CACS
CALIFORNIA ASSOCIATION OF COLLEGE STORES

CACS Board Meeting MINUTES

Attending: Eric Magallon, Shelly Schrimpf, Dillion Rickard & Aaron Ochoa. Absent Kristin Bonetati,
Eric Oleson will drop in when available.

December 16, 2019
Conference Call 1-800-453-5550 #3681532
9:44 am

1. CALL TO ORDER/ADOPTION OF THE AGENDA:

Motion to adopt the agenda by Aaron Ochoa and second by Shelly Schrimpf. Eric Magallon & Dillion Rickard were ayes at 9:45am.

2. DISTRIBUTION OF REPORTS:

Minutes, Financials

3. ANNOUNCEMENTS

Mona said the Financials look good. Although budgeted for a loss of $-10,000 we are $14,000 net and will discuss the revenue later in the meeting.

4. CONSENT ITEMS

A. APPROVAL OF October 7, 2019 Board Minutes

Motion to approve the October 7th BOARD MEETING Minutes by Dillon Rickard and second by Aaron Ochoa.
Eric asked if there were any Issues, changes, corrections to the minutes. There was no response. Eric Magallon and Shelly Schrimpf were both ayes.

APPROVAL OF October 10th BUSINESS MEETINGS MINUTES

Motion to approve the October 10th BUSINESS MEETING Minutes was motioned by Aaron Ochoa and second by Shelly Schrimpf at 9:51am.
Eric asked if there were any corrections or additions to the minutes. Eric said even if not any corrections or additions, you may comment. Aaron is not sure if we need to have a meeting for the membership. Shelly says it all looks good. Eric Magallon and Dillion Rickard were ayes.

B. FINANCIAL REPORT

Will discuss the Mega later during the meeting.

C. COMMUNICATION

- *Membership Renewal Letters will be going out right after the Holidays. CACS will be 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*
- *Topics for next 2020 letter Eric will be sending something. Eric asked if anyone have any issues of the letter the first letter sent out?*
- *Another letter will go out around February. On legislative issues, he would like more in depth items to put into the letter of communications. He has an offer from Suzanne Donnelly to chair Legal this year. He then requested if anyone has a problem Suzanne chair the legal committee or if you know of anyone else, please say so. Dillon believes she will bring some passion to the committee. Aaron says we need think of the college store as a convenience store, retail store, licensing entity. We need to think everything that pertain to our business. All members were in agreement for Suzanne with no objections.*

5. BUSINESS

A. Chapter Office Report

Check scanner will be working on the Mac Book and not the PC.

B. Finalize Dates for Calendar

Changes and discussion were made to the Board Calendar. Eric gave the Board "homework" for the next conference call in January 29, 2020.

Assignments were made to Shelly Schrimpf & Dillon Rickard for Spring Showcase 2020. Aaron brought up there might be a problem going into San Diego for those traveling from the Los Angeles Summit to the San Diego Summit. The 2019 was at the same time of the start of Comi-Con. San Diego Airport was very busy with incoming flights. Mona assured Nancy Wichmann, Auxiliary Business Service for San Diego District that has been checked. Shelly said that San Diego Community College – Mesa is by the football stadium. Comi-Con is not near the Mesa Campus and is the following week.

C. Mega Update *Kristin/Mona*

Monkey Survey as well as the Evaluations collected and results were all over the place. The majority would like to have Mega Meetings more often, would like more buyers and most everyone thought the Education was excellent.

Attendance:

Stores: *Total of 75 buyers/managers/directors; CACS-23, NCBA-16 & SWCBA 25 compared to 2009 with a total of 90.*

Vendors: *180 registered compared to 138 in 2009*

Over $520,000 in orders written at the Mega.

The approximate split between the 3 Associations will be between $14,000 and $20,000. All expenses have been paid and we are awaiting the final income from RedShelf sponsorship & a few more that owe Mega.

Aaron has a question or thought to send out the information to stores only, not to the vendors. He had several conversations with vendors that gave input that they would like the information. The results will be sent to both vendors & stores in the future. Dillon says the younger salespeople like the info. Next time we do this we can include vendors with info.

D. Spring Showcase

Spring Showcase will be Wednesday, March 25, 2020 at FIDM. There is a possibility to see the 'Oscar" Room. The school is closed, so we should be able to access a little easier and parking, too.
Eric will have more discussion next month.

E. Course Material Summit

Summit in San Diego - Mesa, July 16th and where in Los Angeles area? Suggestions for a school/site in area are welcome.

F. Committees

Eric asked the Board if they had any ideas and/or individuals to work on committees. He said things change for committees if we go the Mega every other year. He is preparing current committees and would like to know if there are any individuals that would like to stay on and/or add to committees. Eric asked if anyone else have thoughts. Shelly said there are 4 permanent committees we just voted on, Legal, Marketing, Spring Showcase and Course Materials. Aaron said with those four Marketing and Advocacy/Legislative is just CACS. Programming/Events is anytime there is show at Annual and Spring Showcase.

Strategic Plan Discussion

- *Review old plan and revise (board meeting)*
- *Come up with new name that is more inclusive (Homework)*
- *Begin discussion on concept of a new combined association (Homework)*
- *Hold a retreat in 2020 with other associations. (replaces planning retreat) Review, look over, strike out or add 1st thing. 2nd thing to do some thought what kind of name if we are moving into a direction with other associations. What name would it be inclusive with our current association as well as others. Think of limitations of retooling our association and what also would include with other associations. Think about it.*

G. Other Items.

Ed Schlichenmayer, CEO of NACS called CACS Office. Mona said he was just touching base and offering support to the Association. Eric Oleson has been working on????

6. BELOW FOR REVIEW PURPOSES ONLY

Eric

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:

- *b. Continuing current successful lobbying and education at the state government level.*
- *c. Building deeper connections with legislators and policy influencers.*
- *d. 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.*
- *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. Identifying and building relationships with key state constituencies and influencers in higher education.*
- *c. 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.*

7. Adjournment

Motion to adjourn the meeting by Dillon Rickard and second by Aaron Ochoa. Eric Magallon and Shelly Schrimpf were ayes @ 10:05 am.

Next Board Meeting January 29, 2020 @ 9:30am, Conference Call 1 hour.