Call to Order
President Reynolds called the meeting to order at 9:07 a.m.

Approval of October 4, 2017 Minutes
M/S/P Garcia/Vieira “to approve the October 4, 2017 minutes as presented.”

Strategic Issues
Define Auxiliary Services
- Ms. Finn presented on defining the industry and what the definition of auxiliary services as a whole is, as it is not listed in the dictionary. Discussion was held on how students are impacted by auxiliary services.
- Ms. Finn spoke on the brand, vision, mission, values, and strategic direction of NACAS. The goal is to have NACAS be the go-to organization that auxiliary services professionals feel compelled to join.
- The group landed on the definition of auxiliary service as: “A campus business service or program that supports the mission of an institution.” This will be revisited at the Leadership Team Meeting in January.

Marketplace Update
- Mr. Turner and Mr. Salem gave an update on the NACAS Marketplace that will launch in January. The Board will be able to test drive the site before the launch.
- Foodservice One will launch before the Marketplace.

Review & Adjustment of Strategy
Treasurer’s Report
- Ms. Vieira reviewed the statement of activities for the period ending September 30, 2017.
- Projected 2017 CCBO management fees have been reduced to $120,000.
**Action item:**
- Mr. Dastoli to look at the expense breakdown tied to CCBO vs. what NACAS receives annually in management fees.

- NACAS Foundation support has significantly increased from 2016.
- The old logo is being depreciated this year.
- Ms. Vieira noted that while the 2018 budget was approved during the October meeting, adjustments need to be made in membership dues revenue, conference revenue, professional development and investment income. There were slight adjustments in expenses as well.
- Mr. Salem noted that the full 12-month membership is allowing for growth (59 institutions have joined in 2017.)

**M/S/P Garcia/Ceja “to approve the revisions noted by Ms. Vieira and Mr. Dastoli that were made to the 2018 budget.”**

- The Quarterly Dashboard was reviewed and Mr. Dastoli noted that the sponsorship budget was made.
- The West region provides a subsidy to institutions having financial difficulty and their regional membership has grown in 2017 from 122 to 135 member institutions. The West region also uses this as a recruitment tool.
- The two Member Appreciation Week phone reach outs per year by staff have helped to see if there are primary contacts no longer involved on a campus.
- The number of professional development participants has increased greatly from EOY 2016.
- Mr. Looney suggested that the Board reevaluate what is being tracked on the quarterly dashboard.
- Mr. Dastoli gave an overview of the Annual Business Meeting that will take place on Tuesday during the 2017 C3X conference.

**Policy Determination: Public & Operational**

**Policy Manual Updates**

- Ms. De Lisle noted that the board composition should be reflected in the NACAS Policy Manual. Language was proposed to add the following to section 703 - Nominating Committee:
  “It is policy that no two members from the same institution will be permitted to serve on the NACAS Board of Directors.”
- NACAS counts on the regions to help provide a diverse group for the board of directors.

**M/S/P Ceja/North “to approve adding that no person may be nominated to the NACAS Board of Directors if there is a member concurrently serving on the NACAS Board of Directors from that institution.”**

An amendment was made to change “currently” to “concurrently”.

- Mr. Garcia abstained from voting.
- Ms. De Lisle presented policy changes regarding board travel expenses to C3X and combined these into Section 900 of the NACAS Policy Manual. This section would be renamed Section 900 - Travel and Expense Reimbursements and add new sections 901, 902 (replacing 407), 904, 905 (includes LTM policy), section 906, and revised language to the existing Section 900.
M/S/P Harris/North “to approve the proposed changes to Section 900 of the NACAS Policy Manual as presented.”

Routine Board Business

NACAS Office Update
- Ms. Finn reported that we are fully staffed and the entire staff is attending C3X.
- Mekanic helped redesign everything for the conference including signage, the registration desk, etc.

2017 C3X Update
- Ms. Vercellone reported that there are 575 full delegates registered for C3X (+ 10 rollovers)
- Mr. Turner reported that 188 booths have been sold representing 152 companies (including 35 new companies.)
- Ms. Vercellone reported that the 2018 C3X Committee Chair has resigned her position. Joel Pettigrew, Emory University has agreed to step in and fill this position.
- Mr. Turner reported that the 2018 C3X booth sales have started and over $350,000 have been locked in.

2023 C3X Location
- Historically, the NACAS conference is held every 10 years in Canada. NACAS is looking to move that up a year. A video of Toronto was shown as the possible location for the 2023 C3X conference.

Action items:
- Ms. Vercellone will send out an RFP and present the results to the Board in the spring.
- Ms. Vercellone to look at Chicago as an additional option.

NACAS Foundation Update
- Mr. Sirinek gave updates on the Foundation events being held this week at the C3X conference and touched on the Foundation's four pillars:
  1. Fundraising and financial support for NACAS
  2. Develop member affinity
  3. Champion the industry
  4. Steward gifts and resources
- The online silent auction is open for bidding and nearly $8,000 has been raised to date prior to conference. The raffle will be held Monday and Tuesday in the Expo and the Flip-a-Coin fundraiser will be conducted at the Celebration Luncheon.
- The bowling event sponsored by MTVu will be held Sunday at PLAY at The Broadmoor. KASA is sponsoring the food and beverages.
- The Campaign for the Future will go public during C3X.
- There will some turnover on the NACAS Foundation Board later today. The Foundation will be seeking nominations from the East region to fill that board position. In 2018 the Foundation will seek nominations in the same way that NACAS does.
- Business is now being conducted as the NACAS Foundation instead of the NACAS Education Foundation. The website is being updated with the name change.
- An updated MOU with NACAS will be presented to the Foundation during their board meeting today to include a review every three years.
CCBO Update
- Ms. De Lisle noted that CCBO is a working board and not just a governing board. Tools are being put into place for recruitment and retention. CCBO board members are assisting with this effort.
- An aggressive business development tactical plan is being worked on for 2018.

Proposed 2018 Board Calendar
- Mr. Wahr reviewed the 2018 board calendar.

Action item:
  - Ms. Oakley will send out calendar invites.

Executive Session

M/S/P Redwine/Garcia “to go into Executive Session at 1:42 p.m.”

M/S/P North/Ceja “to adjourn the meeting at 2:27 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant