

NACAS Foundation Summer Board
Meeting Minutes
July 31 – August 1, 2019
Anaheim, CA

<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"/>	Lillian De Lisle Stott	Assoc. Executive Director
<input checked="" type="checkbox"/>	Matt Portner	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 checked="" type="checkbox"/>	Teri Bump	Director (BP)	<input checked="" type="checkbox"/>	Chris Dastoli	Director of Finance
<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 9-25-19

Wednesday, July 31st

Call to Order / Roll Call

President Moore called the meeting to order at 2:01 p.m. on July 31st.

Approval of June 26, 2019 Minutes

M/S/P Redwine/Lynch “to approve the June 26, 2019 minutes as presented.”

Strategic Issues

Long-term Financial Health & Priorities

- Mr. Redwine gave a presentation on “What Equals Success?”
 - Setting and adjusting KPI’s or tactics to achieve them
 - High level and low level KPI’s
 - Financial and non-financial KPIs
 - Creates a base of information to build up from
 - Should be an indicator of success, not an unrealistic target to aspire to
- Ms. Stevens - Fundraising Brainstorm
 - The group brainstormed on fundraising ideas.
- Ms. Finn - Board & Staff Roles
 - Ms. Finn led an open discussion: What inspires you and how do you want to be spending your time as a Foundation board member?
 - What is your ideal way to receive staff support?

Review & Adjustment of Strategy

Nominating Committee Update

- Mr. Portner reported that the Nominating Committee is working on finalizing the slate of officers which will be presented for approval at the September meeting.
- More representation is needed from the East region.
- Mr. Portner has been nominated for the Vice President position on the NACAS Board of Directors and will be rolling off of the Foundation Board.

Terms Ending in 2019

- Laura Stevens
- Nancy Becerra
- Mark Kraner
- Mary Perry
- Matt Portner

ACTION: Ms. Oakley to schedule a Foundation Nominating Committee call in August.

Thursday, August 1st

The meeting reconvened at 9:00 a.m. on August 1st.

Strategic Issues Continued

NACAS and Foundation MOU Update

Mr. Portner reported that he, NACAS past president David Wahr and Ms. Stott are reviewing the MOU and working with the attorneys. A draft of the document will be presented to the board at the September meeting.

Policy Determination: Public & Operational

No update.

Review & Adjustment of Strategy continued

Treasurer's Report

- Mr. Dastoli reviewed the quarterly financials.
- Three small groups were created to work on a long term strategy for the following:
 - Business Partners - Mr. Turner, Mr. Lynch, Ms. Bump, Mr. Redwine, Mr. Mills, Mr. Kraner
 - Foundation Activities - Ms. Stott, Ms. Le Gros, Mr. Greene, Mr. Redwine, Ms. Stevens
 - Individual Donations - Ms. Finn, Mr. Turner, Mr. Dastoli, Ms. Le Gros, Ms. Peterson, Ms. Moore, Abby Hazekamp (staff marketing manager)
- The Foundation Finance Committee will work on strategy and philosophy on reaching financial targets and building reserves.
- The Joint Finance Committee met on July 29th in Anaheim immediately prior to the summer board meetings.
- Discussion was held on reducing board travel expenses.
- Discussion was held on whether a full audit is needed every year or hold a yearly review and a full audit every three years. If so, this would be a change to the Foundation Bylaws Article XI, Miscellaneous, Section 1, Audit.
- The proposed 2020 Budget was reviewed and will be voted on in September.

M/S/P Le Gros/Mills “to approve the \$100,000 line item in the 2020 budget for annual funding for NACAS General Program Support.”

NACAS Campus Care Grant Update

- Ms. Moore reported that NACAS had started to receive grant applications. The deadline to apply is August 31st.
- The selection committee will meet in August to review the process, and in September they will review the applications.
- Discussion was held on adding two designation lines on Qgiv where people can donate specifically to the grant and to “where most needed”.
- Mr. Turner and Mr. Dastoli to remove the “Pledge” button from the Qgiv app.

2019 Fundraising Event Updates

Regions

- Ms. Moore gave an update on the Flip-a-Coin fundraisers held at all of the regional CX conferences.
- Ms. Finn suggested that Foundation board members set the expectations with the regions as to when the Flip-a-Coin fundraiser will occur at the regional conferences to ensure the most people are in attendance in order to raise the most funds. The Activities Group will work on this.

C3X

- Ms. Moore stated that the board needs a strategy to reach the Flip-a-Coin goal at C3X.
- Mr. Redwine gave an update on the progress of the planning of the Robert “Bob” DeMoss Golf Tournament which will be held at Papago Golf Course in Phoenix.
- Ms. Stevens gave an update on the logistics of the raffle which will include 15 items. There will be several locations/times at C3X to sell raffle tickets (prior to and following the Sunday General Session, prior to the opening of the Expo and after the close of the Expo, following the Annual Business Meeting and prior to the Celebration Luncheon.)
- Donations are due to Ms. Stevens by October 1st.
- Ms. Finn explained how the C3X Elevated experience would work.
- The affinity event will include a Corn Hole Tournament.
- Tickets for these events can be purchased during the C3X registration process.

Regional Donations to the Foundation

- Ms. Moore reported that she will follow up with the regions regarding their annual gifts to the Foundation.

Donor Prospecting Check-in

- The Foundation prospect contact list and KPI’s were reviewed.

Routine Board Business

NACAS Board of Directors Report

- Mr. Greene reviewed the strategic goal progress of the Committee Chair Council as of June 30th.
- Jean Frankel, Ideas for Action, LLL worked with the NACAS Board this week on board development.
- NACAS is looking at possibly doing consulting and an update on benchmarking was given.
- NACAS is seeking volunteer leaders to fill committee vacancies. The deadline is August 15th.
- There will be a new CASP exam available in November.
- The NACAS Board approved the Awards Slate and the NACAS BOD Slate of Officers.
- Possible future C3X locations:
 - 2024 - Dallas, Austin or Louisville
 - 2025 - Nashville, Boston or Washington, DC

NACAS Office Report

- Ms. Finn reviewed organization shifts/roles within the NACAS staff.
- A portion of technology functions will be outsourced.
- A new accounting coordinator will begin on August 15th.
- The next summer board meeting will be held in Atlantic City August 3-7, 2020.
 - Monday: 2021 C3X Committee Meeting
 - Tuesday: Joint Finance Committee Meeting
 - Wednesday - Thursday: NACAS Board Meeting
 - Thursday Friday: NACAS Foundation Board Meeting

New Business

- Ms. Stevens will be seeking volunteers for Foundation fundraising at C3X.

M/S/P Kraner/Lynch “to adjourn the meeting at 1:58 p.m. on August 1st.”

Respectfully submitted,

Kelsey Harmon Finn
CEO

Marcia Oakley
Executive Assistant