held around the interest in the creation of a joint code of ethics / conflict of interest statement.
 - Caution was raised about policies that may make it difficult for retirees to become involved with the Foundation due to travel expenses.
 - On November 18, 2025, the Foundation Board approved a retroactive amendment to these minutes to record that the Bylaws Revisions were properly moved, seconded and passed as presented on October 26, 2024.
- 8) LTM 2025 topics – *Emily Messa, CASP*
 - Interest was raised in soliciting a speaker around nonprofit fundraising.

Routine Board Business

- 9) National Board Report – *Rich Steele, CASP*
 - Previously approved the nomination slate for new Committee and Board members.
 - Considering the budget and fees after a cross-CHEMA analysis.
- 10) NACAS Office Update – *Rich Steele, CASP*
 - Sheena Majette has resigned from her position. The role is being re-examined before posting for an early 2025 start date.
 - The Senior Executive Summit and Women in Leadership events have been confirmed for 2025. Attendee feedback has guided site selection.
- 11) Board Action Items – *J. Rex Tolliver, CASP*
 - a. Bylaw and policy adoption
 - b. MOU approval
 - c. Budget adoption

Amendment includes retroactive adoption of the NACAS Foundation bylaws revision

- d. Board of Directors slate of nominations approval

12) Adjourn

Future LTM

- **LTM 2025:** February 24-26, 2025 – (University of Houston)

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)