



## **Board of Directors Virtual September 12, 2024, 2-4:00 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  
Jim Dwyer, CASP – Member At-Large  
Kristy Vienne, CASP - Member At – Large  
J. Rex Tolliver, CASP – Foundation President

### **Staff**

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

*Not in attendance:* Monica Rattigan; Brett Jackson

### **Call Agenda:**

Ms. Tyree called the meeting to order at 2:00pm ET

Approval of July 31, 2024, minutes

*MSP Markely/ Tolliver to “approve the minutes as presented.”*

10 “yes”, zero “no”, zero abstentions

### **Strategic Issues**

#### **ELT Updates**

Ms. Majette provided updates on the Dial program, Women in Leadership event, and C3X conference. The Dial program is wrapping up Q3 programming and will conclude at C3X. Women in Leadership has 57 registrants so far, exceeding the budgeted amount. C3X currently has 436 registrants and over 2,000 room nights booked, with more business partner groups expected to add rooms. The C3X budget is tracking well, with revenues slightly under budget but expenses also lower than expected

Mr. Steele welcomed Mr. William Hurley back to the team and he is working to familiarize himself with the current status of the NACAS Membership. He also provided an update on the Climate Action Lab and early conversations with the CDC on a potential relationship.

Mr. Mulitsa provided updates on membership and sponsorships. Membership numbers dropped after the August 30th deadline, but the team is working to renew lapsed members. Sponsorship revenue is strong, with \$310,000 sold year-to-date and \$699,000 in booth sales. The marketing team has also seen growth in LinkedIn followers and email engagement.

Mr. Portner provided an update on the Central MOU and transition of Central finances to Wells Fargo and shared Regional CX dates and locations for 2025.

Mr. Steele provided an update on the collaboration with SCUP and the benefits of this partnership and provided a draft MOU for review. The overall discussion on financial commitment.  
MSP Ceja/Lachman *"to approve the SCUP/ACPA Partnership MOU pending budget approval"*.  
10 "yes", zero "no", zero abstentions

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

Jared Ceja and Matt Portner presented the financial update, showing revenues slightly under budget at \$2.78 million and expenses over budget at \$2.83 million. The team is closely monitoring cash flow, especially in the final months of the year, and has started work on the 2025 budget. The board discussed the proposed dues and fee increases, which aim to keep pace with inflation and industry benchmarks while maintaining member value.

### **Board Nominations and Awards**

The board approved Jared Ceja as the nominee for the Vice President position (from the West Region). Two nominated board members were temporarily excused from the meeting for this discussion.  
MSP Seagren/Dwyer *"to approve the slate of nominees"*.  
10 "yes", zero "no", zero abstentions

The group also reviewed and approved the slate of award recipients, with some discussion about awarding the Innovative Achievement to a program or individual and around how to recognize the first Dial cohort.  
MSP Seagren/Ceja *"to approve the slate of award recipients"*.  
10 "yes", zero "no", zero abstentions

### **Routine Board Business**

Mr. Tolliver provided a brief update on the NACAS Foundation including an update on their upcoming annual meeting plans.

Several board members provided progress reports on topics including the Committee Chair Council, and the Central, South and West regional activities.

No additional business was brought forth.

### **Adjournment**

MSP Markley/Lachman motion *"to adjourn."*  
11 "yes", zero "no", zero abstentions