

NACAS Foundation Board Meeting Minutes

January 30, 2019 - Las Vegas, NV

<input checked="" type="checkbox"/>	Melissa Moore	President	<input checked="" type="checkbox"/>	Kelsey Harmon Finn	CEO
<input checked="" type="checkbox"/>	Eddie Mills	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 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 checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Lillian De Lisle	Assoc. Executive Director
<input type="checkbox"/>	Aubry Wooten	Director (BP)			
<input 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 3-27-19

Call to Order / Roll Call

President Moore called the meeting to order at 9:00 a.m.

Approval of December 12, 2018 Minutes

M/S/P Redwine/Lynch “to approve the December 12, 2018 minutes as presented.”

Strategic Issues

Campaign for the Future Update

- Mr. Turner gave an update on the Campaign for the Future and plans on reaching out to prospective donors.
- The Year in Review will be provided in print to individual Foundation donors.
- President Moore shared an annual letter that she plans to send to the regional presidents thanking them for supporting the NACAS Foundation and sharing what the Foundation has been doing, as well as an ask to again support the Foundation with a \$5,000 donation.
- President Moore shared a proposal from For Momentum. This consulting firm unites companies with nonprofits in a way that benefits both organizations by helping them achieve their causes' alliance goals, including increasing awareness, funding, consumer and employee engagement and impact.
- Mr. Turner shared a NACAS Foundation Student Grant PowerPoint presentation with the Board on creating a grant for food insecurity on campuses. Mr. Redwine explained how the food insecurity program could work. Discussion was held on other issues that the grants could cover, e.g., homelessness, mental health, etc. or this could just be a student basic needs grant.

M/S/P Portner/Stevens “to pursue the idea of a grant with a broader scope on supporting student basic needs and come back to the board at the March meeting.”

Action item:

- **Mr. Redwine will work with Mr. Turner on updating the prospect list and post this in the Foundation Board community in the NACAS Lounge before the March board call.**

Strategic Plan Check-in & Review

KPI's – Review & Update

- President Moore reviewed the Foundation KPI's and reported on which ones were met and ones that still need work on. The objectives and KPI's were updated:

- **Brand & Industry Objective:** Increase member affinity by providing NACAS Foundation sponsored activities that increase participation within the NACAS Community by **a 5% growth 40% more than the previous year year over year based on attendance percentage of attendees.**
 - **KPI #1:** Oversee a flip-a-coin event at each Region's Conference and C3X annually with **a 5% growth in number of beads sold year over year based on percentage of attendees 40% growth in number of beads sold at each event annually.**
 - **KPI #2:** Plan, organize, and market a ~~50th Anniversary~~ golf tournament at C3X 2018~~9~~ that has ~~48~~ **40 foursomes participating participants**, providing at least ~~\$10,000~~ **\$5,000** in revenue.
 - **KPI #3:** Create an inclusive event at C3X 2018~~9~~ that invites individuals from multiple affinity groups (e.g. donors, leadership, NACAS supporters) with minimum participation of 400 individuals
- **Programs & Services Objective**
 - **KPI #2:** Each NACAS Foundation Board member makes 25 fundraising calls **contacts** to association members annually (2-3 calls per month).

M/S/P Kraner/Peterson “to accept the updated Foundation KPI’s as discussed.”

Relationship/MOU between NACAS & Foundation Discussion

- Ms. De Lisle shared a PowerPoint presentation giving an overview of the relationship between NACAS and the Foundation and noted that the purpose has changed since the MOU was written.
- Proposed changes and additions to the MOU were discussed.
- It was recommended that a representative from both the NACAS and Foundation boards work with Ms. De Lisle on drafting the renewal of the MOU.

M/S/P Portner/Le Gros “to direct Ms. De Lisle to move forward to draft a working document for the MOU renewal in preparation for 2021.”

Mr. Greene abstained from voting.

Policy Determination: Public & Operational

Officer Terms and Foundation Representative on NACAS Board

- Discussion was held on the Foundation president, president-elect and past president positions. Mr. Portner shared three options on possible terms on the Foundation Board and who represents the Foundation on the NACAS Board.
- Ms. Finn noted that she holds calls with the Foundation president, president-elect and past president on a monthly basis.
- The Foundation Executive Committee will meet on a proposal prior to the March meeting for the Board to review.

NACAS Store

- Mr. Turner will post the NACAS sales and revenue from online sales in the NACAS Lounge.

Review & Adjustment of Strategy

Treasurer’s Report

- Ms. Stevens reviewed the end-of-year financials and reported that there was a budget shortfall in 2018 because of investment earnings.
- Mr. Dastoli reviewed the NACAS Foundation’s investments.
- The Joint Finance Committee meeting will be held in Charlottesville in April and July 29th in Anaheim prior to the summer board meeting.

M/S/P Mills/Greene “to move item #9 to the end of the agenda.”

Proposed Awards Changes

- Ms. Finn reviewed the proposed changes to the David H. Lord Award for Exemplary Community Service to allow self-nominations.
- The Awards Committee recommends that the David H. Lord Award for Exemplary Community Service Award be changed to a scholarship named the David H. Lord Scholarship for Exemplary Community

Service. The NACAS Board approved this change and it now comes to the Foundation board for final approval.

The motion to change the David H. Lord Award for Exemplary Community Service to a scholarship comes from the NACAS Awards Committee and does not require a second.

M/P “to change the David H. Lord Award for Exemplary Community Service from an award to a scholarship.”

The Awards Committee recommends that the NACAS Foundation amend section D of the Hassmiller endowment to offer the application fee or the equivalent amount to be reimbursed for travel required to take the CASP exam, if eligible individuals do not receive support from their institution or other areas for either the application fee or travel costs. The NACAS Board approved this change and recommends that the NACAS Foundation amend the scholarship.

The motion to change the Hassmiller endowment language comes from the Awards Committee and does not require a second.

M/P “to allow applicants to apply for the Hassmiller CASP Scholarship to take the exam or use the funds to travel to the conference to take the exam.”

Routine Board Business

2019 LTM Schedule

- Ms. Finn noted that the Leadership Team Meeting (LTM) schedule was included in the NACAS Lounge and encouraged board members to contribute to conversations during the meeting.

NACAS Board of Directors Report

- The CCC Quarterly Report/Dashboard information will be a big part of the LTM this afternoon.

NACAS Office Report

- Ms. Finn reported that Lindsay Hodges has been hired as the registrar and operations coordinator. William Hurley is now the professional development coordinator.

2019 Conference Fundraising Plans

- Discussion was held on whether to continue the Raffle/Silent Auction at C3X, as it takes over 200 labor hours to hold this fundraising event.

Action items:

- **Ms. Le Gros to connect with Mr. Lynch and put together a proposal together to decide at the March meeting whether to continue with the raffle/silent auction at C3X or do another type of fundraiser.**
- **Mr. Mills will be the Foundation representative for the South CX flip-a-coin and will work with the South business partner liaison to secure a prize for this fundraiser.**
- **Mr. Mills, Mr. Redwine, Mr. Dastoli, and Allen DuPont to work on the 2019 Golf Tournament. Kelly Crispo from the East region has also offered to assist.**

New Business

- President Moore noted that retired Foundation board members have to pay travel expenses to C3X out of pocket. A proposal for funding this will be presented at the March or April call.

M/S/P Mills/Stevens “to adjourn the meeting at 12:02 p.m.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant