



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee GoTo Meeting

Thursday, April 11, 2019

10:00 a.m. – 11:00 a.m. (EDT)

Members Present:

Erich Binder, Chair
Mark Miller, Vice Chair
Donald Colliver, COF Member
Derek Crowe, RP ExCom
Jim Fields, Foundation ExCom
Jeff Gatlin, Scholarship Trustee
Bill Harrison, Foundation ExCom
Scott Martin, RP ExCom
Tim McGinn, PLC Liaison
Ginger Scoggins, Member at Large
Thomas Watson, Foundation ExCom
Dennis Wessel, LMC Member
James Wolf, Member At Large

Members Absent:

Salih Zeki Poyraz, Member at Large
Charles Gullede, Consultant
Farooq Mehboob, Coordinating Officer
Vacant Position, RP ExCom

Staff:

Kim Mitchell, Chief Development Officer
Payton Cornelius, Development Coordinator
Nicole Blount, Sr. Manager of Development
Margaret Smith, Development Manager

Guests:

Greg Martin, Pub Ed
Calder Sinclair, President
Sinclair, Townes & Company
Gina Snider, Sr. Consultant
Sinclair, Townes & Company

1. CALL TO ORDER, ROLL CALL, INTRODUCTION OF GUESTS

Binder called the Development Committee meeting to order at 10:03 a.m. and Mitchell completed roll call.

2. ASHRAE CODE OF ETHICS COMMITMENT

Reviewed.

3. REVIEW AGENDA

There were no revisions or additions to the agenda.

4. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES

January 14, 2019, Meeting Minutes

Binder called for approval of the January 14, 2019, Development Committee Minutes. No discussion and motioned approved.

Motion 1: to approve the Development Committee Minutes from the January 14, 2019 meeting as presented.

MOTION 1 PASSED (VOTE 11:0:0 CNV)

5. REVIEW ACTION ITEMS

A. January 14, 2019, Meeting. Reviewed action items, one ongoing and one completed.

No	Responsibility	Summary of Action	Status
AI 1	Staff/ Burroughs	One month for task force to come together to prepare and submit recommendations to TASC to address existing named rooms and naming opportunities for the new HQ.	Ongoing
AI 2	Binder	Gulledge requested to include in the BOD report that 100% board giving was completed last year and needed again this year.	Completed

6. BUILDING CAMPAIGN PLANNING & STATUS

- A. Discussion of corporate donor benefits (need motion from BOD)
 - Early corporate visits helping to craft our message and better understand their motivation for giving
 - Corporations want to support the building but want to know ROI for them specifically
 - There will be different levels of giving for available space and will know more as the design team finalizes plans for the building
 - Exploring benefits for higher donors while leveling the playing field for mid-size donors and having assurances to offer both

- Need to develop a motion and include parameters for approving content and length and size
- Erich shared the following ideas:
 - o Major donors display videos on large monitors/screens highlighting industry related topics that could be played in the new HQ building, on our website, and on our social media platforms.
 - o Develop a special separate commemorative publication that highlights donors and utilize a subset of it to insert into the Journal. Also suggested to bundle the special publication for wide distribution at the Expo.
 - o Provide “Ted Talks” style educational videos.
 - o Connect with ASHRAE’s membership during the Annual or Winter Meeting through a panel discussion or social event.
 - o Participate in a ribbon cutting at the new HQ, timed to coincide with the November Board meeting.
- Staff to gather ideas from discussion and send out for a ballot vote and then get to Sheila for discussion and a vote of ExCom

Binder called for approval of the recommended offerings and assurances to ensure that major donors to the campaign are given adequate recognition and visibility. All approved and motion carried. (The full motion presented to the BOD with background and fiscal impact is in the Principal Motions section, page 5.)

Motion 2: That the Board of Directors approve the following recommended corporate donor benefits to ensure that major corporate donors to the building campaign are given appropriate recognition and visibility to encourage contributions (see below).

Proposed Benefits and Opportunities for Corporate Donor Recognition – To reach the broadest audience (members and non-members alike) and to provide more motivation for our large and mid-size corporate donors, we propose the following:

1. Allow major donors an opportunity to display videos on one or more monitors/screens in the new building highlighting industry related topics. An agreement will underscore the parameters for length, format and content. In addition to playing videos in the new HQ building, they may also be available on our website and on ASHRAE’s social media platforms.
2. Develop a special separate commemorative publication about the goals and features of the new HQ building and allow our corporate donors to provide copy for consideration in the magazine related to these goals, features and the future of the industry. The magazine could be mailed to ASHRAE’s membership by including it with one issue of the ASHRAE Journal (not as an insert to the Journal, but bundled with the Journal in shrink wrap for mailing). In addition, the magazine could be distributed at the AHR Expo in a manner consistent with AHR regulations. Finally, the magazine and/or articles within it could be made available on the ASHRAE website in a noncommercial manner to be determined at a later date. All appropriate decision-making bodies would be consulted prior to acting on any of the above recommendations.
3. Participate in a ribbon cutting at the new HQ, timed to coincide with the November Board meeting (2020). Video and print coverage of the ceremony

could be utilized consistent with the manners described above. In addition, a short video of the ceremony could be presented during the President's Luncheon during the recognition of major donors.

MOTION 2 PASSED (VOTE 11:0:0 CNV)

B. Discussion of campaign strategy

- Remaining nimble and responsive
 - o Corporations expressed that they want access
 - o Looking for ways to match corporate requests for access to members
 - o Suggested that publication be hosted on the website and then include the company's website directing donors to information about their specific equipment
 - o Greg shared some concerns about the use of website
 - o Scoggins suggested that ideas from the discussion should help to accomplish access
- Cash and In-kind contributions
 - o No discussion

C. Capital Campaign Budget

- The budget for the campaign was created last spring and spanned two years.
- Though the overall budget could be estimated last spring, it wasn't known at the time the budget was created exactly when the funds would be needed. So, the budget was front loaded into the first year to ensure that we had enough.
- At this point, we know that there are funds in this year's budget that will need to be spent next year.
- Therefore, we need to ask for the unused campaign funds to be rolled over into next year's campaign budget.

Binder called for a motion recommending that unused funds allocated for this year's campaign budget will roll to next year's campaign budget (SY 2019-20). Watson moved, Colliver second, all approved and motion carried.

Motion 3: That the Board of Directors approve that unused funds allocated for this year's campaign budget will roll to next year's campaign budget (SY 2019-20).

MOTION 3 PASSED (VOTE 11:0:0 CNV)

7. NEXT STEPS

8. MISCELLANEOUS ANNOUNCEMENTS

- A. Next Building Ad Hoc Committee Meeting – April 17, 2019
- B. Next BOD Meeting – May 6, 2019

9. ADJOURNMENT

Meeting adjourned at 11:03 a.m.

PRINCIPAL MOTIONS

Development Committee

GoTo Meeting

April 11, 2019

Motion 1:

That the Board of Directors approve the following recommended corporate donor benefits to ensure that major corporate donors to the building campaign are given appropriate recognition and visibility to encourage contributions (see below).

Proposed Benefits and Opportunities for Corporate Donor Recognition – To reach the broadest audience (members and non-members alike) and to provide more motivation for our large and mid-size corporate donors, we propose the following:

1. Allow major donors an opportunity to display videos on one or more monitors/screens in the new building highlighting industry related topics. An agreement will underscore the parameters for length, format and content. In addition to playing videos in the new HQ building, they may also be available on our website and on ASHRAE's social media platforms.
2. Develop a special separate commemorative publication about the goals and features of the new HQ building and allow our corporate donors to provide copy for consideration in the magazine related to these goals, features and the future of the industry. The magazine could be mailed to ASHRAE's membership by including it with one issue of the ASHRAE Journal (not as an insert to the Journal but bundled with the Journal in shrink wrap for mailing). In addition, the magazine could be distributed at the AHR Expo in a manner consistent with AHR regulations. Finally, the magazine and/or articles within it could be made available on the ASHRAE website in a noncommercial manner to be determined later. All appropriate decision-making bodies would be consulted prior to acting on any of the above recommendations.
3. Participate in a ribbon cutting at the new HQ, timed to coincide with the November Board meeting (2020). Video and print coverage of the ceremony could be utilized consistent with the manners described above. In addition, a short video of the ceremony could be presented during the President's Luncheon during the recognition of major donors.

Background: Based on the campaign visits with corporate executives thus far, the Development Committee is gaining a better understanding of the issues and questions that are on the minds of our industry partners and of what might motivate them to make significant contributions to ASHRAE's building campaign.

The early corporate visits have provided us a guide as to better craft our message, assess interest, understand what might motivate giving, and assess who our lead gift prospects truly could be.

The industry partners with whom we have spoken do want to support the new building. However, they want more solid information on donor benefits and they want to know the value their gift will have to their business interests, as the magnitude of the contribution we are asking for is significant.

The Development Committee would like to solidify the "offerings," benefits and assurances that we can provide to our corporate donors as soon as possible, so that we can use this information on new corporate visits and to follow up with those with whom we have already spoken.

To aid these major donors in reaching our members, other opportunities were discussed to find ways to share their contribution to our members at region and chapter levels. The ideas would be further considered, and materials would be developed within the parameters of the proposed benefits outlined in the Development Committee's recommendations listed above, if approved.

These recommendations and their associated costs have been discussed with the appropriate staff to confirm their practicality.

Issues and Considerations:

- Providing enough incentives to motivate our biggest corporate prospects to give.
- Attracting mid-level corporations to give by having some benefits that are available to all corporate donors at or above a certain gift amount that are attainable for the mid-level companies. This would help to level the playing field.
- The parameters would need to be set for the specifics of whatever format is utilized (e.g., length and topics for print, video, etc.)
- The content should be of value to the industry and to members and should not simply be an advertisement.

Fiscal Impact: There would be cost associated with these options, some of which could be covered by existing donor recognition budget line items in the Campaign budget and the Development Committee budget. The Campaign Consultants, staff and Development Committee have discussed including in the final proposals to corporate campaign prospects an indirect costs fee (e.g., 3%) to be utilized to cover the additional costs of donor recognition. This is a common practice in campaigns. If \$3M were raised and a 3% indirect costs fee were included, this would raise \$90,000 towards donor recognition costs. Between the donor recognition budgets and the fee, this should cover the costs associated with the proposed donor recognition. Again, if \$3M were raised and a 3% fee was assessed, this would leave \$2.91M to put towards the building project costs.

The Development Committee is responsible for raising a minimum of \$2.5M through the HQ building campaign. If the money raised from corporations is more, then the donor recognition costs would go up incrementally, as would the money generated by the indirect costs fee. In the end, any fees generated and not used for donor recognition could be put towards the building project or used for long-term building maintenance.

Essentially, the fiscal impact to the membership would be zero, as the costs for these recognition items would be burdened with the capital campaign funds raised.

Motion 2

That the Board of Directors approve that unused funds allocated for this year's campaign budget will roll to next year's campaign budget (SY 2019-20).

Background: The budget for the campaign was created last spring and spanned two years. While we had a good idea of what the campaign might cost, we were less certain of the timing of the activities involved. We front loaded the budget to be certain that we would have enough in SY 2018-19, if things moved faster than expected. However, that has not been the case. Also, it is evident from the initial visits that we will need to go back to some or all of our lead gift prospects to close the gifts.

All of this points to needing to shift the timing of the some of the spending from this year into next, with the total campaign budget remaining the same.

Fiscal Impact: This will not change the bottom line of the campaign budget. It will simply shift the unused portion of this year's budget into next year's budget.

ACTON ITEMS

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There were no Action Items