

**NACAS Education Foundation
Board of Directors Meeting Minutes
Wednesday, May 25, 2016**

FINAL 8-2-16

<input checked="" type="checkbox"/>	Matt Sirinek	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Mike Ellis	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input checked="" type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	Frank Mumford	Past President	<input checked="" type="checkbox"/>	Mark Morrison	Dir. of Business Dev.
<input type="checkbox"/>	Nancy Becerra	Director (BP)	<input checked="" type="checkbox"/>	Ashley Vercellone	Dir. of Conf. & Events
<input checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Caleb Welty	Sr. Dir. of Mktg & IT
<input checked="" type="checkbox"/>	Jim Jenkins	Director (BP)	<input checked="" type="checkbox"/>	Emily Welty	CCBO Managing Dir.
<input checked="" type="checkbox"/>	Matt Portner	Director (Central)			
<input type="checkbox"/>	Maria Hoagland	Director (East)			
<input checked="" type="checkbox"/>	Dan Adams	Director (South)			
<input checked="" type="checkbox"/>	Eddie Mills	Director (South)			
<input checked="" type="checkbox"/>	Melissa Moore	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Diane Reynolds	Director (ex-officio, voting)			

The meeting was called to order at 2:01 p.m.

April 13, 2016 Minutes

M/S/P Mumford/Stevens "to approve the April 13, 2016 minutes as presented."

Treasurer's Report

- Mr. Dastoli reviewed the April financials and the statement of activities. Investment income is up approximately \$5,000.
- Mr. Dastoli shared the 2015 audited financials with the board.

Action item:

- **Mr. Mumford to reach out to Shop24 regarding pledged amount due.**

M/S/P Mumford/Moore "to approve the 2015 audited financials."

- The NACAS National Office is reaching out to the those who attended the Institute for Managers regarding the funds that are available from the Education Foundation for NACAS Annual Conference registrations.

Committee Reports

Silent Auction/Raffle/Flip-a-Coin

- Mr. Lynch is working with Mr. Morrison on the solicitation process for the silent auction (items & money to purchase items). Bidding for Good instructions will be

sent out to members so that they can establish an account before the annual conference to be ready to place bids on the silent auction items. The South region raised \$2,420 during the flip-a-coin fundraiser at the South Regional Conference.

Golf Tournament

- Mr. Jenkins reported that the committee met this week to discuss development of the golf tournament and securing sponsorships. The next step is to market the tournament. Mr. Adams has a vendor who will donate hats and he also has secured golf balls to give to the participants.

Action item:

- **Mr. Welty to reach out to Mr. Adams on logo requirements. The Golf Tournament committee will then decide what they want on the hats.**

Duck Pin Bowling

- Ms. Stevens reported interest in this event is increasing. The goal is “to create an engaging and entertaining event of up to 100 people that has a gross sponsorship revenue of \$12,000. Secure a title sponsor and seven team sponsors who will invite up to ten guests to take part in the event. All fees including food, beverage and any prizes would be covered by the sponsorship revenue with the net going to the Education Foundation.”
- A \$5,000 sponsorship opportunity includes naming rights, custom activation based on sponsor needs, one team sponsorship, the ability to create a team of up to 10 bowlers, logo recognition at the lane and the sponsorship amount will be added to recognition at the Annual Conference. Ryan Ernst is working on securing this sponsorship. Business partner sponsors can invite up to 10 players.
- A \$600 deposit is required to secure the space.

M/S/P Portner/Mumford “to move forward on securing the space for duck pin bowling.”

Campaigns / Stewardship

- Mr. Mumford reported that The Spelman & Johnson Group wants to stay engaged with the Regional Rising Star Scholarships. Discussion will be held at the summer board meeting on how to make these scholarships and others such as the Hassmiller CASP Scholarship more meaningful.

Marketing

- Ms. Moore reported that the May online newsletter covered the LTM and how the leaders supported the Education Foundation by raising over \$5,000 with 100% participation and the results of the Flip-a-Coin fundraiser at the South Regional Conference. The June newsletter will cover the flip-a-coin results from the East Regional Conference and the joint Central/West Regional Conference, the awards submission reminder, and scholarship information.

NACAS 50th Anniversary Update

- Discussion was held on if the Foundation plans to delay the \$50 per person donation campaign and focus on an annual giving campaign instead.

NACAS Board of Directors Report

- Ms. Reynolds reported that the Inclusive Excellence Committee has been disbanded. However, boards and committees will strive to be more inclusive in all activities.

NACAS National Office Update

- Ms. Finn introduced new director of business development, Mark Morrison.
- Mr. Morrison presented the annual giving campaign proposal to encourage members to donate now to the Foundation to give back to our association.
- Annual donations averaged approximately \$82,000 for 2012-2015. NACAS has approximately 3,000 actively engaged individuals. Only 2.2% of this base made a gift to the Education Foundation in 2015. The goals are to increase the participation to 15%, which would increase the number of donors from 67 to 450 and to raise \$100,000 in annual donations (\$91,000 was budgeted for 2016.)
- Ms. Finn noted that the three priorities for the 50th Anniversary campaign and annual giving are:
 1. Support of professional development
 2. Support of scholarships
 3. Support of research and advancement for auxiliaries

Action item:

- **Mr. Morrison to work with the campaign committee before the joint Finance Committee meeting to flush out questions on the proposal, develop a game plan and report back to the board.**
- Mr. Morrison reported that the Business Partner Task Force is looking at putting together a mentor program for new business partners.
- Ms. Finn noted that with Ms. Welty is transitioning off from working with the board, and the following staff will support the Education Foundation:
 - Mr. Morrison will be the Education Foundation liaison with the support of Ms. Finn.
 - Ms. Oakley will provide administration support.
 - There will be committee support from Mr. Welty (marketing), Ms. Vercellone (events) and Mr. Dastoli (finances).

M/S/P Moore/Stevens "to adjourn the meeting at 3:30 p.m."

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant

2016 Board Calendar

- June 11-12** - Joint Finance Committee Meeting – Boulder, CO
- August 2-3** - Summer Board Meeting – Nashville, TN
- August 17** – Conference Call 2:00 – 3:30 pm
- October 7** – Joint Executive Meeting with NACAS – Indianapolis, IN 3:15 – 4:15 pm
- October 7** – Board Meeting – Indianapolis, IN 4:30 – 6:30 pm
- December 7** - Conference Call 2:00 – 3:30 pm

Future Annual Conferences

NACAS 48th Annual Conference
October 9 - 12, 2016
JW Marriott
Indianapolis, Indiana

NACAS 49th Annual Conference
November 5 - 8, 2017
The Broadmoor
Colorado Springs, Colorado

NACAS 50th Annual Conference
October 14 - 17, 2018
Rosen Shingle Creek
Orlando, Florida

NACAS 51st Annual Conference
November 3-6, 2019
Sheraton Phoenix Downtown
Phoenix, Arizona

NACAS 52nd Annual Conference
November 8-11, 2020
Hilton Anaheim
Anaheim, CA

~ ~ ~

Leadership Team Meetings 2017-2019

January 31 – February 4, 2017

[The LINQ Hotel & Casino](#)

Las Vegas, NV

January 30 – February 3, 2018

[The LINQ Hotel & Casino](#)

Las Vegas, NV

January 29 – February 2, 2019

[The LINQ Hotel & Casino](#)

Las Vegas, NV