



Shaping Tomorrow's  
Built Environment Today

## Minutes

### *Development Committee*

Goto Meeting

Wednesday, April 29, 2020

11:00 AM – 12:30 PM (EST)

#### **Members Present:**

\*Mark Miller, Chair  
 Dan Rogers, Vice Chair  
 Tiffany Bates Abruzzo, RP ExCom  
 Don Colliver, COF Member  
 Jim Fields, Foundation ExCom  
 Bill Harrison, Foundation ExCom  
 Sheila Hayter, Consultant  
 Jaideep Karnik, RP ExCom  
 Scott Martin, RP ExCom  
 Tim McGinn, PLC Liaison  
 Farooq Mehboob, Coordinating Officer  
 Zeki Poyraz, Member at Large  
 Ginger Scoggins, Member at Large  
 Samir Traboulsi, Scholarship Trustee  
 Dennis Wessel, LMC Member  
 Tom Watson, Member at Large  
 James Wolf, Member At Large

\*Arrived at 11:50 am ET

#### **Members Absent:**

#### **Guests:**

##### **Staff:**

Jeff Littleton, ASHRAE EVP  
 Kim Mitchell, Chief Development Officer  
 Dustin Mason, Development Manager  
 Julia Mumford, Development Manager  
 Margaret Smith, Development Manager  
 Megan Gotzmer, Asst. Mgr. of Development  
 Payton Cornelius, Development Coordinator

**1. CALL TO ORDER**

The Development Committee meeting was called to order at 11:00 AM. Rogers welcomed all committee members.

**2. ASHRAE CODE OF ETHICS COMMITMENT**

Rogers reviewed Code of Ethics.

**3. ROLL CALL**

Mitchell completed roll call.

**4. REVIEW OF THE AGENDA**

There were no additions to the agenda.

**5. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES**

February 3, 2020 and March 2, 2020 Meeting Minutes.

Harrison stated that item 6.B. on February 3, 2020, minutes needed to be updated to state that the Foundation Endowment was at \$12,373,312. Mitchell noted the following regarding item 10. A. on the February 3, 2020, minutes: Dan Rogers was not appointed as chair of the Magazine and Video Review Task Force. Rogers called for approval of both the February 3, 2020, and March 2, 2020, Development Committee Minutes, with the stated corrections. No discussion. Watson made the motion to approve and it was seconded by Scoggins.

**Motion 1:** To approve the Development Committee Minutes from the February 3, 2020, and March 2, 2020, meetings with the noted corrections.

**Motion 1 Passed (VOTE 13:0:0 CNV)**

**6. REVIEW ACTION ITEMS**

**Action Item 1 from March 2 Mtg:** Bring additional donor recognition design options to the Committee at next meeting.

Mitchell stated that this item will be addressed under Agenda Item **9.b.**

**7. NEW HQ BUILDING UPDATE**

Scoggins presented update on the new Headquarters building project. Construction is on schedule and on budget.

**8. BUILDING CAMPAIGN OVERVIEW**

- A. Campaign Update – Mitchell reported that cash and pledges and in-kind gifts totaled \$10,496,688, with over \$6,400,000 in cash and pledges and over \$4,000,00 in products and services.
- B. Impact of Covid-19 on Timing and Results - Mitchell explained that staff and volunteer solicitations for all-member and major gifts portions of the Capital Campaign has been

suspended. Mitchell noted that it is being viewed by many as inappropriate to ask for money other than for Covid-19 related issues at this time. It was reported that RP staff suspended solicitations. RP grassroots fundraising will continue.

- C. Major Gifts Cultivation/Solicitation Plan - Due to the current pandemic environment, the Capital Campaign plan had to be modified. Mason noted that the summer would be used for peer-to-peer cultivation, with solicitations in Aug/Sep, as appropriate. The plan, detailed in the agenda with attachments document, defined all of the steps for staff and volunteers over the next four months.

**AI 1:** The Committee should be responsive once the major gifts prospects spreadsheet is uploaded to Google docs by adding their comments and selecting the major gift prospects with whom they will directly communicate.

- D. Campaign Budget - Mitchell reminded the Committee that last year they voted to rollover the campaign budget and that the budget was for the duration of the campaign, rather than corresponding to any particular fiscal year. It was noted that the campaign will span three Society years. Rogers made the motion, and it was seconded by Wessel.

**Motion 2:** That the Board of Directors approve that unused funds allocated for the building campaign budget roll to next year's building campaign budget (SY 2020-21).

**Motion 2 Passed (VOTE 13:0:0 CNV)**

## 9. DONOR RECOGNITION AND BENEFITS

- A. Naming Opportunity Status - Mason described the details of the attached document. He announced that there has been great interest in room-naming opportunities and some items have already changed since this document was printed. It was reported that \$10,000 level opportunities are sold out.
- B. Design for Building Donors Display - Mitchell reminded everyone that the Committee, during the March 2, 2020, conference call, voted to include all donors of \$1,000 or more to the building campaign on the wall inside the building. Furthermore, they agreed that the design should have shapes, colors and materials that tie in with the current donor wall and the design should be presented to the Committee for a vote. Mitchell presented two updated designs, including costs: Option 1: \$3,100 - \$3,500 and Option 2: \$8,500 - \$9,500. The Committee reviewed options and gave their feedback. Karnik made the motion and it was seconded by Wessel.

**Motion 3:** That the Development Committee approve donor display design option 1 to ensure appropriate donor recognition and guarantee a cohesive donor recognition design throughout the new HQ building.

**MOTION 3 PASSED (VOTE 13:0:0 CNV)**

- C. Donor Recognition and Benefits Brochure – Mason reminded the group that the donor recognition levels and benefits were reviewed and approved during the March 2, 2020, meeting. Mason presented the final version. This document will be added to the website and used in future communications.
- D. Task Force to Review Articles and Videos – Mitchell reviewed the Task Force’s purpose, membership, and specific tasks. The Task Force’s responsibilities were described as: review initial submissions by corporate donors, provide donors with feedback, review any revisions by the donors and submit approved draft versions for final review by the Publications & Education staff. Wessel stated that he will reach out to Task Force members and send pertinent documents.

**AI 2:** The Magazine and Video Review Task Force will help create a parameters document, review article and video submissions and provide any comments to the corporate donors, as appropriate.

#### **10. CORPORATE DONOR AND SPONSORSHIP RECOGNITION STATEMENT**

Rogers described the coordination efforts with the Sponsorship Subcommittee to create a concise statement in response to anticipated reactions to the increased recognition and visibility for corporate donors and sponsors. Rogers read the statement aloud to group. Scoggins made the motion, and Wessel seconded.

**Motion 4:** That the Development Committee approve the Corporate Donor and Sponsor Recognition Statement as presented by the Development Committee and the Sponsorships Subcommittee Joint Task Force.

**MOTION 4 PASSED (VOTE 13:0:0 CNV)**

#### **11. ANNUAL MEETING OPTIONS**

Littleton described the transition to a virtual conference. Committee Liaisons are working to schedule meetings as part of the master schedule, which will be shared soon. Mitchell explained that the week of June 22 is the most likely week for the Development Committee meeting. Staff will send a Doodle poll to establish the best times to meet. Fields explained that Foundation BOT needs to meet first and that he is working with staff to set dates for the Foundation ExCom and Foundation Board meetings.

#### **12. ADJOURNMENT**

Meeting adjourned at 12:00 PM.

## PRINCIPAL MOTIONS

**Motion 2:** That the Board of Directors approve that unused funds allocated for the building campaign budget roll to next year's building campaign budget (SY 2020-21).

**Motion 2 Passed (VOTE 13:0:0 CNV)**

**Motion 3:** That the Development Committee approve donor display design option 1 to ensure appropriate donor recognition and guarantee a cohesive donor recognition design throughout the new HQ building.

**MOTION 3 PASSED (VOTE 13:0:0 CNV)**

**Motion 4:** That the Development Committee approve the Corporate Donor and Sponsor Recognition Statement as presented by the Development Committee and the Sponsorships Subcommittee Joint Task Force.

**MOTION 4 PASSED (VOTE 13:0:0 CNV)**

### ACTION ITEMS

<u>No</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
<b>AI 1</b>	Development Committee Members	The Committee should be responsive once the major gifts prospects spreadsheet is uploaded to Google docs by adding their comments and selecting the major gift prospects with whom they will directly communicate.	
<b>AI 2</b>	Magazine and Video Review Task Force	The Magazine and Video Review Task Force will help create a parameters document, review article and video submissions and provide any comments to the corporate donors, as appropriate.	