



**Board of Directors Virtual  
July 31, 2024, 3-4:30 pm ET**

**Board Members**

Brett Jackson, CASP - President  
LaNiece Tyree, CASP – President Elect  
Scott Seagren, CASP – Vice President  
Jared Ceja, CASP - Treasurer  
Neil Markley – Past President  
Kim Rademacher, CASP - Central Rep  
Monica Rattigan - East Rep  
Esmeralda Valdez, CASP - South Rep  
Andy Lachman, CASP – West Rep  
Jennifer Gray – Member At-Large  
Kristy Vienne, CASP - Member At – Large  
J. Rex Tolliver, CASP – Foundation President

**Staff**

Rich Steele, CASP – NACAS CEO  
Sheena Majette - CLO  
Artem Mulitsa - CSMO  
Matt Portner - Sr Director of Finance and Administration  
Beverly Hastings - Exec Asst & Office Operations

*Not in attendance:* Jenn Gray

**Call Agenda:**

Ms. Jackson called the meeting to order at 3:01 pm EDT

**Approval of May 15, 2024, minutes**

*MSP Lachman/ Vienne to “approve the minutes as presented.”*

11 “yes”, zero “no”, zero abstentions

**Strategic Issues**

**ELT Updates**

Mr. Steele provided an update on NACAS, including an increase in volunteer nominations, changes to the Canadian committee leadership. Also discussed a member’s concern about NACAS events being held in Florida and other states due to DEI legislation.

Mr. Mulitsa reported on the NACAS sales and marketing efforts including growth in social media followers, email engagement, sponsorship revenue and booth sales for C3X.

Mr. Portner provided an update on the EIDL loan, and the current payment schedule. Regional websites have been updated. There have been no issues to date with the address change.

Ms. Majette updated the board on upcoming NACAS events and programs, including C3X, the Women in Leadership summit, the LMS, and the CASP certification program. She also discussed options for the 2025 Women in Leadership Summit location.

**2024 C3X Review**

Ms. Majette reported on the board C3X schedule for Orlando. Current C3X budget review shows no immediate concerns as the planning progresses.  
Discussion followed on Board support for C3X and educational programs which the Board will review.

#### Strategic Plan KPIs/Metrics:

Mr. Steele presented an update on KPIs/Metrics related to completion of the 2022-2025 strategic plan.

#### **Review & Adjustment of Strategy**

##### 2024 Financials and Cash Flow

Mr. Ceja provided a detailed overview of NACAS' financial performance, including revenue, expenses, and forecasts for the current fiscal year. He highlighted areas of concern and opportunities for improvement.

##### Approval of Fidelity Accounts

Approval of the addition of Rich Steele as trustee to the Fidelity investment accounts, *MSP Lachman/ Tolliver* to "approve the addition of Richard Steele to the Fidelity Accounts."  
11 "yes", zero "no", zero abstentions

##### Initial Review - 2025 Dues and Fees:

Mr. Steele presented an initial review for increasing NACAS membership dues and event registration fees, benchmarking them against peer associations. The board discussed the potential impact and provided feedback on the pricing scale.

#### **Policy Determination: Public & Operational:**

Ms. Tyree shared updates on the Policy Committee's work to separate the policy manual from the operating procedures, as well as efforts to clarify the terminology used.

#### **Routine Board Business**

##### Foundation Update

Mr. Tolliver provided a brief update on the NACAS Foundation, including the success of the Cornerstone Award program and ongoing efforts to align the Foundation's governance with NACAS.

Ms. Jackson informed the board of a previously approved expectation for NACAS board members to donate or raise \$600 annually for the NACAS Foundation, and the board discussed how to implement and communicate this expectation going forward starting with the 2024-25 Board year.

##### Several Board Progress Reports were provided

#### **Executive Session**

*MSP Ceja/ Lachman* to "move into executive session."  
11 "yes", zero "no", zero abstentions

#### **Adjournment of Executive Session**

*MSP Tyree/Vienne* to "adjourn executive session."  
11 "yes", zero "no", zero abstentions

#### **Adjournment**

*MSP Tyree/Lachman* to "adjourn the meeting."  
11 "yes", zero "no", zero abstentions