



**Board of Directors – 2023 C3X**  
**November 4, 2023, 9:00am-11:00am**  
**Intercontinental Hotel, “Visionary”**  
**Toronto Canada**

**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  
Andy Lachman, CASP – West Rep  
Martha Davidson, CASP - Member At - Large  
J. Rex Tolliver, CASP - Foundation President  
Kristy Vienne, CASP - Member At – Large  
Bill Redwine - Interim CEO

- *Not in attendance – Kim Rademacher*

**Staff**

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

**Guests**

Scott Seagren, CASP – Incoming VP  
Jennifer Gray – Incoming Member-at Large

**Call Agenda:**

1. Call to Order / Roll Call  
Mr. Markely call the meeting was called to order at 9:07am
2. Welcome and Guest Introduction  
Mr. Markley introduced the new Board Members, Scott Seagren and Jenn Gray. Each board member then introduced themselves,
3. Approval of October 27, 2023, minutes  
M/S/P Jackson/Valdez “to approve the minutes as presented.”  
10 “yes”, Zero “no”. Zero abstentions

**Strategic Issues**

4. ELT Update
  - Sales & Marketing Update –  
Mr. Mulitsa reported 130 booths sold with 37 new business partners, with 18 of those brand new to NACAS. He reported that booth sales for 2024 has begun. Ms. Tyree asked that sponsored activities for the full conference be considered for 2024. Website migration is still in progress and expected to be completed in January.  
Mr. Mulitsa has one member of the editorial team to get as many leads as possible and speak to as many people as possible to determine content needs for articles/ inventory of

articles for the magazine. Suggestion for each board member provide one article each for the inventory of articles.

- Learning and Development

Ms. Majette reported the L & D supports 4 committees. For certification, there is now a CASP study group and they have completed a survey on the certification exam to do a practice analysis survey. C3X Planning committee is excited for a solid program to begin. The Canadian committee has completed 3 webinars, 2 surveys, the Canada Lab program and the quarterly newsletter.

Discussion on accessing the SME list as a value of membership to be added to future board meeting agenda. Ms. Majette reviewed the tracks, content and set up of the education for the upcoming conference. Ms. Majette also reviewed the options to mitigate the attrition. The DIAL program is underway and progressing nicely.

5. CEO Search

Ms. Jackson and Ms. Tyree reported that 2 final candidates will be at this conference and meetings are scheduled between the candidates, NACAS leadership and staff.

6. Membership Incentives

Matt Portner and Bill Redwine reported membership is at 83% retention with 44 new members. He explained that staff have learned that there are some individuals listed with multiple records. Retention is higher than 83% due to the cleanup of records.

Mr. Portner provided a brief update on each of the regions.

Mr. Redwine introduced a December discount package for membership vetted by the membership committee.

There is a board request to see membership data driven presentation year by year.

Discussion on LMS access membership rate.

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

7. CEO Contract

There was a review of the CEO contract template and salary structure by the members and this discussion will be continued

8. Depreciation Discussion

Mr. Portner introduced discussion on asset depreciation, noting what is currently listed as assets and the current process to review and update the list for 2023.

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

9. 2024 In person Board Meetings

Discussion over 2024 Board meeting locations was held with Toronto being presented as a possible option to mitigate some of the attrition costs. The number of in-person board meetings in 2024 will need to stay strictly within the budget guidelines.

### **Routine Board Business**

10. NACAS Office Update

Mr. Redwine expressed his appreciation to the Board for the opportunity to serve as interim and to the NACAS staff for their continued hard work and dedication to NACAS.

11. Foundation Update

M/S/P Davidson/Ceja “to approve the Foundation Slate of nominees as presented.”

10 “yes”, Zero “no”. Zero abstentions

**Board thank you**

Mr. Markley expressed his appreciation to the Board for the opportunity to serve with them as Board president and also thanked each of them for their time and dedication to NACAS, and the NACAS community.

**Adjournment**

This meeting was adjourned at 11:17am  
M/S/P Jackson/Ceja "to adjourn the meeting."  
10 "yes", Zero "no". Zero abstentions