

NACAS Foundation Meeting Minutes

March 14, 2018

<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 type="checkbox"/>	Kennedy Turner	Sr. Dir. of Business Dev.
<input 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 type="checkbox"/>	Aubry Wooten	Director (BP)			
<input checked="" type="checkbox"/>	Mary Perry	Director (BP)			
<input checked="" type="checkbox"/>	Mark Kraner	Director (East)			
<input checked="" 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)			

FINAL 4-11-18

Call to Order

President Portner called the meeting to order at 2:06 p.m.

Approval of January 31, 2018 Minutes

M/S/P Redwine/Garcia “to approve the January 31, 2018 minutes as presented.

Strategic Issues

Campaign for the Future

- Mr. Ernst reviewed the 2018 donor prospect list and asked board members to identify those on the list that they know. A toolkit will be provided to use for this outreach and will include a script.

Action item:

- **Mr. Ernst to work with Mr. Turner to draft the script by March 23rd and share with the Board.**
- Discussion was held on how lapsed donors are defined.
- Ms. Finn reviewed the updated NACAS Foundation Strategic Goals document. The word “fundraising” was removed from the Brand & Industry goal.

M/S/P Kraner/Perry “to accept the change to the NACAS Foundation Strategic Goals document by removing the word “fundraising” before the word “activities” on the Brand & Industry goal.”

Review & Adjustment of Strategy

Budget Process

- Ms. Stevens noted that the Finance Committee meeting will take place April 5-6 in Charlottesville to begin working on the 2019 budget.
- Mr. Dastoli reported that the field work has been done and the audit will be available during the Finance Committee meeting.

2018 Fundraising Events

- **Regional Flip-a-Coin fundraisers:**
South – Melissa Moore, Eddie Mills and Bill Redwine
Central – Matt Portner, Matt Sirinek, Laura Stevens
East – Jason Levy, Maria Hoagland
West – Ryan Ernst
- Mr. Turner has reached out to the regional business partner representatives to see if assistance is needed for securing flip-a-coin prizes. The goal is to raise the sales at each region by 10% this year. A Foundation message will be shared with those in charge of the flip-a-coin to use during these fundraisers.
- Mr. Redwine noted that the South golf outing will be a good test run for C3X based on sponsorships and participation for what funds will be generated for the Foundation.
- Ms. Vercellone noted that the East region is looking at holding a golf outing at the East CX. East has secured a location and they are working on sponsorships.
- Ms. Vercellone reported that the contract for the Top Golf Sunday evening event at C3X is being finalized.
- Discussion was held on securing sponsors for the Sunday morning Robert “Bob” DeMoss Golf Tournament. Ms. Vercellone noted that a Doodle poll will be sent out tomorrow regarding the C3X golf tournament.
- Raffle – no update

Policy Determination: Public & Operational

Routine Board Business

NACAS Board of Directors Report

- No update

NACAS Office Report

- Ms. Finn reported that registration is open for the regional conferences and C3X. South delegate registration is tracking ahead of last year. The C3X Call for Programs is open, and the keynote speakers and the schedule of events are listed on the NACAS website, as well as the link to make hotel reservations.
- Leadership Series – The Institute for Leadership & Management will be held immediately before the South Regional Conference in April in Charleston, SC. Ms. Finn asked the board members to encourage people to sign up for this event.
- The staff is working on the final pieces of the NACAS Marketplace and hopes to go live before the South conference.
- The NACAS staff represented NACAS at CAMEX, NASPA, and ACE recently. Discussion was held on how to partner with other CHEMA groups intentionally around content, research, etc.

M/S/P Stevens/Moore “to adjourn the meeting at 2:43 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
 CEO

Marcia Oakley
 Executive Assistant