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Nevada DECA, Inc. Board of Trustees Meeting

DATES: September 8, 2016 Minutes
2:30 PM – 4:30 PM

PLACE: Harrah's Las Vegas

Board of Trustees Members in Attendance

- Snehal Bhakta, Clark County School District
- Katherine DeSimone, Clark County School District (via video)
- Kevin Camelo, Nevada DECA State Officer
- Maya Gupta, Nevada DECA State Officer
- Curtis Haley, Nevada DECA State Director (proxy for Executive Director Brycen Woodley)
- Alan Fulks, Retired
- Bonito Sahagun, Creative Collaboration
- Cariela Santana, The Smith Center for Performing Arts
- Brock Taylor, DECA Advisor at Liberty High School & Board of Advisors Representative
- Johana Mendoza, UNLV Collegiate DECA
- Gabe Silva, DECA Advisor at East CTA & Board of Advisors Representative

Board of Trustees Not in Attendance

- Melissa Scott, M.A., Business and Marketing Consultant, Nevada Department of Education Educations Programs Professional (ex-officio)
- Nicole Mastrangelo, Co-Operate on Main
- Mike Raponi, Director of Career, Technical, and Adult Education for the Nevada Department of Education (ex-officio, non-voting)
- Hazeer Razack, Wells Fargo

CALL TO ORDER

The Nevada DECA, Inc. Board of Trustees meeting was called to order at 2:37pm.

APPROVAL OF MINUTES

Decision: Snehal moved and it was seconded to approve the minutes from the May 2016 Board Meeting and September 2016 Board Conference Call. The motion passed unanimously.

COMMITTEE UPDATES

FOUNDATION COMMITTEE

Discussion: Curtis gave the update on Foundation Committee. The Foundation Board will look to have a short meeting this month. Snehal had an idea for the Committee about soliciting student recommendations for investment strategies for



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part of the Foundation income. Most likely would be a Stock Market Game or some Finance Cluster event winner.

PARTNERSHIP COMMITTEE

Snehal gave a brief update for the Partnership Committee about the \$5,000 Levi Strauss grant that was given to Nevada DECA. The money can be used over time or all at once, but Snehal recommended using it for ICDC scholarships for students who win in apparel-related events and inviting Levi to present the money at the meeting. Gabe brought up that CCSD won't be providing grant funds for ICDC and WRLC this year, so any funds we can provide to subsidize attendance would be helpful. Snehal shared some of the rationale behind the grant funding reduction. Brock suggested that we look at how we can start to subsidize winners for all of the events.

Direction: Curtis proposed that we concentrate this year on trying to get every event sponsored with a \$100 prize. Curtis will build the infrastructure and promotion material and determine what sponsorship assets. Snehal asked to receive a spreadsheet of competitive events and which ones are sponsored to start publicizing it. He also recommended spending the Levi funds over the course of three years. Snehal will ask Levi if we can use the funds to sponsor events outside their career concentration. Kevin volunteered to join the Partnership Committee to provide student perspective.

Discussion: Snehal has reached out to the American Marketing Association for our State Officers to come deliver a presentation to their members to discuss DECA, our competition and use it as a judge or sponsorship recruitment opportunity.

ADVISOR DEVELOPMENT COMMITTEE

Discussion: Curtis shared the Advisor Passport and timeline for Sustainability Grants submission and review. Snehal suggested offering a minimum incentive of \$185 (the quad rate conference registration fee) for the Advisor Passport to incentivize small chapters and the management team agreed to look into it.

STATE OFFICER TEAM UPDATE

Discussion: Kevin and Maya presented the update for the State Officer Team. Kevin shared the lessons the team learned at the DECA Emerging Leaders Summit and the opportunities to network with all of the different chartered association officers. The team learned about advocacy, social media, networking and presentation skills and filmed videos for the upcoming year.

Maya shared the development of the team's action plan. Each member of the team will concentrate on competitive events preparation, membership development, chapter outreach, chapter campaigns, community service, and social media. Kevin



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shared Nevada's state theme OWN IT, based on the international theme, Own Your Future. Maya also shared the plans for the brand new Chapter Leadership Council. Gabe requested the State Officers to create informal, friendly quarterly videos updating chapters on what's happening throughout the year.

COLLEGIATE DECA UPDATE

Discussion: Johana shared an update for UNLV Collegiate DECA. The UNLV officers just held their Chapter Officer Retreat to plan out their meetings and social media strategies for the year. Their first meeting is on this Monday. About 30 people showed initial interest in returning to the chapter this year. Over 100 people signed up at Involvement Fairs through the summer and fall. Curtis also shared updates on membership dues and Collegiate DECA involvement in Nevada DECA events.

MANAGEMENT TEAM UPDATE

Discussion: Curtis shared management team update including a look at the management dashboard and a preview of events this year. This year is looking to be a strong one with both WRLC and ICDC being on the West Coast instead of back east, which should boost attendance.

Curtis also shared the vision of the updated State Officer positions to be published in the State Officer Candidate Guide. Curtis shared that the positions will be changed to align with the Mission-Based Officer Positions DECA has been promoting internationally for the last few years. The Board asked whether there would still be a Northern-specific State Officer in the new model, and Curtis shared that at least initially there would not be, but that this would likely encourage Northern students to apply for more positions than just Northern Nevada Vice President.

FINANCIAL REPORT REVIEW

Discussion: Curtis walked through the profit and loss, balance sheet, AP/AR reports and profit-and-loss statements for each individual event. The year ended with a positive net income for Nevada DECA based on strong conference attendance and some expected expenses which weren't paid out last year such as Chapter Support Liaison funds.

Decision: Bonito moved and it was seconded to approve the financial reports as presented. The motion passed unanimously.

CALENDAR REVIEW AND APPROVAL

Decision: Brock moved and it was seconded to approve the calendar as presented. The motion passed unanimously.



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OTHER BUSINESS

Discussion: Snehal shared his campaign for the VP of Marketing for the ACTE Board of Directors and requested a letter of support from the Board of Trustees. The election begins at the end of November. The Board agreed to provide a letter for Snehal.

The meeting adjourned at 4:25pm.