

NACAS Foundation Meeting Minutes

January 31, 2018

Las Vegas, NV

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|-------------------------------------|---------------|----------------------------------|-------------------------------------|--------------------|---------------------------|
| <input checked="" type="checkbox"/> | Matt Portner | President | <input checked="" type="checkbox"/> | Kelsey Harmon Finn | CEO |
| <input checked="" type="checkbox"/> | Melissa Moore | 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"/> | Matt Sirinek | Past President | <input checked="" type="checkbox"/> | Kennedy Turner | Sr. Dir. of Business Dev. |
| <input checked="" type="checkbox"/> | Nancy Becerra | Director (BP) | <input checked="" type="checkbox"/> | Ashley Vercellone | Sr. Dir. of Operations |
| <input type="checkbox"/> | Teri Bump | Director (BP) | <input checked="" type="checkbox"/> | Lillian De Lisle | Assoc. Executive Director |
| <input checked="" type="checkbox"/> | Aubry Wooten | Director (BP) | | | |
| <input checked="" type="checkbox"/> | Mary Perry | Director (BP) | | Guest | |
| <input checked="" type="checkbox"/> | Mark Kraner | Director (East) | <input checked="" type="checkbox"/> | Margarida Vieira | NACAS Treasurer |
| <input type="checkbox"/> | Dan Adams | Director (South) | | | |
| <input type="checkbox"/> | Eddie Mills | Director (South) | | | |
| <input checked="" type="checkbox"/> | Bill Redwine | Director (South) | | | |
| <input checked="" type="checkbox"/> | Tony Lynch | Director (West) | | | |
| <input checked="" type="checkbox"/> | Ryan Ernst | Director (West) | | | |
| <input checked="" type="checkbox"/> | Carlos Garcia | Director (ex-officio, voting) | | | |

FNAL 3-14-18

Call to Order

President Portner called the meeting to order at 9:04 a.m.

Approval of December 13, 2017 Minutes

M/S/P Redwine/Sirinek “to approve the December 13, 2017 minutes as presented.”

Final Goals for NACAS Strategic Plan

- President Portner reviewed the final NACAS Foundation Strategic Plan Goals with the board before presenting them at the Leadership Team Meeting today.

MOU between NACAS and Foundation

- Mr. Sirinek shared an updated Memorandum of Understanding between NACAS and the NACAS Foundation to include a review clause for every three years and removing the word “Education” from the board name.
- Discussion was held on page 3 to change “no later than October 15th” to “no later than September 1st.”

M/S/P Stevens/Kraner “to accept the changes to the MOU with changes noted.

Campaign for the Future Update

- Mr. Turner reported that \$370,000 has been pledged to the Campaign for the Future to date.
- Qgiv is set up to receive one-time or recurring donations to the Foundation. Some donors are retiring and stopping their recurring donations. Discussion was held on how the board should be involved when a gift has stopped and how to reach out to these donors. Suggestions were made that a letter go out from the NACAS president thanking them for their donations listing how these dollars were used, invite retired donors to volunteer at the C3X 2018 and pay a portion of their expenses.

- Discussion was held on communication with the regions on how they can help with giving at the regional level.

Action item:

- **The NACAS office to draft a plan for the Foundation regional representatives to take back to their regions to ask for funds to give back to the membership (e.g., funding for the Institutes, CASP, etc.)**

Treasurer’s Report

- Ms. Stevens reviewed the end-of-year financials. The East donation for the Ladson Scholarship has not been received to date.
- The Quarterly Dashboard FY Q4 was reviewed.
- Ms. De Lisle gave an update to the Hassmiller Scholarship and noted that interest has gone down on this scholarship because it only funds half of the CASP fee. The NACAS Awards Committee recommended that the NACAS Foundation amend section D of the Hassmiller Endowment to offer full support of the CASP application fee rather than one-half of the fee. The NACAS Board approved this recommendation. The NACAS Office is looking further into the memorialization of this endowment and changing the guidelines, not the fundamental purpose of the scholarship.

M/S/P Stevens/Perry “to fund up to two full CASP scholarships.

Action item:

- **The NACAS Office staff to include a list of what the Hassmiller scholarship has meant to NACAS and who has benefited from this in the annual Foundation report.**
- Ms. De Lisle noted that NACAS has shifted the leadership series to the Emerging Professionals Academy, the Institute for Leadership & Management and the Senior Executive Summit. In the past Institute for Managers attendees have received a comp C3X registration. NACAS would like to shift the funding to the Emerging Professionals instead of the former Institute for Managers (same target/purpose...just a formality.) The Foundation pays the guest rate and is capped at 20 people.

M/S/P Perry/Redwine “to shift the funding of the Institute for Managers to the Emerging Professionals Academy.”

Business Partners on the Advisory Group

- Mr. Turner reviewed the makeup of the Business Partners Advisory Group (BPAG). The business partners on the Foundation board were invited to join the monthly BPAG conference calls.

Foundation Board Make-up

- President Portner noted that his schedule conflicts with the NACAS board calls that he is a part of. He will be reaching out to a Foundation board member to sit in for him on the calls that he is unable to attend and be the proxy vote for the Foundation.
- Ms. Finn noted that there used to be committees on the Foundation board. Frank Mumford has retired and is no longer working with the Campaign for the Future. Mr. Sirinek and Mr. Ernst will assist Mr. Turner with this campaign work.

2018 Fundraising Events

- Ms. Vercellone gave a presentation on 2018 NACAS Foundation Events.
 - NACAS Foundation Golf Tournament
 - Opening Reception presented by NACAS Foundation at Topgolf
 - NACAS Foundation Flip-A-Coin at the Celebration Lunch
 - C3X NACAS Foundation Raffle

- Mr. Redwine gave an update on the golf tournament to be held at the Rosen Shingle in Orlando at the C3X 2018 Conference and Expo on Sunday. The goal is to get 72 players and \$10,000 in sponsorships.
- There will be a golf tournament at the South Regional Conference with the proceeds going to the NACAS Foundation. Mr. Mills is organizing this and the NACAS office will handle the tournament registrations.
- The Opening Reception at C3X 2018 is Topgolf with a minimum of 400 individuals playing, as well as spectators to watch. Mr. Mills to assist Ms. Vercellone with Topgolf.

Regions – Flip-a-Coin

- President Portner reported on the number of beads sold last year for the Foundation Flip-a-Coin fundraiser and what is needed to increase these sales by 10% in 2018.

Action item:

- **Mr. Turner to work with regional business partner representatives to secure prizes for the regional Flip-a-Coin fundraisers. The regional business partner representatives to work with a member of the Foundation to conduct these fundraisers.**

C3X – Silent Auction/Raffle

- Ms. Finn proposed eliminating the silent auction at the C3X 2018 Annual Conference & Expo and holding the raffle only and make the largest items require a higher priced ticket. Another option is to include three-five of the largest items and hold a live auction for these. Additional volunteers would be needed to sell raffle tickets.

M/S/P Lynch/Ernst “to eliminate the silent auction and conduct the graduated raffle only at C3X 2018.”

NACAS Board of Directors Report

- Mr. Garcia noted that the CCC Quarterly Report was included in the board materials and the committees will report during the Leadership Team Meeting today.

NACAS Office Report

- Ms. Finn noted that conversations are in the works for an online NACAS store through indiCo by April. There will also be a physical NACAS store at the C3X 2018 Annual Conference & Expo.
- The NACAS Marketplace is still in the works. The new target to launch is mid-March.

LTM Schedule of Events

- Ms. Finn noted the LTM schedule that was included in the board materials.

M/S/P Garcia/Lynch “to adjourn the meeting at 12:09 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant