



NACAS West Board of Directors Retreat
 12 – 14 June 2008
 Sonoma, California
 DoubleTree Hotel Sonoma Wine Country and Sonoma State University

MINUTES

Board Members Present	Board Members Absent
Maria Garcia, President	Clark Cunningham, Area II Director
Charlene Tomlinson, President Elect	Deb Hoefler, Area IV Director
Mark Miller, Treasurer	
Neil Markley, Area I Director	
Kimi Lucas, Area III Director	
Bill Shiba, Past President	
Louise Chamberlin, West Rep	
Julie Crea, Com/Tech Coord	

- 1). Call to order- 11:19 a.m.
- 2). Approval of Agenda-
- 3). Approval of Minutes- A motion to approve the March 2008 meeting minutes was moved by Charlene and seconded by Neil, motion approved. A motion to approve the May 2008 meeting minutes was moved by Bill, seconded by Mark, motion approved.

I. Reports

- A. President-Elect’s Report Charlene Tomlinson
Nothing to report
- B. Treasurer’s Report Mark Miller
The *financial report* is attached for period ending May 2008. Cash in bank is around \$85,000 and includes all conference expenses paid. A few revenue sources are still trickling in from National. Pepsi has sent in their sponsorship of \$3,500 to National and it has been recorded, no other outstanding receivables for business partners. Partnership will have been \$68,500 from the conference. In kind will show up on the balance sheet at a future time. Discussion ensued in regards to the cost of doing business and credit card expenses. It was noted that credit card expenses are a regular part of doing business and should be budgeted accordingly.
- C. NACAS Board Rep Report Louise Chamberlin
See Attached Report
- D. Area 1 Neil Markley
 1. Membership Committee Update- There is database being used to track new members in regards to school demographics. NACAS



National is doing a new program offering trial memberships to potential members. The program is a sixth month trial membership that gives them full membership access before committing to join. National is contacting members 30 days after trial membership as a follow up.

2. Business Partner Committee Update- No update

E. Area 2 - See update report Clark Cunningham

1. *Communication Services Committee Report attached*

F. Area 3 Kimi Lucas

1. Constitution & Bylaws Committee Update provided by Maria Garcia- Frank reported to her that there will be a constitution update coming up for potential changes.

2. Awards Committee Update- No Update provided

G. Area 4- No report, board member absent Deb Hoefler

H. 2009 Conference Committee Bill Shiba

The conference committee is strong. They met in Fort Collins and are working on a conference promotion to be done at the national conference. They are also busy working on the pre-conference and entertainment. A contract has not been signed with the hotel but is well on the way. There is no conference call scheduled for the next meeting but when it is, Bill will send the information to Neil and Maria to join. Mark would like to sit on the committee as Treasurer; the request was approved by Maria. There will be a business partner subcommittee established and a requested member is Mark.

I. Communications/Technology Report Julie Crea

1. Website Update- Website is being updated for directors, bios, face book links, etc. Under construction.

2. Newsletter Template- Publication dates mid-October and mid-April. Due dates for articles are one month prior with the first due date September 15, 2008. See action items for list of articles and assignees. The group agreed to have Julie create the headings and layout with approval of final product by the board.

II. Unfinished Business

A. Ed Foundation Investment Opportunity Bill Shiba/Mark Miller

The group discussed leveraging with the NACAS foundation for a fund investment. Management of money in this sense makes sense according to Bill. It would create a neutral location for funds management that is not tied to the Treasurer position. With each new treasurer, banks have changed and funds have been transferred, this would simplify the process. Funds would be available for withdrawal when needed but the return may suffer with an early withdrawal. The group discussed the need for liquid assets, reserves, and asset balance policies and discussed the S & P of the



NACAS fund. Mark needs to work the figures on the cash flow and the amount available for initial investment. Motion to invest a portion of our funds with the NACAS Fidelity fund, with board approval needed on any investment strategy change was made by Bill and seconded by Louise, motion approved. A side project for an investment policy was delegated to Neil.

- B. Ed Foundation Scholarship Money Bill Shiba
1. The group had voted at the May 2008 meeting to match the \$750 donated by the Ed Foundation to bring the total to \$1500. Motion to offer one scholarship to cover the registration fee for the institute for managers up to \$500 and four registrations to the annual regional conference, one from each West region area was made by Mark and seconded by Charlene, motion approved. Discussion ensued in regards to the criteria for awarding the scholarships.

Kimi volunteered to develop the form for the essay application process for each award. The discussed ideas for the institute for managers scholarship is as follows: employed in aux services for less than 5 years, narrative essay application process describing why they would like to go to the manager's institute, suggestion of having an old member nominate a new member for succession planning. The discussed ideas for the regional conference scholarship are as follows: submitting an innovative idea on campus, someone other than a director, based on financial needs, and schools without conference attendees.

- C. Award Nominations (due 14 July 08)- Maria
1. Cultural Diversity Scholarship – No nominations
 2. Emeritus Award – Clark; Brenda Andreassen
 3. Emerging Professional Scholarship – Maria; Deb Hoefler
 4. Golden Award – No nominations
 5. Innovative Achievement in Auxiliary Services Award – Bill; Self nominate
 6. Outstanding Business Partner of the Year Award – Louise; Stacy Dyer, Texas Book Co.
 7. Regional Mentor Award – Charlene; Sam Wheeler
 8. Robert F. Newton Award for Distinguished Service – Bill/Frank; Marti Gray
 9. Silver Torch Award – Bill; Greg Larsen
- Action item to seek out culturally diverse institutions and persons for future nominations
- D. Committee Vacancies (due 14 July 08) Maria



1. Awards (3 year term)- Nominating Peter Fraser, Charlene will contact
2. Business Partner (currently vacant, would serve 2 more years)- Nominating Dave Nirenberg, Maria will contact, will contact Clark for an alternate choice if needed
3. Communications (1 year term)- No nominations needed
4. Membership (3 year term)- Nominating Jane Barrantes or Cindy Vetter, Maria will contact
5. Nominating (1 year term) – Jay Devers self-nominated for this position
6. Professional Development (3 year term)- LeeAnne Case self-nominated for this position
No paperwork, just name submittals

Adjourned at 4:54 p.m. on 6/13/08 to reconvene at 8:30 a.m. on 6/14/08 in the Redwood room at the Double Tree Hotel.

III. New Business

A. Membership Recruitment & Retention Maria
Charlene discussed that the key to this is gathering data from our non-active members. The exit interviews that national is doing is a good start, it is a new process so we have not received any information as of yet. There is a national project to explore colleges and universities that may be potential members. Last year's cold calling of non-member institutions by national was not successful and was discontinued. Bill would like to do a conference call with Dr. Bob as to what type of information they currently have to help with recruitment. He would like Maria, Charlene, and Louise to join him in the call. They will ask about the list of non-member institutions in the region. Maria would like to put a list together to start building replacements for retirees.

Bill would like to focus on succession planning as there are many members that will be retiring in 3-5 years. The discussion continued with how to draw members to the regional conference. It was suggested to offer some variety of sessions. Charlene will e-mail Julie a great selling moto from national on the importance of NACAS. It was suggested to get quotes from the conferences to help sell. Survey results are missing from National for the regional conferences.

Recruitment, having members make a personal connection with other institutions, and having the regional account reimburse for travel expenses was discussed.

A long discussion ensued about how to make the personal connections at the regional conference to bring in new members. It was discussed to have a



structured informal type session and have the board personally make connections to help to build the bridge with newcomers.

Charlene discussed giving discounts for retirees. It was suggested to offer the discount to retirees that will be retiring within the next three years or sooner. Bill would like to see us to gather data on the number of upcoming retirees first without giving the discount to better enable us to forecast the request.

Discussion ensued for the newcomer orientation at the regional conference. The newcomer's orientation was put on Bill's to do list to create some sort of activity and structure for the Fort Collins conference. The theme of the discussion seemed to request a facilitator at the event to encourage discussion and to invite more than just newcomers to encourage the initial discussions.

B. Bylaws and Constitution Revision Maria

1. To separate the Secretary and Treasurer position-
Maria said we cannot do this until next year as it requires a vote of the membership. The pro side is to ease the workload on the treasurer; the con is that we would need to add another person onto the board. All members need to do a draft of their job descriptions to facilitate the separation of secretary and treasurer. It was discussed that we would need to have sustenance to the position to validate a separation. The inclusion of conference coordinator duties was discussed as a component of the separate position. This would also alleviate other duties currently held by the treasurer.

IV. Regional management plan

Discussion ensued to look at this at a national level and revise it for pertinence for the regional level. An action item was assigned to each board member to edit the form as necessary by August 20. Goal is to read each question, delete it or revise it and then choose questions or topics to add on.

V. Meeting Adjourned at 10:33 a.m.