



NACAS Central Board Meeting

Date: July 12, 2022

Attendance:

Angela Meldonian (President), Anita Hicks (President-Elect), Amy Widau (Secretary), Scott Seagren (Treasurer), Kim Rademacher (Past President), Chris Reed (Business Partner Liaison), Rhonda Laylo (Director At-Large), DJ Pepito (NACAS National Office), Lynette Smith (NACAS National Office)

Meeting called to order: 1:07pm CST

Approval of Minutes (5/10/2022 Revised):

Minutes approval will be sent out for vote via email from President, Angela Meldonian since we didn't have enough members present at the meeting to vote.

Approval of Minutes (6/11/2022):

Minutes approval will be sent out for vote via email from President, Angela Meldonian since we didn't have enough members present at the meeting to vote.

Treasurer's Report – Scott Seagren

- Budget addition needed
 - \$8,500 service fee added into budget for: website updates, promotion of regional conference, and event services

President's Report – Angela Meldonian

a) Introductions:

President: Angela Meldonian

President Elect: Anita Hicks

Secretary: Amy Widau

Treasurer: Scott Seagren

Past President: Kim Rademacher

Business Partner Liaison: Chris Reed

Conference Coordinator: Carl Dieso (Not present)

Director At-Large: Patrick Keenan (Not present)

Director At-Large: Rhonda Laylo

Representative to National Board: Gheretta Harris (Not present)

- b) NACAS Central Google Drive** – Angela will continue to add documents to this drive and is asking all Board members to review the documents in this shared drive.
- c) NACAS Central Board Procedure Manual** – Angela asked that all Board members please start reviewing the policy and procedure manual that we will begin reviewing and discussing at the August meeting
- d) NACAS 2022 Central CX Overview**
 - a. Regional Conference Debrief**

- i. Evaluation results received from Carl (presented by Angela) were reviewed and will be included with these meeting notes for review by the committee
 - 1. Results separated out by 1st time attendees and all responders
 - 2. This is good feedback as planning start occurring for Central/East CX 2023
- ii. Kim discussed some positives of the 2022 Central CX were that it was geographically close to some campuses which provided the ability for us to have a “working” conference. Due to Carl’s position at the University of Cincinnati he was able to create a “host institution” for this conference.
- iii. Kim additionally discussed how we as a Board need to continue to showcase what our institutions can do as we need a sustainable model regardless if we have a “host institution” or not. We will also need to continually review the financials and see if we are happy or not with the services provided by NACAS National regarding our regional conferences.
- iv. DJ discussed how we need to outline a timeline of expectations for our annual conferences and review different models for our region not just for CX.
- v. DJ additionally discussed that we need to start discussing as a Board how to incentivize NACAS membership and conference growth.
- vi. Lynette gave a Kudos that she felt like the Central CX worked like a well-oiled machine, thought the campus tours were valuable, and that the hotel staff was very friendly and helpful.

b. NACAS Central/East Joint CX 2023 – Philadelphia is the final location

- i. Conference dates: June 11-14, 2023
- ii. This joint CX with East will occur at: Philadelphia Marriott Downtown, located at 1201 Market Street, Philadelphia, PA 19107 (Guest entrance located at: 1200 Filbert Street)
- iii. Rate will be \$229/night
- iv. Carl is currently working on the MOU
- v. Kim discussed that this joint conference with East will aid our business partners in getting more bang for their buck. We will continue to review future opportunities to join with other regions as well. Joint regional conferences additionally provide a larger networking range for all participants
- vi. Angela and DJ discussed that we need to continue conversations as a Board regarding if we raise conference costs or membership fees as revenue generation to support our annual conferences.

c. NACAS Central CX 2024 –

- i. Working on cost comparison models for Event Services

e) Communication Services Central Representative

- a. **Vacancy** – We may be able to fill this vacancy with M. Daniels from Xavier as she has expressed interest in volunteering

- f) **Director of Regions – Proposal** – Angela and DJ reviewed what it would look like if we Opt-Out of the New Support Model with NACAS National. Services if we Opt-In would be \$25,000 per year that includes Basic Services along with a Technology Package: registration platform, mobile app, marketing email system, question pro (survey tool), and Zoom/Board Meeting invites. Central will Opt-Out for our Regional CX 2023 conference since we are combining with East and they will be paying the service fee. We now have experience with a 3rd party vendor (University of Cincinnati – through Carl) for the Technology side of the conference.

Central Rep to National Board – Gheretta Harris – (Not present at the meeting)

Central Rep to Foundation Board – Ron Portwine – (Not present at the meeting)

Committee Reports

- a) **Awards (Kim)** – Regional awards submitted by Kim and approved by the Board. (DJ) stated that the National Awards deadline has passed and Kim will email those candidates to DJ and/or Lynette.
- b) **Business Partner Advisory Group (Chris)** – There are 7 groups with outstanding payments due. Two partners were reviewed at this meeting: Starship and GrubHub. Starship notified us that they could not attend due to Covid. We discussed possibly carrying over their balance to the 2023 Central CX. GrubHub just no-showed which is uncharacteristic of Ben. We also discussed possibly carrying over their balance to the 2023 Central CX. Chris will work with his Advisory Group and continue conversations as to the final decision of how to manage these 2 partners. Chris will circle back with this Board at the August meeting to provide an update.
- c) **Membership (Patrick)** – No updates
- d) **Professional Development (David/Rhonda)** – No updates
- e) **Communication Services (Vacant)** - We may be able to fill this vacancy with M. Daniels from Xavier as she has expressed interest in volunteering. Angela will reach out to M. Daniels to confirm she is still interested.

Other Business: No other business

Motion to Adjourn: Kim

Motion Seconded: Anita

All in favor, none opposed

Meeting adjourned: 2:02pm