



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee

Annual Meeting – Atlanta, Georgia

Monday, January 14, 2019 – 9:45-11:45 AM

Omni Hotel – Atrium Terrace, South Tower, Room: Spruce

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
Anthony Jonkov, RP ExCom
Scott Martin, RP ExCom
Tim McGinn, PLC Liaison
Salih Zeki Poyraz, Member at Large
Ginger Scoggins, Member at Large
Thomas Watson, Foundation ExCom
Dennis Wessel, LMC Member
James Wolf, Member At Large
Farooq Mehboob, Coordinating Officer
Chuck Gullledge, Consultant

Staff:

Jeff Littleton, EVP
Kim Mitchell, Chief Development Officer
Payton Cornelius, Development Coordinator
Nicole Blount, Sr. Manager of Development
Margaret Smith, Development Manager
Julia Mumford, Development Manager
Megan Gotzmer, Asst. Mgr. of Development
Meredith Henderson, Development Coordinator

Guests:

Tiffany Abruzzo, RP 3rd Vice Chair
Annmarie Wilhoit, Accounting Manager
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 and made introductions at 9:46 a.m.

2. ASHRAE CODE OF ETHICS COMMITMENT

Reviewed.

3. REVIEW AGENDA

4. Revisions included moving Scoggins to the top of the agenda. Scoggins reported on the timeline of the building renovation. Littleton commented on ASHRAE’s campaign communications plan, dues increase and importance of clear messaging to members. Farooq suggested adding a comment on the membership renewal clarifying dues are for membership services only and not for the building campaign.

5. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES

October 2, 2018, Meeting Minutes

Binder called for approval of the October 2, 2018, Development Committee Minutes. No discussion. Wolf motioned, all approved.

Motion 1: to approve the Development Committee Minutes from the October 2, 2018, meeting as presented.

MOTION 1 PASSED (VOTE 13:0:0 CNV)

6. REVIEW ACTION ITEMS

A. October 2, 2018, Meeting. Reviewed action items, all are complete.

No	Responsibility	Summary of Action	Status
AI 1	Binder	Binder will forward a request to Hayter asking for her approval and participation in a private, high-end cultivation event in the President’s suite for select lead major gift prospects.	Completed.
AI 2	Mitchell	Mitchell to meet and discuss Commercialism Policy with Owen, Martin, and Littleton and report recommendations back to the Committee. Mitchell will draft proposed motion to go forward to the Board.	Completed.
AI 3	Staff/Binder	Binder asked the Committee to review and append the corporate list and the campaign cabinet list and submit recommendations by next week.	Completed.

B. June 25, 2018, Meeting. Reviewed action item 2 and reported it as complete.

No	Responsibility	Summary of Action	Status
AI 2	McGinn	Work with the Development staff to create a document to share with the Strategic Planning Subcommittee that defines the needs of the Development Committee relative to the Subcommittee's work.	Completed.

7. FINANCIAL & CONSTITUENT REPORTS

A. ASHRAE Foundation

Harrison reported that the balance of the Foundation net assets as of November 30, 2018, was \$14,974,378.00. The source of increase/decrease in assets consisted of contributions in excess of \$118,482.00, unrealized gains of \$203,312.00, interest/dividends of \$88,764.00 less expenses/annuities, paid/scholarships, and a paid/miscellaneous amount of \$217,226.00.

B. RP Annual Campaign

Crowe commented that all Regions had positive reports for the current RP campaign, goal of \$2.525 million. The campaign is at \$818,549, up 13% and 118 gifts over this time last year. He updated Development Committee on new RP Honor Roll levels, to be implemented in Society Year 2019-20: \$150 for individuals, \$500 for organizations.

C. COF Annual Campaign

Colliver stated that COF will solicit its members in February. With many international members the COF will try to have virtual meetings. Considering a donation to the Capital Campaign.

D. LMC Annual Campaign

Wessel reported that LMC raised \$62,660 in Society Year 2017-18. The current campaign (2018-19) stands at \$58,245, with at least one more solicitation scheduled for the spring.

E. Scholarship Trustees

Gatlin is pleased with the many Scholarships ASHRAE is generating. Trustees will award 31 scholarships during the Winter Meeting and 6 during the Annual Meeting.

8. COORDINATING OFFICER REPORT

Farooq gave ExO presentation and encouraged the Development Committee to submit nominations. Littleton informed the committee of two bi-law changes related to nominations. The Strategic Plan will be rolled out at Kansas City Meeting. Littleton will forward a draft of the Strategic Plan to the Development Committee.

McGinn mentioned that he is the TASC Chair working to develop creative funding opportunities for donors in the form of cash and equipment. Also working with other committees and councils to understand how their funding needs align with the Strategic Plan. McGinn volunteered to work with Binder on crafting a message to forward to the Development Committee. Farooq will send BOD ExO report to the committee.

9. CHIEF DEVELOPMENT OFFICER REPORT

A. Capital Campaign Update

- i. Winter Meeting High-Level Cultivation Event – Mitchell provided an update on the cultivation event and the current list of attendees. Showed drone video of the new Headquarters location. Explained the event is to generate excitement, but not to ask for money at this time. Mitchell explained that gifts will be viewed by prospects as proportionate to the goal which is why she suggested that we always talk in terms of the overall project cost (cash and gifts-in-kind) of roughly \$18M. Wolf suggests a large goal, using a thermometer and at the end of the campaign include the sale of the old building. Gulledge asked McGinn if projects were scalable. McGinn confirmed that there is a hierarchy list. PV panels were discussed, and naming opportunities will be available. Crowe asked when members would be approached for giving. After brief discussion, the committee agreed targeting the large membership base that does not give to RP through a direct mail campaign would be best.
- ii. Campaign Theme – Sinclair presented the final list of campaign themes. After much discussion and input from the consultants, the committee agreed upon “Transforming Buildings for a Sustainable Future” as the theme. Wolf motions, Gatlin 2nds the new theme. All approve.

Motion 2: The Development Committee approved the following campaign theme:
Transforming Buildings for a Sustainable Future.

MOTION 2 PASSED (VOTE 13:0:0 CNV)

- iii. Carryover of Donor Names to New HQ – Mitchell explained Damon and Carolyn Gowan’s names would carry over, but the committee should decide what to do with the remaining named spaces. McGinn informed there will be a walkway, which could be utilized for multiple naming opportunities. Fields does not want to lose legacy of donors that have already given. Binder responded we can honor them in a new way and suggested a heritage room to bring the old donors over. Scoggins suggests a task force. Binder asks for volunteers, Barney Burroughs volunteered. Work to be completed as soon as possible.

AI 1 – Binder asks for task force to come together, with Burroughs chairing, to prepare and submit recommendations to Design Committee that will address existing named rooms and naming opportunities for the new HQ.

- iv. Preliminary Case for Support – Mitchell explained support from BOD is critical as part of our case for support. ASHRAE leadership must be committed to this campaign. Gulledge requested to include in the BOD report that 100% board giving was completed last year and needed again this year.

AI 2 – Gulledge requested to include in the BOD report that 100% board giving was completed last year and needed again this year.

B. Major Gift Fundraising

- i. New Endowment Gifts – Report given in Foundation report.

10. UNFINISHED BUSINESS

A. Commercialism Policy

The committee reviewed a two paragraph insert intended to support recognition and naming of

major gifts. After discussion, Binder called for approval of modification (see attached). Scoggins moved, Watson 2nd, all approved.

Motion 3: That the Board of Directors approve the following addition to the Commercialism Policy and Guidelines as the last item (17) under “1.201.009.4 Examples of Policy Intent: Acceptable Applications” to address naming opportunities and other recognition of corporate donors (see below):

MOTION 3 PASSED (VOTE 12:1:0 CNV)

Scoggins suggests separate sponsorship policy from commercialism policy. Wolf suggests asking BOD to create new policy. Harrison stated that due to the immediate necessity, the committee should expedite the motion to approve the policy change for the capital campaign.

11. MISCELLANEOUS ANNOUNCEMENTS

- A.** Next Meeting – 2019 ASHRAE Annual Conference will be held in Kansa City, Missouri, June 22-26, 2019

12. ADJOURNMENT

Binder asked for a motion to adjourn. Meeting adjourned at 11:36 a.m.

PRINCIPAL MOTIONS

Development Committee

Winter Meeting – Atlanta, Georgia

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Motion 2:

The Development Committee approved the following campaign theme: “Transforming Buildings for a Sustainable Future”.

Background: The campaign consultants expressed that a successful campaign has a name that reflects the organization’s mission, is action and goal oriented and that generates curiosity. The committee convened a brainstorming session and developed a final list of campaign themes. After much discussion and input from the consultants, the committee agreed upon “Transforming Buildings for a Sustainable Future” as the theme.

Fiscal Impact: N/A

Motion 3:

That the Board of Directors approve the following addition to the Commercialism Policy and Guidelines as the last item (17) under “1.201.009.4 Examples of Policy Intent: Acceptable Applications” to address naming opportunities and other recognition of corporate donors (see below):

17. Companies that wish to support ASHRAE’s physical plant through charitable gifts (cash or in-kind) may be recognized through naming opportunities within and outside of ASHRAE’s building. Any contributed building equipment/systems (in-kind support) may be displayed with the donor’s name highlighted on or around the display. The design of the funded building or portion thereof, and any related display of cutting-edge technology, shall be accomplished in a manner that does not suggest endorsement of the funder or its products or technology by ASHRAE. ASHRAE shall have full control and ownership over all content and materials of the displays and donated equipment/systems.

Any such funding shall be based upon a written agreement between the funder and ASHRAE which may include one or more of the following: (a) type and extent of funding provided by the funder, (b) specifics of the modification(s) to be made to the building or portion thereof, (c) value of the funding to be provided by the funder and a payment schedule, (d) nature and value of the benefits to be provided by ASHRAE, (e) term and termination conditions, and (f) provisions addressing liability, insurance, dispute resolution and similar matters.

Background: ASHRAE is launching a Capital Campaign to raise needed funds for the new building and will need the Commercialism Policy (attached) to support possible naming opportunities and recognition for major gifts donated by corporations or other commercial entities. The existing policy was written to support the Society’s non-commercial nature and to ensure that ASHRAE’s publications and activities are free of commercial bias and do not imply endorsement of any commercial interest.

The Commercialism Policy serves a necessary purpose with regard to corporate advertising in our publications and at training sessions, but has been applied over the years in a way that could hamper corporate fundraising for this campaign. An example is the Trane Corporation contribution during the last building renovation. Trane was provided with a naming opportunity for the upstairs conference room. However, the Commercialism Policy was applied in such a way that prohibited putting the Trane Corporation name on it. Instead, it is the Ruben Trane Conference Room.

Fiscal Impact: Gain in corporate contributions (cash and in-kind) of \$1M+ in exchange for naming opportunities and other major donor recognition.

ACTON ITEMS

Development Committee

Winter Meeting – Atlanta, Georgia

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