CALIFORNIA ASSOCIATION OF COLLEGE STORES

CACS Board Meeting MINUTES

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

December 11, 2017
Conference Call 1-866-453-5550 #3646782
11:02 am

1. *CALL TO ORDER/ADOPTION OF THE AGENDA:* *Shelly*
   Kristin Bonetati motioned to adopt the agenda and it was second by Jeff Whalen. Shelly Schrimpf, Beth Gallagher, Dillon Rickard and Nick Karvia were all ayes at 11:05 am.

2. *DISTRIBUTION OF REPORTS:* *Mona*
   Calendar for 2018
   Financial as of November 30, 2017, 2 sets of minutes
   Whova Data of Session Surveys & Event Report
   One set of minutes from the Board Meeting on November 5th and the other from the Business Meeting of November 8th, 2017.

   Shelly Schrimpf asked the Board if the dates on the calendar were ok. Beth said that there was a conflict regarding the April Meeting. Shelly changed the Board Meeting to April 4 & 5 with the Annual Meeting to meet the 2nd & 3rd. The remaining Board Members were in agreement.

3. *ANNOUNCEMENTS* *Mona*

4. *CONSENT ITEMS* *Shelly/Mona*
   A. *APPROVAL OF November 5, 2017 Board Minutes & approval of Business Meeting Minutes November 8, 2017. Financial Discussion.*

   Motion to approve both sets of minutes by Jeff Whalen and second by Beth Gallagher. Shelly Schrimpf, Kristin Bonetati, Dillon Rickard and Nick Karvia were all ayes at 11:15 am.

The bank account is good. There is $172,242.87 and we owe the Queen Mary Hotel $8,879.86. There is still $11,950.60 to be collected from all the outstanding invoicing from the Annual Meeting. We also have $1200 that will not be spent next year due to the cancellation of drop box.

B. CONTRACT INVENTORY (not anything new to report) Shelly

After some discussion, it was decided that our financial situation would be best to terminate the agreement with Wilke Fleury. The Board said we can be on watch via online of any legal issues. If CACS needs legal help we can see if there is a possibility to put a legal team on the problem. Mona will call Wilke Fleury, John Valencia, and reprise them of the decision by the Board. There will be no renewal starting 2018.

The Board all voted to Ayes with no opposition.

Beth Gallagher said that Political Solutions LLC is open to work with CACS. They do not want to quote anything until they know what we will need.

C. INTERNET BANKING LIST (not anything new to report) Mona

D. New Partners Shelly/Mona

Beth Gallagher asked if we asked Net Suite to join CACS. They work with Oracle, BYU & Oregon. Mona said that she believes Jeff Bischoff has asked them. Jeff responded via text saying they have been unresponsive.

E. Communication Channel Mona

5. BELOW FOR REVIEW NEW Strategic Plan Agenda 2018 – 2020 brief update action items: Shelly

Shelly Schrimpf said this is the first time to have the Strategic Plan on the Agenda and she would briefly go over the Plan.

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.

Nick Karvia & Jeff Whalen have been doing legal for 4 to 6 years, we should be ok.

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).*

Shelly Schrimpf says she has a good Education Committee and has chosen Lily Lopez for Retail Merchandise/Spring Showcase. Kristin Bonetati has been assigned the Board Liaison. Kristin would like an extra person to help the day of the Spring Showcase and Shelly will ask the extra person she has in mind.

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.*

Shelly Schrimpf asked Nick Karvia to send her anything he has from Nacs. Shelly also asked who does she need to talk to regarding the education information at NACS? Nick responded Tony Ellis.

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.*

Connections between buyers and vendors. It was suggested we watch NACS / Connect 2 One & all buying groups for the year.

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.*

Next year we will focus on the Constitution & Bylaws. Suzanne Donnelly, Nick Karvia & Jeff Whalen will rewrite so that there will be a change on Director and Presidential tracks.

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*
- *Determining goals and metric for evaluating association offerings*
- *Launching a re-imagined communications plan that will:*
  - *Achieve wide-reaching penetration*
  - *Utilize social media effectively*

  Beth Gallagher to do and Dillon Rickard to help social media. Jeff Bischoff will still help with website. Kristin Bonetati says that we need to add many items that are missing on the site bring it up to date.
  - *Feature focused topics and messaging*
  - *Underscore organization's value*

Beth Gallagher had dinner with Tony Sanjume (from the Pacific Northwest) and would like to work with CACS & may accept to presidency with the NCBA. That would help us with a Mega Meeting.

7. Business

A. Chapter Office Report *Mona*

Kristin Bonetati suggested we beef up the web site. She suggested that we get rid of the goody bags at the Annual Meeting and have the vendor's giveaway at their booth.

Mona said the signs were donated by Azusa Pacific and the table decorations were $150 total. The expenses for this meeting were kept very low.

B. Good of the Order *Shelly*

Kristin asked if we have recap notes from the wrap on the Annual Meeting? Beth and Kristin both have notes. But have not typed them up yet.

Motion:

8. Adjournment

Beth Gallagher motioned to adjourn the meeting and Nick Karvia second. All ayes were Shelly Schrimpf, Kristin Bonetati, Jeff Whalen and Dillon Rickard. The meeting was adjourned at 11:58am.

Next meeting on February 6th @ 9am conference call.

Respectfully submitted,

Mona Farley
Executive Director