

**NACAS WEST
Board Meeting
Agenda**

Monday, April 15, 2024
Zoom Call
12:00 – 1:00 p.m. MT

Attendees: Andy Lachman, Casey Kelly, Eileen Richey, Elysa Doss, Jennifer Gray, Jim Dwyer, Lisa Goberis, Thomas Sekayan, Suzie Mize, Shannon Dunn, Sid Mehta, Tranitra Avery, Lynette Smith

Foundation: Joseph Pearson

Absent: Tariq Marji

- I. Call meeting to order Eileen
 - a. At 12:04 MT

- II. Approval of minutes: March 18, 2024 Eileen
 - a. Revised minutes were sent out this morning
 - b. Motion to approve: Casey Kelly. Second: Andy Lachman. All in favor: All

- III. Financial Report Lisa
 - a. Working through reconciling the account
 - b. Lynette and Casey have sent items to Lisa to be paid. Will pay in next couple of days.
 - c. Eileen said that you for all your hard work

- IV. Updates
 - a. CX West 2024 Sonoma Casey
 - i. 2 Months away and we are getting excited!
 - ii. Currently have 55 attendees, 28 business partners. Last year we had 34 at this time.
 - iii. 1 diamond level – Chartwells
 - iv. Outreach by Board Members – Early Bird Extended
Assignments open Friday April 19th. One more push for the board please!
https://docs.google.com/spreadsheets/d/1uu4GOHidO6uw4f87p_WJ_4Smh_AWeyqL/edit#gid=1748774755
 1. For programming people and BP's lets ensure they know about the registration updates
 2. Elysa checked to ensure people who are presenting, have registered. She will recheck and ensure people are or have information to register.
 3. Working on getting ed sessions added to the website this week
 4. Working on the transportation piece of conference
 5. Will share info Sonoma contract information
 - v. Outreach email templates:
https://docs.google.com/document/d/1RkJf7C8oTJmRGHj7Gt_oVjG4wwBpuWWV3AXh5u_CRrl/edit?usp=sharing

- vi. Membership list:
https://docs.google.com/spreadsheets/d/1uu4GOHidO6uw4f87p_WJ_4Smh_AWeyqL/edit?usp=sharing&ouid=104875765420259802972&rtmpof=true&sd=true
- vii. Business Partners Thomas
 - 1. 28 BP's right now, we have 6 spots left
 - 2. Last time, we had 40K to raise. Sent email out to group of BP's contact list, sending out a last call to register. He's been looking into who is clicking on this. Out of that email – Diamond level sponsorship (10K for sponsor and helping save costs for opening event to provide the food) we need to incorporate that cost savings into sponsorship.
 - 3. Wanting more gold sponsorships
 - 4. Possible one more source to sign up as Diamond. Want name on closing dinner and want to be able to send an email out to all members. Working on this.
 - 5. Trying to finish up everything before the conference
 - 6. Working on a concept for power General Session for newcomer business partners. 6 new people are signed up. Thinking where we can place them.
 - 7. When you are at the conference and you see Aramark, Chartwells and Groom transportation – say THANK YOU! Introduce them to your key people while there.
 - 8. If you see people who are not on the list but should be, please reach out to them or connect them with Thomas.
 - 9. BP of the year – still own the board the criteria. Part of the scale/rating is having the members fill out a survey. It will be taking place during the conference. Members will rate the BP's that are present. On Tuesday of conference the board will review those results to see who BP of the year should be. Announcement at closing event at the dinner.
 - 10. Elysa will connect Dorm Room Movers to Thomas
- viii. Program Elysa
 - 1. Going really well! Thank you to everyone. Big shout out to Casey, Andy, Thomas.
 - 2. Tentatively schedule is set and has been communicated to most people on their program being selected. Sunday is up in the air. Working on some ideas such as Shark Tank, how the hell did we get here, guest speaker. Once we know what Sunday will look like, we can finalize Tuesdays programming and the schedule.
- ix. Scholarships Sid
 - 1. We had 5 people apply
 - 2. Eileen, Casey and Sid met to review candidates
 - 3. Winner are Lynn Ernsting, Seattle Pacific University and Ellen Clifford, College of the Desert Auxiliary Services
 - 4. Lynette will help with logistics
- b. Board Apparel Shannon, Lisa & Suzie
 - i. Please provide feedback by tomorrow afternoon. Lisa will resend it out
 - ii. Will send out details on the sizes and from website
- c. Board Resolution Sid

- i. In the past, we offer scholarship of the outgoing regional president. This year it will be Eileen with San Juan College.
- ii. Propose the motion to the board to approve the scholarship to be given to San Juan College
 - 1. Andy Lachman moves
 - 2. Lisa Goberis seconds
- iii. Thank you to Eileen for all her support! You've been kind, patient as NACAS has gone through ups and down. From Sid – kindness and generosity has been top notch and he hopes to carry on as he tries to figure it out

V. Reports

a. President's Report

Eileen

- i. Joseph Pearson from the Foundation
 - 1. Other regions have a board member to connect the foundation to each regional boards. It can be a non-voting member
 - 2. If we want to pursue it, we need to revision of bylaw to accommodate it
 - 3. The foundation would also need to revise by laws
 - a. Motion to support in revision of bylaws pending approval of the west regional members:
 - i. Lisa Goberies first.
 - ii. Elysa Reichert second.
 - iii. All in favor. None opposed
- ii. Passing of the torch from Eileen to Sid
 - 1. Ensuring efforts are together
 - 2. Revisions of by-laws and policy manual. Eileen will take the led on that with the foundation. Eileen will be bringing proposed changes to the retreat for review.
- iii. Doodle poll ready to go out for dates of retreat
 - 1. Hope to do it in Vancouver pending cost on hotel
 - 2. If it's cost prohibited, we will have to look at other alternative
 - 3. First day of the retreat (you'll need travel day before/after
- iv. Board positions will be in transition
 - 1. As we go around the room, there will be more dicussion of that

b. NACAS Board Rep Report

Andy

- i. Just go back from Torontoa for an in person National Board meeting. In a lot better place than a year ago. Rich has hit 60 days as CEO. Gave a nice update on what he's done in his time. Very positive and good things coming out of there.
- ii. Will have in-person LTM – February
- iii. 2023 member satisfaction survey. Talk about that being disturbed to members. This will be brought up at regional conference in Brett/Rich's section.
- iv. 2024 budget for national office is tight. Last year there was a loss. C3X had loss due to hotels. That has been communicated. The full scope of that loss is still being finalized. Looking forward, we are pushing for a break-even or better. NACAS staff has done amazing moving forward.
- v. On the national level, there is talk about why regions are set-up. Very positive about this. Talked about what is going on with regions, are tey appropriate sizes. More to come on that conversation. West does well based on how the regions are set up. Convos around Canada. Should

Canada be their own region or stay where they are? These are only the start of the convos. Convos at LTM.

- vi. National Volunteer Week is next week. Thank you for everything you do as volunteers and recognize you as volunteer week comes up. Look for special message next week in support of our volunteers.
- c. NACAS Foundation Report Joseph
 - i. He'll be included in our board meetings
 - ii. West regional rep on the foundation board
 - iii. The foundation board is working on an award and a campaign. Each region will have one. This is a new honor and opportunity. Corner stones of the professions. It will recognize excellence in our profession.
 - iv. Flip a coin event at CX
 - 1. Will be running flip a coin event at regional conference. Lynette has been great to work with
 - 2. Chatwells donating an iPad
 - 3. Selling beads from the start of registration for the flip a coin event
 - 4. Flip a coin is a fundraiser for the foundation.
 - 5. No more square readers, new process to take money
 - 6. Taking place on Tuesday during lunch
 - v. Excited to sit on the west board to ensure we both are supporting the efforts
- d. C3X 2024 Orlando Suzie
 - i. No updates – Suzie had to jump off
- e. NACAS National Office Report Lynette

National Office Update – NACAS West Region (Monday, April 15, 2024)

NACAS West Shared Drive

https://drive.google.com/drive/folders/17LJjnplu_J4f9Uf7TgcssUPp8c_AR4j5

55 institution members and 27 BP's

2024 Membership Rosters

https://drive.google.com/drive/folders/10c-dh03PArVX_p3Y6HQPGtcytsZ_JNIH?usp=sharing

NACAS West CX 2024 – Sonoma, CA

- **Conference dates:** June 9-11, 2024 | DoubleTree by Hilton Sonoma – Wine Country.
- **Attendee Registration:** Early Bird is Live for members and Business Partners. Launch date was **1/26/24**; close date for registrations is **5/3/24**. BP's can register at their desired sponsorship level. **Cancellations received after May 4, 2024, will not receive a refund.**
- **Call for Programs:** Email launch date was **2/7/24**; **Close date was 4/5/24.**
 - 23 submissions received; program review is in progress.
 - **Breakout Speakers:** Details will be added to the website and conference app as program sessions are confirmed.
 - [NACAS West CX 2024 Speaker Template](#). This has also been attached for you to share with the speakers.
- **Call for Scholarships:** Email launch date was **2/20/24**; close date was **4/5/24.**
 - 5 submissions were received and reviewed.
 - (2) scholarship winners have been selected to attend the conference:
 - *Lynn Ernsting, Seattle Pacific University*

- **Ellen Clifford, College of the Desert Auxiliary Services**
- Sid Mehta is reaching out to the scholarship winners to confirm their attendance and sending regrets to those who weren't selected. Scholarship comp codes for registration have been supplied to Sid. Scholarship winners will register on their own; NACAS West will provide DoubleTree with their names and add to the Master Account (Room & Tax only) for arrival on Sunday, June 9th with departure on Wednesday, June 12th.
- **Sonoma State University/Tuesday Programming** – as details are confirmed, you can find them on the West CX webpage.
- **Speakers (Keynote):** Amy Gutierrez will be the Keynote Speaker. The speaker contract is final, and payment is in progress. NACAS will promote speakers to the website as they are confirmed.
- **Conference Schedule:** In progress – please refer to the agenda on the webpage for updates.
- **Final Hotel Deposit Payment to DoubleTree** – (\$5,700) is **due by May 13, 2024**.
- **NACAS West CX Board Dinner**
 - **Saturday, June 8th – 6:30pm (PST) - Ca-Bianca – 835 2nd Street | Santa Rosa, CA 95404**
 - All West Board members (including Rich Steele and Brett Jackson) have been sent a “Save-The-Date” invite via email
- **Conference Registration**
 - If you are planning to attend the NACAS West CX Conference and you have not registered, please do so as soon as possible.
 - **Travel Details** – please provide your travel details to Lynette as soon as possible with the following details:
 - **Date of arrival & departure to Sonoma**
 - **COMPLETE Airline details including arrival and departure** – need airline name and flight number to SFO, OAK or STS. Please include the origin city of flight arrivals and departures as well as arrival time and departure time to/from Sonoma. Groome will need this to track flights in case of delays or cancellations.
 - **Hilton Honors Number** – please include this information (if applicable) so that I can add it to your reservation.
- **Hotel Booking Information:** Below is the booking link to distribute to attendees:

Attendee Online Hotel Booking Instructions:

<https://group.doubletree.com/g0py8m>

- Please enter **Group Code: CDT914** to receive the group rate.

***** NACAS West Board** – Your name has been submitted to the hotel and your room has been reserved. Please confirm your travel plans as soon as possible with Lynette. Payment can be made upon check-in. Hotel confirmations will be sent soon.

***** If you are not planning to attend, please let Lynette know ASAP so that we can remove you from the rooming list and allocate your room nights to another attendee.**

- Groome Transportation will be providing complimentary airport transportation to/from the following airports: SFO, OAK, STS for all member attendees. Casey is confirming with Groome if will provide airport transportation to Business Partners.

Attendee Phone Reservations:

- Please call the DoubleTree Reservations Line at **(707) 584-5466 and select option (1)**. Please be sure to provide the **NACAS West CX Group Code CDT914** to be included in the room block at the group rate.
- **Reservations within the room block need to be made before May 7th, 2024.**
- **The registration date for booking your hotel stay at DoubleTree is May 17, 2024.**

DoubleTree Hotel Pick-Up Report (as of 4.11.24)

	Friday 6/7/24	Saturday 6/8/24	Sunday 6/9/24	Monday 6/10/24	Tuesday 6/11/24	Wednesday 6/12/24	Total
Contracted	7	28	61	66	52	8	222
Picked Up	6	31	48	48	41	1	175

*** *We receive hotel pick-up reports and rooming lists weekly.*

NACAS Foundation Flip-A-Coin Logistics Procedures (see attached)

- This year, NACAS will use the QGiv platform. This will allow attendees to purchase beads throughout the conference leading up to the Flip-A-Coin event. Beads can be purchased at Registration prior to Tuesday lunch. Volunteers will sell beads during lunch.
- Chartwells has graciously agreed to provide an iPad to the winner at the Regional Conference events for Flip-A-Coin. Lynette will connect with Chartwells this week to determine how to receive the iPad. They may bring the prize onsite to NACAS West.
- Joseph Pearson (NACAS Foundation for West Region) will be leading the Flip-A-Coin event and is aware of all communications and procedures. Volunteers will be selling beads during the Tuesday Lunch.

Campus Tour at Sonoma State University

[Campus Tour at Sonoma State University - Sign-Up Link](#)

We want to provide a count to SSU of attendees as we get closer to the conference so that the SSU team can determine tour guides and additional information to share with us.

Website & Marketing Updates: On-going. NACAS will update the West CX 2024 webpage as updates are received from the region. Lynette provided the attached **C3X 2024 Promotion Slides** to be used during the conference. NACAS Marketing will provide the “excitement video” that was used during C3X 2023 in Toronto.

NACAS West CX 2024 – Presentation Slides for Speakers & Conference (please see attached)

Additional Updates on NACAS National Events

Senior Executive Summit (Post Report)

Date: March 24-27, 2024

Location: The Wigman Arizona Hotel | Litchfield, AZ

- 45 Registrations (includes 3 staff and 4 speakers)

- Great event and feedback from attendees; awaiting post-event survey results



Women In Leadership (WIL) – more details coming soon.

Dates: September 22-25, 2024

Location: Hotel Viata | Austin, TX

NACAS C3X 2024 Annual Conference

Dates: October 27-30, 2024

Location: Gaylord Palms | Orlando, FL

- Conference Theme to be announced soon
- Attendee Registration opens in April 2024
- Business Partner registrations now open. (40) Exhibitors to date; 30% have rebooked)
- More details to come on the *Saturday Regional Board Meeting, Sunday Regional Reception and Monday Regional Breakfast.*
- This year, NACAS will not be doing the First-Timers Challenge Contest. We are reviewing the protocol on this process. More details to come after the Regional CX Conferences.

NACAS C3X 2025 Annual Conference (dates and location has been confirmed)

Dates: November 16-19, 2025

Location: Paris Hotel | Las Vegas NV

Future NACAS C3X Annual Conference Dates

C3X 2024 Annual Conference & Expo: October 27-30, 2024 |Gaylor Palms Resort| Orlando, FL

C3X 2025 Annual Conference & Expo: November 16-19, 2025 | Paris Hotel | Las Vegas, NV

C3X 2026 Annual Conference & Expo: September 26-30, 2026 (Chicago, IL)

C3X 2027 Annual Conference & Expo: October 31-Nov. 3, 2027 (Washington, DC)

C3X 2028 Annual Conference & Expo: October 15-18, 2028 (Denver, CO)

- VI. Around the Virtual Room – Questions, Reminders and Announcements Board
 - a. Thomas – sent outline of keynote to Casey and Elysa and if it’s of interest. How can we incorporate our board members as a back up.

- VII. Adjourn Eileen
 - a. Meeting ended at 1:05 MT

Notes: Next Meeting May 20th at 12:00 pm MT