

NACAS Foundation Board Meeting Minutes

December 12, 2018

<input checked="" type="checkbox"/>	Melissa Moore	President	<input type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Eddie Mills	Vice President	<input checked="" type="checkbox"/>	Marcia Oakley	Executive Assistant
<input type="checkbox"/>	Laura Stevens	Treasurer	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<input checked="" type="checkbox"/>	Matt Portner	Past President	<input checked="" 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 checked="" 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"/>	Bill Redwine	Director (South)			
<input checked="" type="checkbox"/>	Angela Peterson	Director (South)			
<input checked="" type="checkbox"/>	Tony Lynch	Director (West)			
<input checked="" type="checkbox"/>	Kathryn Le Gros	Director (West)			
<input checked="" type="checkbox"/>	Ryan Greene	Director (ex-officio, voting)			

FINAL 1-30-19

President Moore called the meeting to order at 2:00 p.m.

Approval of November 14, 2018 Minutes

M/S/P Le Gros/Mills “to approve the November 14, 2018 minutes as presented.”

Policy Determination: Public & Operational

Legal Documents Review & Proposed Changes

- Ms. De Lisle reminded the Board that the final review of the Articles of Incorporation and Bylaws was completed in November and posted 10 days prior to this meeting, per Virginia law.

M/S/P Kraner/Redwine “to approve the revised Articles of Incorporation as presented.”

M/S/P Kraner/Greene “to approve the revised Bylaws as presented.”

Strategic Issues

NACAS Store

- Mr. Turner reported that total onsite sales at C3X was approximately \$1,300 and the NACAS Foundation will receive 10% of the revenue share. The revenue share will be reviewed quarterly with indiCo Direct.
- Plans are to have onsite stores for the regions at the 2019 CX conferences.
- New logoed apparel will be added to the website in the near future.

Action item:

- **Mr. Turner to provide a sales report at the January meeting showing the types of items that have sold.**

Campaign for the Future Update

- There was no update to the Campaign for the Future and the Foundation Prospect List was reviewed.
- President Moore drafted a letter that will go out next week to encourage end-of-year giving
- Giving Tuesday raised \$130.

- President Moore reported that the subcommittee has met and is brainstorming on ideas for future Foundation activities. One idea that the subcommittee is considering is a grant to provide funds for food insecurity on campus. Campuses would be encouraged to apply for funds (even if it is a small amount to get a project off the ground). Business partners could be asked to donate funds for this.

Action item:

- **President Moore to provide a written report on possible future Foundation activities to the Board.**

Strategic Plan Check-in & Review

- Ms. De Lisle reviewed the status of the Foundation KPIs:
 - Increase member affinity by providing NACAS Foundation sponsored activities that increase participation within the NACAS Community by 10% more than the previous year.
 - Create a culture of giving within the NACAS community that provides a minimum of \$100,000 of funding annually to support NACAS programs.
- Reached 100% donor participation from NACAS and Foundation Board members.
- The Foundation will have the opportunity to make minor adjustments to the objectives and KPIs at the Leadership Team Meeting in January.

Action item:

- **President Moore and Mr. Mills will work on a final report on progress on the KPIs.**
- **Board members provide any requested adjustments and feedback on these KPIs to President Moore and Mr. Mills by January 7.**

MOU between NACAS & Foundation Discussion

- President Moore inquired if Board members had any suggested changes to the memorandum.
- Ms. De Lisle noted that it was recommended that the memorandum be updated to outline the operational relationship more so than the legal relationship. Some of the legal relationship information is now listed in the Bylaws and this would remove the redundancies.
- The Foundation's role and the annual evaluation of the CEO should be added to the MOU.

Action item:

- **Mr. Portner and Ms. De Lisle to review the memorandum and compare it to the updated Articles of Incorporation and provide input to the Board in January.**

Review & Adjustment of Strategy

Treasurer's Report

- Mr. Dastoli noted that there will be a full treasurers report in January.
- The Central Endowment has been signed by President Moore and the Central regional president. The check has been mailed to NACAS.

C3X Conference Fundraising Events

- Ms. De Lisle reviewed the 2018 Foundation events and asked for feedback from the Board to plan for next year.
 - Golf Tournament - Sponsorship packages for 2018 included both the Golf Tournament and Top Golf. All 18 foursomes were filled. C3X conference location needs to be considered regarding future golf tournaments. Mr. Portner noted that having additional vendors on the course caused distraction to the golfers.
 - Top Golf – Mr. Greene noted that holding a Foundation event on opening night worked well. However, it was recommended that the Foundation hold a different affinity event in 2019. The \$1 raffle ticket was a success, but the Foundation needs to make sure that the winner is announced. Having the Foundation Board members greet attendees was a

great way to engage members and it was recommended to develop an intentional plan to engage members at the 2019 affinity event.

- Flip-a-Coin – Had fewer people selling beads, as Foundation board members were busy closing out the raffle/silent auction.
- Raffle – Need to be able to clearly hear the names that were drawn for raffle winners, and there was concern around business partner frustrations with a focus on announcements during Expo hours. The intention was to text the winners after their names were drawn. This procedure needs to be announced when someone purchases raffle tickets. President Moore asked if anyone was interested in working on this fundraising event in 2019 to let her know. Mr. Lynch suggested that each exhibiting business partner contribute a certain amount of money and this be used to purchase raffle items.

New Board Orientation

- Ms. De Lisle noted that Ms. Le Gros, Ms. Peterson and Mr. Greene participated in the new Board orientation to learn about current initiatives, the way the Foundation is structured, and the relationship with NACAS.

Routine Board Business

NACAS Board of Directors Report

- Mr. Greene reported that the NACAS Board reviewed the benchmarking RFP, the NACAS staff retirement plan which required changes to the NACAS Policy Manual, C3X survey results, the 2019 LTM schedule and 2018 year-end financial projections. Potential contributions to the reserve will be discussed in April during the Finance Committee meeting.

NACAS Office Report

- Ms. De Lisle noted that the 2019 LTM schedule has been posted in the NACAS Lounge.
 - Tuesday, January 29th – Joint NACAS & Foundation Board Dinner 6:00 – 8:00 pm
 - Wednesday, January 30th – Foundation Board Meeting 9:00 am – 12:00 pm followed by a joint meeting with the NACAS Board at 12:15 pm
 - The Leadership Team Meeting begins at 1:30 pm on Wednesday and Foundation Board members are encouraged to attend
- Board members were reminded to fill out their travel event form by Friday, December 14.
- The interview process is in progress for the registrar and operations coordinator position. Plans are to fill this position by the first of the year.
- The 2019 C3X hotel room block will be opening shortly and NACAS will be booking rooms for Foundation Board members.
- The NACAS Office will be closed for December 24 – January 1 for winter break.

New Business

- President Moore reported that the executive committee is working on a recommendation of the term length of Foundation officers. This will be further discussed during the January meeting.
- President Moore and Ms. Finn spoke to a marketing group and this will also be discussed in January.

M/S/P Wooten/Redwine “to adjourn the meeting at 3:24 p.m.”

Respectfully submitted,

Lillian De Lisle
Associate Executive Director

Marcia Oakley
Executive Assistant

