

NACAS Board Meeting Agenda

April 20, 2022 - Virtual

✓	Matt Portner, CASP	President	✓	Matt Marcial	Chief Executive Officer
✓	Neil Markley	President Elect	✓	Lillian De Lisle Stott	Chief Operating Officer
✓	Brett Jackson, CASP	Vice President	✓	Kennedy Turner	Chief Revenue Officer
✓	Jared Ceja, CASP	Treasurer	✓	DJ Pepito	Chief Programs Officer
✓	Mark Ironside	Past President	✓	Beverly Hastings	Exec. Asst. & Vol. Mgr.
-	Gheretta Harris, CASP	Central Rep	✓	Ashley Vercellone	Director of Events
✓	Monica Rattigan	East Rep			
✓	Andy Meeks, CASP	South Rep			
✓	Lisa Goberis, CASP	West Rep			
✓	Emily Messa, CASP	Member At-Large			
-	Martha Davidson, CASP	Member At-Large			
✓	Eddie Mills	Foundation President			

Wednesday, April 20, 2022
2:00pm – 3:30pm ET

1. Call to Order / Roll Call

President Portner called the meeting to order at 2:01pm ET

2. Approval Minutes

- February 9, 2022 Regular Meeting
 - M/S/P Ceja / Meeks** “to approve the February 9, 2022, minutes as presented”
 - 10 “Yes” votes
 - Zero “No” votes
 - Zero Abstentions

Strategic Issues

3. Strategic Plan Review and Approval

- A “Volunteer Thank You” video was played in appreciation of the NACAS Volunteers for Volunteer Appreciation Week.
- Mr. Marcial presented a draft of the 2022-2025 Strategic Plan for review and feedback. The plan lays out 3 strategic priorities with specific goals to each. The 3 priorities are:
 - Brand and Industry
 - Learning and Member Experience
 - Financial Health and Organizational Effectiveness
- Per Discussion on priority 1 goals, to update the word “buyer” to “decision makers”. Also, per Discussion on priority 3 goals, update 2nd objective to end with “...embody the core values of NACAS”.
- Next Steps: Each objective will be broken in tactics to be implemented over 3-year time frame.
- M/S/P Goberis/Jackson** to “approve the strategic plan as presented”.
 - 10 “yes” votes
 - Zero “no” votes
 - Zero Abstentions

4. Regional Relationship Update

- Mr. Marcial informed the board that there is a call scheduled with the Regional Board representatives and the regional presidents. This a follow up to the in-person discussions at LTM to present proposed recommendations for 2023 staff support. The goal is to review a consistent shared support model for all regions and ultimately reach consensus on a new model.

5. Nominating Committee Process

- Call for nominations
 - Ms. Messa shared we are now in the recruitment process for board and committee volunteers.
 - Mr. Ironside reviewed the matrix that has been in place to track diversity of background experience and skills of potential volunteer board nominees, as a tool to guide to help evaluate continuing diversity and experience.
 - Ms. Messa noted that we do not have a volunteer with parking experience.

Review & Adjustment of Strategy

6. Treasurer's Report

- Quarter 1 2022 Financials
 - Mr. Ceja provided an overview of Q1 financials and explained the cyclical nature of NACAS revenue and expenses. NACAS cash position is strong.
- Finance Committee Update
 - Staff is preparing for audit field work. Monthly projected cash balances were discussed and uses for financial resources will be reviewed.
- EIDL Loan Resolution
 - Resolution to list Lillian Stott as the primary contact and Matt Marcial as the secondary point of contact, removing Chris Dastoli and updated the business address.
M/S/P Meeks/Markley to "approve the resolution to change the signatories as presented".
10 "yes" votes
Zero "no" votes
Zero Abstentions

7. C3X 2024 & 2026 Locations

- Ms. Vercellone reviewed the submitted proposals and her recommendations for Orlando in 2024 at Gaylord Palms and Chicago in 2026. Gaylord Properties offered a 3-year package at Gaylord properties in Orlando (2024), Washington, DC (2027) and Colorado (2028). The Board discussed concerns over the food and beverage minimums and the room rates as they exceed what can be claimed from the school systems against the current meeting location climate.
- **M/S/P Messa/Goberis** to "approve the 2024, 2026, 2027 and 2028 C3X locations as presented".
9 "yes" votes
1 "no" votes
Zero Abstentions

Policy Determination: Public & Operational

Routine Board Business 56.08

8. CCC Quarterly Report

- Q1 2022 Summary
 - Ms. Messa shared the updates from the March 2022 CCC meeting. She also shared the challenges and strategies discussed by the committee chairs.

- Committee recruitment
 - The volunteer webinar is scheduled May 10 to be followed by direct recruitment by Emily and the NACAS committee chairs.

9. Senior Executive Summit Update

- Mr. Marcial provided an update on the February Senior Executive Summit event. On the post event survey, attendees rated experience satisfaction at 100%. Financially, the costs were a little higher due to exclusivity of the venue, but revenue exceeded the budget for this event. Plans to hold a second Summit in 2022 have been put on hold, so staff can focus on C3X and other NACAS projects, however there will be two Senior Executive Summits in 2023, one in spring and one in the fall.

10. NACAS Office Update

- Naylor contract update and media services review
 - Mr. Turner provided the update on Naylor, our advertising partner since 2008. Naylor currently receives 85% of the business partners advertising dollars. We went out to RFP, had seven responses received with two that stood out for review, with expected revenue increase for NACAS with one of these options. Next steps include further discussion with all the companies.
- Awards and Nominations
 - Mr. Marcial reminded all regarding the deadline dates for Awards nominations, June 24th and Board of Directors nominations, July 1st.
- South CX
 - Matt Portner and Matt Marcial attended South CX, which offered a sold out vendor showcase and high member attendee engagements.
- Staff Offsite update
 - NACAS staff will be offsite in Jacksonville, FL May 23-25. The University of North Florida will host the team for a campus tour.
- C3X Virtual Strategy
 - Mr. Marcial explained that C3X registration will open in the upcoming week. There will not be a live stream hybrid option this year due to cost restrictions. Content will be recorded for future distribution.
- Mr. Ceja requested that staff attach supporting materials in advance for any action items that have a significant business impact.

11. Foundation Update

- Mr. Mills provided an update on the Foundation, the next meeting of the board is in one week. The Flip A Coin fundraiser at South CX as very successful raising over \$3,000 for the Foundation. Foundation subgroups have been streamlined from four to two working groups. On a final note, the student author contest is open.

12. Executive Session

- **M/S/P Ceja/Messa** “to move into Executive Session” at 3:15pm ET
- **M/S/P Markley/Jackson** “to move out of executive session and approve policy for minimum core benefits for staff and provides the CEO with discretion to select additional annual benefits for staff offered by the third-party benefits provider within the approved annual budget.”
 - 10 “yes” votes
 - Zero “no” votes
 - Zero Abstentions

13. Adjourn

- **M/S/P Ironside / Messa** “to adjourn the meeting” at 3:54pm ET

Respectfully Submitted,

Matt Marcial, CEO NACAS

Beverly Hastings
Executive Assistant