



**AGENDA
 NACAS WEST BOARD OF DIRECTORS
 CAL POLY POMONA
 KELLOGG CONFERENCE CENTER
 September 8, 2006**

Board Members:

Maria Garcia	Frank Mumford
Marti Gray	Sam Wheeler
Mark Miller	Louise Chamberlin
Mike Ellis	Minutes taken by Sandra MacSorley
Bill Shiba	

1. Call to Order
 Sam Wheeler Called the meeting to order at 1:35 PM on Friday September 8, 2006. New Board members received binders and others received updated CD's
2. Approval of Agenda
M/S/P (Miller/ Ellis)
3. Approval of minutes from September 5, 2006 meeting
M/S/P (Chamberlin/ Gray)
4. Treasurers Report
 See reports in binder
 Discussion on money market vs. CR
 Motion to leave investment in the money market account at 5.3%
M/S/P Chamberlin/ Gray)
5. Business Partner Survey
 The original discussion began in 2003. There was a feeling that while trying to be inclusive, the 80 – 100 suppliers were just too many.

The list was reviewed and is attached at the end of the minutes

**ACTION: Sandra to send Frank the list of Survey questions
 Frank to purchase either Survey Gold or Survey Monkey
 Peter Fraser to be given a copy of the survey
 Ask other regions to assist in a BETA test prior to sending Nationally**

6. Adjourned at 2:00 PM for tour
 2 to 6:00--Site visit and tour of Cal Poly Pomona – Mt San Antonio

Community College.

Hosts: Paul Storey, Andy Abelman and Jay Devers

Tour Highlights:

Mount San Antonio College	Cal Poly
Founders Hall – new for a dinner or lunch	Kellogg House – reception/ dinner
Community College Tour	Farm Store
Bookstore	Horses
C store design	Foundation Housing
ATM session	Tour: Student Union
	Dining- Food Services
	Bookstore
	Student employment session
	Foundation Marketing

It will be very interesting to combine the resources at both.

Adjourned at 5:50 PM

Tour the Kellogg Centre and restarted at 8:50 AM

7. Local Sponsors – Coke and Pepsi

- Gift Bags
- Include building and furniture companies

8. Edmonton Conference – Louise provided a handout on the Conference planning so far including sessions

a) Programme review –

Key Note – Alberta Tar Sands ? Look for someone on trends Look at What's New & trends

- California Closets
- Pod Casts
- Safes in Dorms
- WiFi Buses
- Cell phones & GPS – given to students
- Strategic Alliances
 - i. Cannon
 - ii. Gateway
 - iii. Ikon
 - iv. Quest
 - v. Charter Comm.

Possibly send out an email for other trends

ACTION: Sandra to look at what we have in Canada on trends

Industry panel – 2 –3 speakers about the trends in the work force – Canadian vs. US differences

b) Theme discussion

Work needs to be done to make sure that the write-ups coordinate to the theme. Suggested that Grant McEwan may have a marketing department that could help with catchy write-ups.

- c) Special Events –
Gala – booked at the Fort Edmonton \$ 10.75
Golf – tee times have been booked; still need transportation
- d) Business Partners
Decided that each will have a two minute presentation at the Business Partner lunch
Sponsorship was reviewed and Louise will send out to the conference committee

Motion: To add \$500.00 to each level of sponsorship and add one registration

M/S/P (Shiba/Mumford)

Motion: To add a \$100 gift certificate and a \$50.00 gift certificate to the Gold and Silver sponsorship levels for a raffle prize in the Business Partners name.

M/S/P (Ellis/ Gray)

Suggestion to add a Business Partner get together in Pomona – too late for Edmonton

- e) Partner on Themes- get them involved with the programming
Sodexo – Food Trends
NACU – Card of the future

f) **ACTIONS:**

Invite Brenda to the meeting on October 13 in San Diego

Sandra to bring Canadian Bears or Moose as give away for regional breakfast

9. Role of Board Members at National Conference

- a) Mentors – Maria has signed all of us to be mentors – we provided Maria with 10 of business cards that included cell phone numbers. The ratio is normally 8 or 9 new people to 1 mentor who volunteers
- b) Committee Work – Leadership meeting on Sunday includes all committee members. Committee members will also be invited to our board meeting. The new committee members are reminded that they need to go to the leadership meeting 8- 9 for orientation
Sam to get list from National of who is in what position and when their terms expire.
To assist us in keeping track and up to date in the West, we have talked about in the past to have an Admin Assistant. Frank offered to find someone for us at a price not more than \$2000.00 to be finalized at a later date.

Motion: To have Frank hire an admin assistant at a cost of no more than \$ 2000.00 per year.

M/S/P (Gray/ Miller) Mumford abstained

This position will also organize the NACAS west archives until a decision on the location of the National office will be.

- c) Strategic Planning – Covered under NACAS Discussion

10. Where do we go from here – finding new leaders?

For those going off the board, please let Sam Wheeler know if you are interested in other positions.

Media Services may need a new member – Bill Shiba to confirm – if we do suggested nominee is Diane Rawicz.

11. Community Colleges – assessment – National or us

Useful information would be if they are mostly contracted or self operated

Might be useful to have information included on the business partner survey

a) Commonalities –

- Bookstores
- Food Services
 - i. Catering
 - ii. Contract Providers
 - iii. Self operated
 - iv. C-Stores
- ID Cards
- Parking
- Facilities
- Print/Copy Services
- ATM services
- Ticketing

b) Uniqueness' – most things are just on a smaller scale

c) Structure – as unique as the universities

d) Anticipate their needs – need to continue to invite them and present a programme that will inform them

12. NACAS as an organization – National report and strategic planning

General Discussion.

Marketing report – a 6 hour conference call was held with the Lawry Group with a focus on how to market; past problem has been we have too much and a lack of understanding or what Auxiliary is.

A new logo will be presented at the national conference and there will be focus groups held. The Lawry group is about ½ way through the development process and have sample messages to present at the National conference. The expected cost is \$30,000, and the hope is to focus on the loss of membership. Membership is dropping in all associations at a rate of 5 – 10% per year as per NACAS drop.

Web Discussion – the web needs to be a priority – there is an expectation shift for people to receive information. There is non-responsiveness from the National Board to address this.

Marti Gray and Sam Wheeler will talk to Peter Fraser before Marti Gray takes it to Dr. Bob and the National board.

National location needs to be looked at – Is it required that we be in the DC area or should we be looking at the mid west – time to continue the debate. Put this on the National board meeting agenda. A suggestion was made to combine services.

Strategic Planning – Consultant looking at what the regions can do – after the National meeting we should have more information – will cost the regions about \$1250.00 each at this time. Marti Gray reviewed her massive contribution to NACAS, especially the west and was thanked for all of her service.

13. Other discussion items

a) Manning the San Diego Booth – please sign up – Canadians in a meeting on Saturday – time on Sunday – Edmonton people and Sandra has two to help while we are in the leadership meeting

b) 2008 – Motion – we hold the conference at Cal Poly in 2008

M/S/P (Ellis/ Chamberlin)

ACTION: Frank to enter into a contract to hold the conference April 12 to 15 or April 26 – 29 with golf on the Saturday.

c) 2009 – Suggestion that we go to Colorado – Mike to check and confirm some possibilities for June 2009

Check with Central to see if they would like to join us.

d) NACAS – Eastern, Central, South **Missed the conference dates & who was going**

e) Theme for Cal Poly Pomona – Left for Paul to decide

Will need a key note – suggest 5 sessions

f) NACAS Future Board of Directors – covered

14. San Diego

Bits and Pieces

- Plaques are needed for Paul, Julie, and Marti – Frank to get
- Foundation – all regional directors are requested to participate in donating
- 50/50 draw – Frank will bring a roll of tickets

Board Meeting

- We will not have alcohol
- We will have a Western hospitality suite after the dinner on Sunday
- Those that are available will go out for dinner after the meeting on Friday night.

15. Meeting adjourned at 1:35 PM

16. Next meeting: Friday October 13, 2006 – 4:00 PM Stratford Room

(near the Terrace Pavilion in the center of the hotel property, but not in the Convention Center)