



Board of Directors Virtual March 20, 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
Rich Steele – Secretary, NACAS CEO

Staff

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

Not present: Jennifer Gray

Call Agenda:

Ms .Jackson called the meeting to order at 3:02pm ET

Approval of February 8, 2024, minutes
MSP Tolliver/ Rademacher to “approve the minutes as presented.”
11 “yes”, zero “no”, zero abstentions

Routine Board Business

Foundation Update

Mr. Tolliver reported that the Foundation met on March 19th. The Foundation approved funding of the Rising Star Award. They are reviewing additional forms of fund-raising and looking into a donor reception at C3X. The goals are to expand the donor base and expand ways to give. The Foundation working groups continue to review the Foundation documents.

Strategic Issues

ELT Update

- Mr. Mulitsa provided an update on Sales & Marketing, providing statistics on web traffic, and the goal of re-engaging all members. The website is newly designed, and traffic is increasing. SES sponsorship exceeded 2023 numbers.
- Mr. Portner reported that the regional affiliation agreements are almost all complete. Membership renewals are coming in and cash flow is on a positive trend.

- Ms. Majette reported on current L & D initiatives including C3X development, Online learning/ LMS, CASP Certification and the upcoming live events (SES, Women in Leadership and the 2024 C3X).

Nominating committee

Mr. Markley reported on the 2024 Nominating Committee which will review nominations for the 2024 election. Regional representatives proposed to serve are: West- Eileen Richey, Central – David Wisely, East- Stephen Barr, South- Donna Morris-Powell

MSP Lachman/ Rademacher move “to approve the 2024 nomination committee as presented”.

11 “yes”, zero “no”, zero abstentions

Review & Adjustment of Strategy

2023 Financials

Mr. Ceja reported that NACAS has transitioned to a modified cash basis accounting vs. accrual accounting to streamline processes and reduce the potential for errors.

Mr. Ceja reviewed the Statement of Activity. From a revenue position, NACAS is trending positive, demonstrating progress. With the new accounting methodology, the team is revising the predictions for the year, and this will be presented at the next meeting. Cash flow is in a favorable position.

Certification Commission Board Liaison Representative

Ms. Jackson reviewed the responsibilities of the BOD Liaison to the Certification Commission. After review by the board, the wording will be updated for a final review with the Certification Chair.

MSP Tolliver/ Ceja move “to adopt the proposed Commission Role Responsibilities with the addition of the wording “Aid in ensuring” to the 4th bullet as recommended.

11 “yes”, zero “no”, zero abstentions

Exhibit Booth Fees

Mr. Mulitsa, presented a recommendation from the Business Partner advisory group to increase the booth fees by 5% for C3X this year.

MSP Seagren/ Tolliver move “to approve the new C3X booth rates as presented”

11 “yes”, zero “no”, zero abstentions

Toronto Contractual Obligations

Mr. Steele reviewed the final contractual obligations for hotels and the convention center at the 2023 C3X in Toronto. After significant negotiations and the purchase of room nights approved by the Board of Directors, NACAS will incur an unexpected additional charge from the CVB due to the lower number of room nights achieved.

Policy Determination: Public & Operational

Policy Manual Review

Ms. Tyree reported that the Policy Committee is reviewing all policy documents, National and Foundation, with a holistic mindset to achieve better alignment across the organization.

Regional Data Set

Ms. Jackson asks that the board members review the regional numbers for discussion at the April Board meeting.

MSP Ceja/ Markley Move to adjourn the Meeting at 4:15pm ET

11 “yes”, zero “no”, zero abstentions