



## NACAS Central Board Meeting

**Date:** August 9, 2022

**Attendance:**

Angela Meldonian (President), Anita Hicks (President-Elect), Amy Widau (Secretary), Scott Seagren (Treasurer), Kim Rademacher (Past President), Gheretta Harris (Central Rep - National Board), Chris Reed (Business Partner Liaison), Carl Dieso (Conference Coordinator), Rhonda Laylo (Director At-Large), Lynette Smith (NACAS National Office), Ron Portwine (Foundation Board)

**Meeting called to order:** 1:06pm CST

**Approval of Minutes:**

- Minutes for April/May/June approved via email vote
- Minutes for July approved with 1 minor edit: change "M. Daniels" to "Em. Daniels"
- Amy - motion to approve, Anita – 2<sup>nd</sup> motion, all approved

**Treasurer's Report – Scott Seagren**

- \$77,130.56 balance from conference
- No other updates

**President's Report – Angela Meldonian**

**a) Communication Services Central Rep**

- a. **Vacancy update:** Em. Daniels is interested and will be the rep. The National Board has not yet been brought into the loop regarding this.

**b) CX3 Schedule Discussion - 2022**

- i. Central Board Meeting – Saturday, November 12 @ 4pm
- ii. Central Board Dinner – Saturday, November 12 – immediately following Board Meeting

**c) Director of Regions – Continued Discussion** – Gheretta Harris discussed that the National Board will be reviewing different levels of cost sharing with the regional boards. The National Board will additionally continue discussion of how to incentivize regions to grow membership.

- i. Angela made a motion to not utilize funds for the Director position this year since we are merging with East for the 2023 conference
- ii. Scott – 2<sup>nd</sup> the motion
- iii. All approved, motion passed

**d) Future of Central CX Conference Discussion – Carl Dieso**

- i. Need to review future conference locations and campuses geographically close that could serve as a host campus
- ii. Discussion came up with continuing joint conferences in the future with other regions, while ensuring that some locations within the Central region would be included if we continue to participate in joint conferences.
- iii. Lynette agreed to provide the future C3X dates for the next few years to both Amy and Angela as the National conferences are booked through 2028

#### **e) NACAS Central Board Procedure Manual**

- i. Board members need to start reviewing; Angela and Anita will meet quarterly and review as well

#### **Central CX Conference Updates – Carl Dieso**

- 2022 Follow-up
  - Still come payments coming in from Business partners
  - Just received invoice from Hilton Hotel
  - Expenses came in about where we expected
- 2023 Updates – Joint Conference with East
  - Splitting expenses 50/50 with East
  - Working on negotiations with pricing for registration and business partners
  - More details to come
- 2024
  - List of potential cities will be emailed out via survey to all Central Board members today, August 9<sup>th</sup>
  - Based on prior list generated with East
  - Board members need to vote by end of week for top 2 cities
  - Will provide the short list by fall
- Deploying an annual conference has become daunting
- Need to continue to review Joint Conference options with other regions which would provide tremendous value for both regions
- Need member focused activities on engagement
- Need to develop criteria of what a host city should look like
  - What do we want those experiences to be?
  - Size of the town, # of colleges in that town, how many major hotels in the area?
  - How do we create the most effective experiences with the highest member engagement?
- Carl asked if we are at the point that we should consider the possibility of a permanent merge with another region
- Rhonda asked if we are discussing with other regions of where their future conferences will be located so the Central region can ensure our conferences aren't too geographically close to another conference's location for that year

#### **Central Rep to National Board – Gheretta Harris**

- The National Board reviewed the strategic plan dashboard, and is discussing CASP
- Annual budget was reviewed and is trending a little ahead, but there is projected to be a deficit in the National budget
- Professional development is providing new member sessions and leadership sessions
- Board is discussing potential use of membership dues to offset the Director of Regions position

#### **National Office Updates – Lynette Smith**

- There was a call for volunteers for National Board Committees – deadline is August 19<sup>th</sup>
- NACAS Regions challenge for C3X: Region that has the most first-time attendees will receive a special VIP reception during this year's C3X conference at Caesar's Palace.
  - Deadline is Friday, October 28, 2022
- Reminder that CASP Lab is August 10, 2022, exam is in December
- August 19<sup>th</sup> deadline for National Board nominations

- Angela asked if the Central Board needs to have a marketing person sit on our Board, and asked Lynette to see about adding Joy onto our next Central Board Meeting

#### **Central Representative to the Foundation Board – Ron Portwine**

- Board met on July 28<sup>th</sup>
  - Reviewed auditors' report
  - Foundation continues to struggle with rekindling business partnerships, and will work on ways to improve

#### **Committee Reports**

- a) **Awards (Kim)** – No updates
- b) **Business Partner Advisory Group (Chris)** – We want to continue to work with business partners at our conferences who aren't NACAS members
- c) **Membership (Patrick)** – No updates
- d) **Professional Development (David/Rhonda)** – No updates
- e) **Communication Services (Vacant)** – Em. Daniels is interested and has agreed to serve in this role. We need to get the National Board brought into the loop with this

**Other Business:** No other business

Motion to Adjourn: Gheretta

Motion Seconded: Amy

All in favor, none opposed

**Meeting adjourned:** 2:01pm