NACAS BOD Meeting Minutes  
October 4, 2017

- Diane Reynolds  President
- David Wahr  President Elect
- Carlos Garcia  Vice President
- Margarida Vieira  Treasurer
- Bill Redwine  Past President
- Scott Seagren  Central Rep
- Peter North  East Rep
- Connie Davis  South Rep
- Jared Ceja  West Rep
- David Looney  Member at Large
- Gheretta Harris  Member at Large
- Matt Sirinek  EF President

- Kelsey Harmon Finn  CEO
- Marcia Oakley  Executive Assistant
- Chris Dastoli  Director of Finance
- Ashley Vercellone  Sr. Dir. of Operations
- Lillian De Lisle  Associate Executive Dir.
- Kennedy Turner  Sr. Dir. of Business Dev.

- Ryan Greene  (for part of the meeting)
- Bob Barry
- Maria Hoagland
- Joe Eggleston

Final 11-3-17

Call to Order
- President Reynolds called the meeting to order at 2:02 p.m.

Approval of September 6, 2017 Minutes
M/S/P North/Redwine “to approve the September 6, 2017 minutes as presented.”

Strategic Issues
Regional Presidents and NACAS BOD
- Ms. Finn noted that all regions have signed the MOU and are supporting the membership services coordinator position at $10,000 per year for two years. Joanna Kessling will be joining the NACAS team on October 16th.
- The Board will meet with the regional presidents on November 4th during C3X.
  Joint meeting agenda topics:
  - Regional Presidents Updates
  - MOU with Regions – Membership Coordinator Position
  - Regional Campaign Competition
  - LTM Discussion
  - Regional Affiliation Agreement
  - Results from Business Partner Activity
- Ms. Finn briefed the Board on the Foundation’s plan with the regional campaign competition.

Review & Adjustment of Strategy
Treasurer’s Report
- Ms. Vieira reviewed the 2016 audit report and noted that numbers need to be confirmed and a note will be added.

M/S/P North/Garcia “to approve the NACAS 2016 audit pending the IRS letter.”
• Ms. Vieira reviewed the financials through August 31st and projected 2017.
• $25,000 has been budgeted in 2018 for reserves.

M/S/P Ceja/Redwine “to approve the 2018 budget as presented.”

• President Reynolds noted that it is vital for the chair of the 50th Anniversary Task Force to attend the 2017 C3X conference. This person’s campus has frozen travel funds and is unable to support his attendance. NACAS East has approved providing $1,500 toward travel expenses to attend the 2017 C3X conference. President Reynolds asked if the Board would consider allotting an additional $500 travel stipend if the expenses exceed the $1,500 given by the East region.
• Discussion was held on adding a line item to the budget.

M/S/P Ceja/Vieira “to cover appropriate travel expenses (per the NACAS travel policy) up to $500 that exceeds the $1,500 provided by East region for the Chair of the 50th Anniversary Task Force to attend the 2017 C3X conference.”

2018 LTM Planning
• Ms. Finn noted that the bulk of the Leadership Team Meeting (LTM) will be focused on the Strategic Plan and the CASP program.

CCC Quarterly Report
• Mr. Garcia gave an update on the Committee Chair Council and each committee.

NACAS Leadership Series
• Ms. De Lisle reported on the new NACAS Leadership Series that is supported by the Professional Development Committee:
  o Emerging Professionals Academy – purpose: to understand the basics of auxiliary services
  o Institute for Leadership & Management – purpose: to understand the organizational politics and leadership around auxiliary services (Note: this is a blend of the former Institute for Managers and the Advanced Institute for Managers)
  o Senior Executive Summit – purpose: to address currently industry trends, challenges faced in higher education, and innovative, creative solutions to these challenges
• This new Leadership Series will be launched at the C3X conference.

Policy Determination: Public & Operational

Routine Board Business

NACAS Office Update
• Ms. Finn reported that she and director of member engagement, Corey Salem recently attended the Auxiliary Services Council of Georgia Annual Meeting.
• With the hiring of Ms. Kessling, the NACAS Office is now fully staffed.
• Based on the NACAS Research survey, we now have 100 unique institutions and a complete profile for each. This information will be shared and launched by director of NACAS research, DJ Pepito during NACAS Talks at C3X and as the Marketplace is coming together.
• The plan is for the Board to test run the Marketplace in early November.
C3X Update
- Ms. Vercellone reported that we have 560 full C3X registration attendees. The regional breakdown is Central – 89, East – 140, South – 193, and West – 131. There are 146 first timers and campus tour sales are doing well.
- Mr. Turner reported that there are 147 companies representing 183 10x10 booths. There are approximately 20 booths remaining to sell. However, booth sales exceeded budget last week.

Education Foundation Update
- Mr. Sirinek gave an update on the Foundation's summer board meeting.
- The Foundation plans to bring forth a revised MOU with NACAS this calendar year for approval to include language that would call for a review every three years and reaffirmation.
- Mr. Sirinek noted that the Education Foundation is about more than education in terms of the way that it supports NACAS. The Foundation Board has agreed to formally change their name to NACAS Foundation. This is being explored with a new logo, By-laws and Articles of Incorporation changes, etc. that will require the assistance of an attorney. Dollars are being put into the Foundation's 2018 budget to do this. The NACAS attorney advised that the Foundation can operate as the NACAS Foundation beginning immediately in name change only.
- The Foundation is looking at how they can follow in the footsteps of NACAS. They want to be clear on the position, purpose and promise to mirror NACAS. The four purposes are:
  1. Raise funds and provide financial support
  2. Develop and encourage member affinity
  3. Steward gifts and resources
  4. Champion the industry
- The Foundation has an 18-month strategy to engage in the activities above.
- A graph was shared with the Board showing the breakdown of money and time spent on Foundation fundraisers.
- There are currently 49 people committed for the First 50 Campaign.

Action item:
- Ms. Oakley to work with Frank Mumford and Jeff Pittman to capture the Foundation's history.

CCBO Update
- Ms. De Lisle reported that the CCBO Annual Conference last week was successful and attendance was similar to previous years. Membership is down and staff is working on renewals. The CCBO president-elect will attend the NACAS C3X conference next month in Colorado Springs.
- The CCBO management fee will be discussed at next month's NACAS Board meeting.

M/S/P Ceja/Vieira “to adjourn the meeting at 3:31 pm.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant