



Shaping Tomorrow's  
Built Environment Today

## **Minutes**

### ***Development Committee***

Winter Meeting – Orlando, Florida

Monday, February 3, 2020

#### **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  
James Wolf, Member At Large

#### **Guests:**

Chuck Gullede, President Elect  
John Harrod  
Chris Krieps

#### **Staff:**

Jeff Littleton, ASHRAE EVP  
Kim Mitchell, Chief Development Officer  
Dustin Mason, Development Manager  
Margaret Smith, Development Manager  
Megan Gotzmer, Asst. Mgr. of Development  
Meredith Henderson, Development Assistant

#### **Members Absent:**

Tom Watson, Member at Large

**1. CALL TO ORDER / ROLL CALL / INTRODUCTION OF GUESTS**

The Development Committee meeting was called to order at 9:45AM. Miller welcomed all committee members and guests and asked that they introduce themselves. This served as roll call.

**2. ASHRAE CODE OF ETHICS COMMITMENT**

Reviewed

**3. REVIEW OF THE AGENDA**

There was one addition to the agenda: Building Ad-Hoc Committee report immediately after ExO Presentation 7.A.

**4. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES**

June 24, 2019, Meeting Minutes

Miller called for approval of the June 24, 2019, Development Committee Minutes. No discussion. Wolf made the motion to approve and it was seconded by Wessel.

**Motion 1:** to approve the Development Committee Minutes from the June 24, 2019, meeting as presented.

**MOTION 1 PASSED (VOTE 14:0:0 CNV)**

**5. REVIEW ACTION ITEMS**

There were no official Action Items from the previous meeting. There are two task forces that were charged with work to be done over the next several months.

**6. FINANCIAL AND CONSTITUENT REPORTS**

**A. ASHRAE Foundation**

Bill Harrison reported that the Foundation had a good (calendar) year and approved the establishment of several scholarship funds. Foundation moved \$25,000 to fund scholarships during the first year, instead of waiting until end of first year. Foundation reserves are in good shape and total of endowed fund is \$12,373,312.

**B. RP Annual Campaign**

Scott Martin reported current funds raised YTD are up 7.8% with \$828,586. The RP Committee formed a subcommittee that will create a slide RP chairs can use to recognize building campaign donors in their chapter. The RP Committee would like to be made aware when scholarships are established through the RP Campaign before being entered by Accounting.

**C. COF Annual Campaign**

Don Colliver reported that the COF will begin soliciting contributions and will be accepting travel award applications in February. Fundraising is already up from last year to date. COF approved a gift of \$25,000 to Capital Campaign.

**D. LMC Annual Campaign**

Dennis Wessel reported that LMC is down YTD compared to last year. Solicitations began in August 2019 and will send out one more letter Spring 2020. Working with COF for possible donation to the Capital Campaign.

**E. Scholarship Trustees**

Samir Traboulsi reported 31 scholarships are available to be awarded, including 5 scholarships coming in June. Trustees are happy with new incoming revenue approved this morning.

**7. COORDINATING OFFICER REPORT**

- A. Ex-O Report given by Farooq Mehboob presented the ExO presentation. It highlighted commercialism policy, signed MOUs, New HQ Building update, strategic plan, and provided learning and certifications updates.
- B. Ginger Scoggins presented the Building Ad-Hoc update stating that the project is on schedule for August completion. Scoggins described donated equipment schedule and progress of construction. Tim McGinn was tasked with the RFP for solar. There is an exciting opportunity with the possible Cisco donation. Special thanks to Tiffany Abruzzo for her help with connecting ASHRAE with NIBE.

**8. TASK FORCE REPORTS**

- A. Donor Benefits Task Force – Miller stated that the work of this Task Force is complete.
  - i. Miller described that after revising the Commercialism Policy last year and receiving BOD approval work began on the corporate donor benefits. The Corporate Donor Benefits document is the result and this has been critical in securing our top corporate gifts.
  - ii. Mitchell explained that the Use of Data and Advertising Statement document has been critical in helping with large corporate donors.
  - iii. Individual Donor Giving Levels and Benefits: Mark described this as ongoing and to be completed soon. Committee offered suggestions for improvement. The naming opportunities in the building were also discussed. ASHARE staff will provide the Development Committee with an updated naming opportunities document.
  - iv. Miller referred to Barney Burrough's report. After looking at updated costs, the costs are a lot more than the previous estimate, totaling close to \$16K. There was discussion about moving the twenty-four \$1,000+ level pavers.

**Motion 2:** The Development Committee recommends to the BOD that of the 191 engraved pavers that are at the current headquarters, only the 24 pavers that represent \$1,000+ contributions be moved to the new headquarters.

**Motion 2 Passed (VOTE 14:0:0 CNV)**

- B. Solicitations Task Force – Summary of current leadership giving status was shown to group. Rogers explained that it is almost complete and will set up a call in February/March for the Solicitations Task Force to discuss how to approach the members of leadership who have not yet made a contribution and to discuss the all-member phase of the campaign.

## 9. CHIEF DEVELOPMENT OFFICER REPORT

- A. Capital Campaign Overview
  - i. Mitchell shared the list of Campaign visits to date, the Campaign Dashboard and the final Case for Support. She announced cash and equipment donation totals of \$8,143,121 as of January 1, 2020
- B. Individuals Gifts Phase
  - i. Major Gifts Plan – Prospect lists will be distributed to Committee. Mitchell explained that Capital Campaign will end when ASHRAE raises the remaining projected cash needed (\$3.32 million) or by October, whichever comes first.
  - ii. All-Member Plan – Mitchell described plan implemented by staff from headquarters. Additionally, she described the DRC and RCMR's portion of the plan. After receiving suggestions from grassroots level, staff will finalize plan and work with the Solicitations Task Force to implement.
- C. Major Corporate Donor Stewardship - Mitchell described the corporate donor recognition plan for the Winter Meeting President's Lunch, including how committee members will be assigned to representatives to help greet and host donors.

## 10. NEW BUSINESS

- A. Commercialism Policy – Miller addressed the need to work with the Sponsorships Subcommittee (CEC) to draft a summary statement in response to anticipated reactions to the increased recognition and visibility we will give corporate donors and sponsors. Miller appointed a Task Force to craft this statement by March 1, 2020. Miller appointed Dan Rogers as chair of this Task Force, Jeff Gatlin has already volunteered to serve and Jaideep Karnik volunteered to be a part of team. Staff will follow up to set up a call.

Commemorative Magazine and Video Review Process – Miller recommended that there needs to be a Task Force to help establish a process for reviewing videos and articles that are submitted from corporate donors. Dennis Wessel was recommended to lead that effort as well as, Ginger Scoggins, Jaideep Karnik, Kevin Marple and Cindy Moreno to serve on Task Force.

**11. Miscellaneous Announcements**

Next Meeting - June 29, 2020 - Austin, TX

**12. ADJOURNMENT**

Meeting adjourned at 11:15 AM.

## PRINCIPAL MOTIONS

**Motion 2:** The Development Committee recommends to the BOD that of the 191 engraved pavers that are at the current headquarters, only the 24 pavers that represent \$1,000+ contributions be moved to the new headquarters.

**Motion 2 Passed (VOTE 14:0:0 CNV Reported to the BOD as a motion)**

**ACTION ITEMS**

There were no formal Action Items