



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee

Goto Meeting

Wednesday, June 24, 2020

11:00 AM – 1:00 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
 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 11:21 am ET

Members Absent:

Sheila Hayter, Consultant

Guests:

Matt Rowe, Incoming RP ExCom
 Darryl Boyce, ASHRAE President SY 2019-20
 Chuck Gullledge, ASHRAE President Elect SY 2020-21
 David Branson, Incoming COF Member
 Paul Petrilli, Incoming Scholarship Trustee

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
 Annemarie Wilhoit, Accounting Manager

1. CALL TO ORDER

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

2. ASHRAE CODE OF ETHICS COMMITMENT

Miller reviewed the Code of Ethics.

3. ROLL CALL

Mitchell completed roll call.

4. REVIEW OF THE AGENDA

Miller stated that Agenda item 10A will be covered in an Executive Session due to confidential content being presented.

5. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES

April 29, 2020 Development Committee Meeting Minutes.

Miller called for approval of the April 29, 2020 Development Committee Minutes. No discussion. Wessel made the motion to approve and it was seconded by Rogers.

Motion 1: To approve the Development Committee Minutes from the April 29, 2020 meeting.

Motion 1 Passed (VOTE 14:0:0 CNV)

6. REVIEW ACTION ITEMS

Action Item 1 from April 29 Meeting: The Committee should be responding to the major gifts prospects spreadsheet by adding their comments and selecting the major gift prospects with whom they will directly communicate.

Miller stated that this item is ongoing will be addressed under Agenda Item **10. D**

Action Item 2 from April 29 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 and that this will be addressed under Agenda Item **10. C**

7. FINANCIAL & CONSTITUENT REPORTS

A. ASHRAE Foundation

Bill Harrison described the Foundation's investment strategy in relation to recent market volatility. It was stated that the policy is to fund two years plus current year and that they are within \$100,000 of crossing that line. Therefore, the Foundation will need

to be very selective regarding commitments. The Foundation's total endowed fund is \$13,504,004.

B. RP Annual Campaign

Scott Martin reported current funds raised YTD are down 23% with \$1,717,486 received as of June 22, 2020. The RP Committee has been working with RAC for specific research needs which would allow for more tailored messaging to donors. It was noted that the RP committee extended several POAE deadlines to encourage Chapters to continue fundraising.

C. COF Annual Campaign*

Don Colliver reported that the COF campaign was placed on hold due to the pandemic environment. Additionally, the Fellows are hoping to strengthen their relationship with YEA members through continued mentoring programs after a successful event in Orlando. After approving a \$25,000 gift to Capital Campaign, the COF is working with development staff and the Life Member's Club on their recognition opportunity in the new HQ Building. *This report was given after agenda item 10. A.

D. LMC Annual Campaign

Dennis Wessel reported that the Life Member's Club campaign is down YTD, compared to last year, by \$5,000 or 9%. It was noted that next year's solicitations will begin in July 2020. After the 2020 Winter Meeting, LMC member voted to support the HQ Campaign with a \$25,000 donation and they are working with COF to have a plaque in the new building. LMC voted to support a \$5,000 student activities travel award to cover the travel expenses to attend ASHRAE conferences.

E. Scholarship Trustees

Samir Traboulsi reported new changes in the Scholarship Trustee's MOB. It was noted that the Vice Chair will join Development Committee meetings for one year. In regard to the current pandemic environment, Traboulsi reported that Trustees will continue to offer scholarships. *This report was given after agenda item 10. D Executive Session.

8. COORDINATING OFFICER REPORT

Farooq Mehboob presented the ExO presentation. It highlighted the upcoming virtual conference, commercialism policy, signed MOUs, HQ Building update, strategic plan, Epidemic Task Force and provided learning and certifications updates.

9. BUILDING AD-HOC COMMITTEE UPDATE

Ginger Scoggins presented the update on the new HQ Building project. Construction is on schedule and move-in is slated for September 25.

10. CAMPAIGN OVERVIEW

A. Campaign Update – Dashboard

Mitchell thanked the Development Committee members for their individual help with ongoing needs as well as the Foundation Board for their initial gift of \$300,000 to campaign. Mitchell shared the Campaign dashboard report with cash and pledges totaling \$6,494,923 and equipment donations of \$4,054,928 as of June 23, 2020.

B. Donor Naming Opportunities Secured at New HQ

Miller explained that the next steps needed for any named spaces within the new HQ Building is to move a motion forward to the Board to accept all of the named spaces. Wessel made the motion, and Scoggins seconded.

Motion 2: That the Development Committee recommends to the Board of Directors the approval of the named rooms and spaces, as presented below, for the new HQ building.

MOTION 2 PASSED (VOTE 14:0:0 CNV)

C. Task Force to Review Donor Articles and Videos - Update

Wessel noted that the Task Force consists of five members from the Development Committee. The Task Force created a memo to address the commercialism requirements for Corporate Donors' articles and videos. Wessel added that the Task Force's work will continue as articles and videos are submitted.

D. Major Gifts Cultivation/Solicitation Plan*

Executive Session. *Agenda item 10.D. took place in an executive session after agenda item 11. C.

E. Grand Opening Event – Tentative Timeframe: Nov 18 - 21

Jeff Littleton shared the tentative dates for Board of Directors meeting and the new HQ grand opening ceremony. However, Littleton emphasized, that it is not confirmed at this point. Furthermore, due to the pandemic environment a final decision may not be made for up to two months.

11. SPECIAL MAJOR GIFTS INITIATIVES

A. Covid-19-Related Funding Opportunities

Regarding Covid-19 funding support, Mitchell described that efforts are underway to secure funding. Staff has started gathering pertinent information, created a draft proposal, and have researched foundations.

B. Post-Building Campaign: Programs & Services

Mitchell stated that after the HQ campaign, meetings with the RP Committee and the Development Committee will take place to discuss how to raise more money for research, programs, and services.

12. MISCELLANEOUS ANNOUNCEMENTS

A. **Winter Meeting Location/Date:** Chicago, IL – January 23-27, 2021

i. Development Committee Meeting: January 25, 2021

B. **SY 2020-21 Development Committee Roster**

Rogers welcomed new committee members and thanked members who are rolling off.

Rogers acknowledged Mark Miller for his service over the past year as Chair. Names of new committee leadership were announced: Dan Rogers, Chair; Jim Wolfe, Vice Chair.

13. ADJOURNMENT

Meeting adjourned at 1:15 PM

PRINCIPAL MOTIONS

Motion 2: That the Development Committee recommends to the Board of Directors the approval of the named rooms and spaces, as presented below, for the new HQ building.

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

ACTION ITEMS

| <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 February 3, 2020) | Ongoing |