



## Board of Directors – Virtual Call June 28, 2023

### Board Members

Neil Markley - President  
Brett Jackson, CASP - President Elect  
LaNiece Tyree, CASP - Vice President  
Jared Ceja, CASP - Treasurer  
Mark Ironside - Past President  
Kim Rademacher, CASP - Central Rep  
Monica Rattigan - East Rep  
Esmeralda Valdez, CASP - South Rep  
Martha Davidson, CASP - Member At - Large  
Kristy Vienne, CASP - Member At - Large  
J. Rex Tolliver, CASP - Foundation President

### Guest:

Andy Lachman, CASP

### Staff

Matt Marcial - CEO  
Sheena Majette - CLO  
Artem Mulitsa - CSMO  
Matt Portner – Sr. Director of Finance & Administration  
Beverly Hastings - Exec Asst & Office Operations

*\*\* not in attendance: M. Rattigan*

### Call Agenda:

1. Call to Order / Roll Call - Neil Markley  
Mr. Markley called the meeting to order at 1:03pm.
2. Approval of May 26, 2023, minutes - Neil Markley  
Mr. Ceja submitted a change to the minutes in section 3, which was noted along with a date correction and a note from Mr. Markley on the addition of wording on the award presentation.

**M/S/P Davidson/Ceja “to approve the May 26, 2023, minutes, with corrections as noted.”**

9 “Yes” Votes  
Zero “No” Votes  
Zero Abstentions

3. Approval of Board Appointments - Neil Markley  
Andy Lachman – to serve as West Regional Director (position vacated by Lisa Goberis) to the NACAS National Board of Directors.  
**M/S/P Jackson/Davidson “to serve remaining vacant term as West Representative to the NACAS Board of Directors.”**  
9 “Yes” Votes  
Zero “No” Vote  
Zero Abstentions

Mr. Lachman thanked the board for their support of his nomination, and expressed his desire to continue his service to NACAS.

### Strategic Issues

4. Review of Regional Assignments  
Mr. Markley proposed 2 questions to the board. Upon reviewing current assignments, one is to

identify anything that looks out of place, (Mr. Ceja Suggested that Guam should be in the West region, and Mr. Lachman suggested using the broader term Oceana), and second, should this board schedule a time to undertake a serious look at regional alignment.

Mr. Tolliver suggested that we also review the member institutions/participation at regional and national conferences.

At the July board meeting, there is to be a larger discussion on the regional placement in relation to institution size in the regions, and C3X engagement. The proposed outcome of this discussion is to ensure we have healthy vibrant regions, and that members are getting the most out of regional participation, including those not connected to an institution at this time.

Regional Reps will connect with their boards for their insight.

#### 5. Foundation Awards Proposal Follow-up

Mr. Markley reviewed the questions on the award proposal discussion. One of the concerns remains not to lose the "Newton" name. Also, there was a question on the future of the Foundation, which is looking at its goal, and its proposed purpose going forward, and this is an ongoing discussion within the Foundation board. Another concern is that the award would become more focused on fundraising versus recognition and achievement.

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

#### 6. Treasurers Report

Mr. Ceja presented his report to the group, noting the finance committee is now meeting regularly. The 2022 Statement of Activities is done. The audit work has resumed for 2022, with results expected to be ready for review in late July / early August.

For 2023, there are actuals through April, and income is landing for the most part as expected in the yearly cycle of NACAS. Expenses were reviewed with all showing as expected. Each time we come together these numbers will be cleaner as we move forward.

Mr. Portner noted that we are utilizing an outside accounting service to help prep for audit. We are now advertising for a staff bookkeeper.

Mr. Marcial provided an overview of a potential issues with the contracted room guarantee in Toronto, and the steps being taken to mitigate the situation.

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

#### **Routine Board Business**

#### 7. NACAS Office Update

Mr. Marcial provided an overview of office updates, including a new phone system that will provide cost savings. C3X registration is now open, as is Call for Programs. NACAS has been awarded a marketing grant to help promote C3X. The Women in Leadership registration is now open. There has been staff training for the LMS platform with the launch expected August 1. DIAL applications are closing on July 1<sup>st</sup>.

#### 8. Sales & Marketing Update

Mr. Mulitsa provided a sales and marketing update on the conversations with the business partners, including new supporters. For C3X, we have 58 booths sold to date. Business partner registration will open July 3. For marketing we are paying for Facebook and LinkedIn ads to encourage program registrations for non-members.

Mr. Markley requested comparison data at the July Board meeting, along with presentations from each of the NACAS staff Leadership Team.

**Other Business**

Mr. Markley thanked the staff for their support of the CX conferences.

**Adjournment**

M/S/P Davidson/Ceja "to adjourn" at 2:29pm ET.

Respectfully Submitted,

*Matt Marcial, CAE, CMP*  
*CEO NACAS*

*Beverly Hastings*  
*Executive Assistant*