



Shaping Tomorrow's  
Built Environment Today

**Minutes**  
**Development Committee**  
GoTo Meeting  
September 9, 2020  
1:00 – 2:00 pm (EDT)

**Members Present:**

Dan Rogers, Chair  
James Wolf, Vice Chair  
Tiffany Bates Abruzzo, RP ExCom  
Darryl Boyce, Consultant  
David Branson, COF Member  
Jim Fields, Foundation ExCom  
Bill Harrison, Foundation ExCom  
Tim McGinn, Coordinating Officer  
Edgar Alejandro Moneta\*, Member At Large  
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

\*Arrived at 1:10 pm ET

**Members Absent:**

Jaideep Karnik, RP ExCom

**Guests:**

**Staff:**

Jeff Littleton, ASHRAE EVP  
Kim Mitchell, Chief Development Officer  
Dustin Mason, 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 1:00 PM. Rogers welcomed all committee members.

**2. ASHRAE CODE OF ETHICS COMMITMENT**

Rogers reviewed the Code of Ethics.

**3. ROLL CALL**

Rogers completed roll call.

**4. REVIEW OF THE AGENDA**

There were no additions to the agenda.

**5. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES****A. June 24, 2020, Development Committee Open Session Meeting Minutes.**

Rogers called for approval of the June 24, 2020, Development Committee Open Session Minutes. No discussion.

**Motion 1:** To approve the Development Committee Minutes from the June 24, 2020, meeting.

**Motion 1 Passed (VOTE 11:0:0 CNV)**

**B. June 24, 2020, Development Committee Executive Session Minutes**

Rogers called for approval of the June 24, 2020, Development Committee Executive Session Minutes. Rogers informed the Development Committee that Executive Session Minutes and Action Items do not present any sensitive information that may come up in discussion and was determined that approval and discussion could take place in Open Session. No discussion.

**Motion 2:** To approve the Development Committee Executive Session Minutes from the June 24, 2020, meeting.

**Motion 2 Passed (VOTE 11:0:0 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 will be addressed under Agenda Item **10. C.**

**Action Item 2 from June 24, 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 ongoing and that two of three communications have been sent and this item will be addressed under Agenda Item under item **8. B.**

**Executive Session Action Item 1 from June 24, 2020, Meeting:** Based on selection of prospects made during the Development Committee meeting, staff will follow up with each Development Committee

member regarding their communications with prospects during the summer cultivation period and implement plan.

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.

Rogers stated that this item is ongoing until we finish the campaign solicitations and Mitchell noted this item will be addressed under Agenda Item under item **8. B.**

**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 new HQ building campaign. Ask if they will help to engage chapters/members locally and staff will provide support materials to aid in implementation.

Rogers stated that this item is ongoing and that two of three communications have been sent and Mitchell noted this item will be addressed under Agenda Item under item **8. B.**

## **7. BUILDING AD-HOC COMMITTEE UPDATE**

Ginger Scoggins presented an update on the new HQ Building project. Construction is on schedule and the substantial completion date is expected by September 30. Scoggins thanked the Development Committee for their help with fundraising. Scoggins updated the group about the Headquarters' PV system and reported that the BOD chose to purchase equipment rather than lease.

## **8. CAMPAIGN OVERVIEW**

### **A. Campaign Dashboard & Other Updates**

Mitchell shared the Campaign Dashboard report to date. Mitchell shared and described examples of lettering and signage for major donors to the new HQ Capital Campaign. Mason reminded the group of prior outreach efforts, including 3 all-member emails, a mailer, emails to DRCs and ASHRAE press releases. Mason explained the next steps in the solicitation plan.

### **B. Major Gifts Cultivation/Solicitation Plan**

Mason reminded the committee about plans to cultivate and solicit individual, major gift prospects for the new HQ Capital Campaign. Mason described the plan which includes two letters, one email and virtual meetings. Rogers asked each member for an update, concerns for the process and if they are willing to help with solicitations. Mitchell explained that staff will setup meetings between committee members and prospects. Staff will attend the meetings and provide talking points. It was decided that because of the pandemic, major gift solicitations will include a dual ask: new HQ Capital Campaign and ASHRAE's COVID-19 efforts.

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

Wessel updated the committee about the Magazine and Article Review Task Force that has been reviewing donor articles and videos. Corporate donors who give \$100,000+ to the new HQ Capital Campaign receive recognition and visibility benefits, including a video and an article in the Headquarters' Building Commemorative Magazine. Wessel noted that so far 14 articles have

been submitted for commercialism review and five articles are ready to be published. Additionally, nine videos have been submitted and five have been approved. There is more work to do but they are close finishing.

**D. Grand Opening Event & Campaign Celebration.**

Littleton reminded the group about previous grand opening plans. However, given the current pandemic environment, plans were adjusted. ASHRAE would like to host a grand opening event in the Spring of 2021. Littleton noted that staff will move into the Headquarters' building on October 12, coupled with a press release and announcements. It was noted that a celebration at the June 2021 Annual Meeting is an option.

**9. COVID-19-RELATED FUNDING OPPORTUNITIES**

Wolf described how ASHRAE is working on COVID-19 issues and emphasized the need to generate revenue and secure additional opportunities for support. Wolf noted his outreach to the Epidemic Task Force (ETF) and the development staff's research on foundations. Wolf stressed the need for a dual ask with major gift prospects. Mitchell explained staff's efforts that are underway including gathering pertinent information for foundations, creating a draft proposal and researching foundations.

**10. MISCELLANEOUS ANNOUNCEMENTS**

**A. Winter Meeting**

Mitchell explained that plans and timing of ASHRAE's Winter Meeting, including the Development Committee meeting, will remain the same until further notice.

**11. ADJOURNMENT**

Rogers adjourned meeting at 2:10 PM.

**PRINCIPAL MOTIONS**

There were no principal motions.

**ACTION ITEMS****Open Session Action Items:**

<b><u>No</u></b>	<b><u>Responsibility</u></b>	<b><u>Summary of Action Items from Previous Meetings</u></b>	<b><u>Status</u></b>
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)	Ongoing

**Executive Session Action Items:**

<b><u>No</u></b>	<b><u>Responsibility</u></b>	<b><u>Summary of Action Items from Previous Meetings</u></b>	<b><u>Status</u></b>
<b>AI 1</b>	Development Staff and Development Committee	Based on selection of prospects made during the Development Committee meeting, staff will follow up with each Development Committee member regarding their communications with prospects during the summer cultivation period and implement plan. (Ongoing June 24, 2020)	Complete
<b>AI 2</b>	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)	Ongoing
<b>AI 3</b>	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)	Ongoing