



CACS Board Meeting

November 12, 2018

The Peppermill – Roma 2

8:00 am breakfast w/ Annual Committee

Minutes

In attendance: Shelly Schrimpf, Kristin Bonetati, Eric Magallon, Nick Karvia and Beth Gallagher and Dillon Rickard. Absent: Jeff Whalen

Shelly announced Tony Sanjume; incoming President of NCBA will be attending our meeting around 11am.

Annual Committee Members joined the Board for Breakfast.

Includes: Aaron Ochoa (UC Davis), Rachel Byrd (Grand Canyon University), Regina Loccasino (Sales Rep for many general merchandise lines), Brittany Richard Johnson, (Douglas Stewart) Chair of Education. Shelly & Eric are also on the committee.

Tony Sanjume arrived @ 10:48am, Director of Lane Community College, Titan Store, President of NCBA. He proposed NCBA & CACS have a joint meeting 2020. Their meeting 28 out of 14, 30 booths, 70 vendors 15 were a publisher panel. He said it is a bigger risk to do alone. NCBA does not do a Spring Show case. They do summits. CACS will definitely have a show & Kristin Bonetati, President & Eric Magallon VP/President Elect will be at the helm for the California group. Shelly says this will deepen the pool of volunteers. The things to think about, for the future: a paid person or contractor for the annual meeting, spring showcase, summits, bank reconciliation, emails, etc. There was some discussion of the NCBA bank savings and how much it each association will be contribute financially.

There is a possibility of doing a joint meeting in 2020 and will there be a possibility of joining associations?

Review documents for the Annual Meeting. The instructions for the Board during the Annual Meeting. Information during the business meeting, assignment for the hours during the EXPO and the installation of officers during the dinner were talked about and all were ready for the meeting.

Nick to speak during our membership meeting, Tuesday, 11.13.18 on legal issues.

1. CALL TO ORDER/ADOPTION OF THE AGENDA: Shelly
Eric Magallon motioned to adopt the agenda with Nick Karvia as second, @ 11:03 am. Shelly Schrimpf, Kristin Bonetati, Beth Gallagher and Dillon Rickard were ayes.

2. DISTRIBUTION OF REPORTS: Mona
3. ANNOUNCEMENTS Mona
Total stores attending 19 registered with 35 members. We sold 42 booths filling the EXPO with 67 vendor members attending. There is money in the bank, with more than \$200,000 in the bank.

4. CONSENT ITEMS
 - A. APPROVAL OF September 17, 2018 Board Minutes. Shelly
Motion to approve the minutes by Eric Magallon and second by Dillon Rickard. Shelly Schrimpf, Kristin Bonetati, Beth Gallagher and Nick Karvia were ayes.

 - B. CONTRACT INVENTORY Shelly
3 documents from Partnership were explained to the Board from Dillon Rickard. The Board had no questions
 - C. FINANCIAL REPORT Mona
4C Profit & Loss
 - 2019 Budget. Kristin
The Board Members formed the budget. Shelly and Eric went through budget with Kristin and completed 2019.
 - Motion to approve the 2019 Budget by Eric Magallon and second by Dillon Rickard. Shelly Schrimpf, Kristin Bonetati, Beth Gallagher and Nick Karvia were ayes.*
 - D. New Partners Shelly/Mona
 - E. Communication Channel Mona

5. Strategic Plan Agenda 2018 – 2020 brief update action items: Shelly

Summary

To best serve our current and prospective members in light of the impact on collegiate retail of the major changes occurring in Higher Education, CACS will focus its leadership and resources on the following strategic priorities:

GOAL 1 **Advocacy:**

CACS will prioritize strong advocacy for the vital role of college stores in higher education by:

- a. Continuing current successful lobbying and education at the state government level.*
- b. Building deeper connections with legislators and policy influencers.*
- c. Achieving greater reach by allying strategically with other groups (e.g. state faculty and student associations).*

GOAL 2 Education:

CACS will provide guided, targeted, focused, connected experiences to our membership by:

- a. Developing education offerings that dive deeply into key topics/issues.*
- b. Leveraging subject-matter experts as needed from membership and other groups.*
- c. Creating opportunities for volunteer experts to create and share education content that are focused on specific needs/objectives rather than predefined roles.*

Eric: Update on the education side of the Annual Meeting:

- d. Making CACS educational content available to more college stores.*
- e. Ensuring education penetration into each store's staff.*
- f. Develop and promote content to educate key related constituencies and influencers about the role and importance of independent campus stores.*

GOAL 3 Connections:

CACS will develop productive connections using concurrent, multi-level strategies by:

- a. Assisting our stores to build and strengthen connections with campus stakeholders.*
- b. Reports on Benchmarking of Community Colleges Mona*
- c. Identifying and building relationships with key state constituencies and influencers in higher education.*
- d. Leveraging alliances with other organizations focused on collegiate retail industry.*

GOAL 4 Relationships:

CACS will facilitate beneficial store and vendor relationships that are mutually beneficial and strengthen our industry by:

- a. Creating unique and valuable opportunities for vendors and store buyers to partner.*
- b. Fostering networking between stores to share expertise.*
- c. Helping buyers learn and refine negotiation skills.*

CACS will also strengthen the association's leadership structure to be better support these goals by:

- *Reviewing CACS structure and governance and proposing necessary changes to the Constitution & By-laws*

**** Report on the rewrite to the above with Suzanne, Nick & Legislation Committee****
Jeff

- *Determining goals and metric for evaluating association offerings*
- *Launching a re-imagined communications plan that will:*
 - *Achieve wide-reaching penetration*
 - *Utilize social media effectively*
 - *Feature focused topics and messaging*
 - *Underscore organization's value*

7. *Business*

- A. *Chapter Office Report*
- B. *Good of the Order*

Mona
Shelly

Beth got the Board set with the Whova App to be used during the meeting. The App was live and she showed all the usage and what it can do.

8. *Adjournment*

Shelly

Motion to adjourn the meeting by Dillon Rickard and second by Eric Magallon at 12:32 pm.

Next meeting in December 2018, conference call to be announced.