



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee

Phone Conference Meeting

Wednesday, January 27, 2021

2:00 – 4:00 PM (EST)

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Members Present:

Dan Rogers, Chair
James Wolf, Vice Chair
Tiffany Bates Abruzzo, RP ExCom
Darryl Boyce, Consultant
Dave Branson, COF Member
Bill Harrison, Foundation ExCom
Jaideep Karnik, RP ExCom
Tim McGinn, Coordinating Officer
Paul Petrilli, Scholarship Trustee
Zeki Poyraz, Member at Large
Matt Rowe, RP ExCom
Ginger Scoggins, Member at Large
Tom Watson, Foundation ExCom
Dennis Wessel, LMC Member

Members Absent:

Jim Fields, Foundation ExCom
Edgar Alejandro Moneta, Member at Large

Staff:

Kim Mitchell, Chief Development Officer
Dustin Mason, Development Manager
Margaret Smith, Development Manager
Payton Cornelius, Development Coordinator
Julia Mumford, Development Manager
Megan Gotzmer, Assistant Development Manager

Guests:

Bogi Setty

1. CALL TO ORDER

Rogers called the Development Committee meeting to order at 2:02 p.m. and completed roll call.

2. ASHRAE CODE OF ETHICS COMMITMENT

Wolf reviewed Code of Ethics

3. ROLL CALL/INTRODUCTION OF GUESTS

Completed.

4. REVIEW AGENDA

Rogers reviewed agenda. McGinn requested to discuss two items: refer the Finance Committee's recommendation to solicit donations from Life Members to the Development Committee and that the Development Committee explore the possibility of conducting a special campaign to members to help with the budget deficit. Rogers stated that both items would be addressed during meeting.

5. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES

September 9, 2020, Development Committee Meeting Minutes. Rogers called for approval of the minutes. No discussion.

Motion 1: To approve the Development Committee Minutes from the September 9, 2020, meeting.

Motion 1 Passed (VOTE 12:0:0 CNV)

6. REVIEW ACTION ITEMS

Action Item 1 from April 29, 2020 meeting: 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.

Wessel stated that this item is ongoing.

Action Item 2 from February 3, 2020 meeting: Development Committee members will complete the steps described in the major gifts cultivation plan. This plan consists of 3 communications via email and mail and a solicitation prior to the end of the campaign.

Rogers stated that this item is complete.

Executive Session Action Item 2 from June 24, 2020 meeting: Share major gift prospects with appropriate regional representatives (e.g., Directors and Regional Chairs) and ask if they can help reinforce the ask with any of the prospects.

Mitchell stated that this item is complete.

Executive Session Action Item 3 from June 24, 2020 meeting: Reach out to Directors and Regional Chairs and/or other regional/chapter leadership regarding support for the Headquarters' building campaign. Ask if they will help to engage chapters/members locally and staff will provide support materials to aid in implementation.

Mitchell stated that this item is complete.

7. FINANCIAL & CONSTITUENT REPORTS

A. ASHRAE Foundation

Bill Harrison explained that over the last 4 years, the Foundation's assets have grown by over \$4,500,000 and the endowment is close to \$13,500,000. Since 1998, the average return has been 6.1%. The investment portfolio has grown from \$11,200,000 to \$15,800,000 over a 4-year period, a 40% increase. Harrison noted investments are doing well and that the Foundation is adequately financed to support the committed programs for ASHRAE.

B. RP Annual Campaign

Bates Abruzzo reported current funds raised YTD are 30% of goal. The RP campaign is working with major donor prospects for Covid-19 efforts and have received a commitment from AAON for \$20,000.

C. COF Annual Campaign

Branson reported YTD contributions of \$755 and noted that COF's solicitations start in February as to not conflict with other ASHRAE fundraising efforts. Last year's totals were \$2,746 with 18 donors. COF will not be accepting travel award applications and will focus on mentoring relationship with YEA.

D. LMC Annual Campaign

Wessel reported YTD 70% compared to total donations from last year, with \$39,000. There is one more solicitation planned. The only expenditure YTD was for the EK Campbell award. Normal grants have been deferred until travel is safe..

E. Scholarship Trustees

Petrilli reported that there were 29 scholarships awarded totaling \$132,000.

8. COORDINATING OFFICER REPORT

McGinn presented the Coordinating Officer report. The presentation provided updates about the budget, Proactive Diversity Task Group, nominations, global headquarters building, Epidemic Task Force, and bylaws update. McGinn congratulated the Development Committee for the success of the new headquarters campaign.

9. TASK FORCE REPORTS

A. Donor Benefits Task Force – FINAL REPORT

The Donor Benefits Task Force helped finalize critical details, which included: reviewing the Corporate Donor Benefits document, determining how in-kind gifts are calculated, donor signage feedback, reviewing benefits for lower-level donations and more. Mitchell noted that this task force, along with the Magazine and Video Review Task Force, ensured that donor benefits were appropriate, equitable and free of commercialism.

B. Solicitations Task Force – FINAL REPORT

The Solicitations Task Force was established to secure pledges from ASHRAE leadership groups and other individual prospects. A summary of ASHRAE leadership groups' donations were presented. Rogers described the specific efforts of this task force including personalized emails, mailers and phone calls.

Rogers thanked members of both task forces for their hard work and successes. Both task forces were disbanded

10. CHIEF DEVELOPMENT OFFICER REPORT

A. Capital Campaign Dashboard

Mitchell noted the capital campaign's totals: \$6,500,000 in cash/pledges and \$3,700,000 in equipment/services, totaling over \$10,300,000.

B. Status of Donor Recognition in New Building

Mitchell presented a slide show of donor recognition signage and a donor thank you video. Rogers reminded committee members of all the hard work by staff and volunteers and personally thanked everyone. Wolf also thanked committee members and congratulated the RP Committee and the Foundation for their successes during these difficult times.

11. NEW BUSINESS

A. General Fund Relief

Wolf emphasized the need to shift the focus from the new headquarters building to support for ASHRAE's programs, services and strategic initiatives. Wolf stated that there is much work to be done with individuals, private foundations and corporations. Wolf suggested establishing a formalized process to work with senior leadership to remain current on ASHRAE's top funding priorities. Mitchell emphasized the importance of looking at other streams of income and to reduce reliance on the Expo's revenue for ASHRAE's budget.

B. COVID-19/ETF Fundraising

Wolf described the work of the ETF as high profile and as the most immediate priority. Mitchell explained the current fundraising plan, efforts to date and the benefits for corporations who support the ETF. Several companies have already donated, including Setty Industries. Wolf encouraged members to help identify leads and prospects.

Rogers established two task forces: Funding Priorities and Pandemic-Related Funding Opportunities. The objectives for the Funding Priorities Task Force include: develop the process for receiving ASHRAE's funding priorities, assist in refining a list of ASHRAE's strongest selling points, and help compile more detailed information regarding specific funding priorities. The objectives for the Pandemic-Related Funding Task Force include: help to monitor the work of the ETF and of ASHRAE regarding the pandemic, assist in putting together the key selling points and "bragging" points for what ASHRAE is doing in this area, and assist in compiling more detailed information regarding specific pandemic-related activities. Rogers appointed himself as chair of the Funding Priorities Task Force for the remainder of the society year. Rogers appointed Wolf as chair of the Pandemic-Related Task Force. Rogers assigned Development Committee members to each task force.

12. MISCELLANEOUS ANNOUNCEMENTS

Littleton noted that options for the 2021 Annual Meeting are still being considered and there will be an update soon.

13. ADJOURNMENT

Meeting adjourned at 4:00 p.m.

PRINCIPAL MOTIONS

There were no principal motions.

ACTION ITEMS

There were no Action Items from this meeting.

Open Session Action Items from June 24, 2020, Meeting:

<u>No</u>	<u>Responsibility</u>	<u>Summary of Action Items from Previous Meetings</u>	<u>Status</u>
AI 1	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. (Ongoing April 29, 2020)	Ongoing
AI 2	Development Committee and Staff	Development Committee members will complete the steps described in the major gifts' cultivation plan. This plan consists of 3 communications via email and mail and a solicitation prior to the end of the campaign. (Ongoing June 24, 2020)	Complete

Executive Session Action Items from June 24, 2020, Meeting:

<u>No</u>	<u>Responsibility</u>	<u>Summary of Action Items from Previous Meetings</u>	<u>Status</u>
AI 2	Dan Rogers, Kim Mitchell and Development Committee	Share major gift prospects with appropriate regional representatives (e.g., Directors and Regional Chairs) and ask if they can help reinforce the ask with any of the prospects. (Ongoing June 24, 2020)	Complete
AI 3	Dan Rogers and Kim Mitchell	Reach out to Directors and Regional Chairs and/or other regional/chapter leadership regarding support for the Headquarters' building campaign. Ask if they will help to engage chapters/members locally and staff will provide support materials to aid in implementation. (Ongoing June 24, 2020)	Complete