



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee

Fall GoTo Meeting & Conference Call

October 12, 2017

11 a.m.

Members Present:

Chuck Gullledge, Chair
Erich Binder, Vice Chair
David Branson, COF Member
Derek Crowe, RP ExCom
Bill Harrison, Foundation ExCom
Scott Martin, RP ExCom
Mark Miller, Member at Large
John Rieke, RP ExCom
Thomas Watson, Foundation ExCom
James Wolf, Member At Large
Ginger Scoggins, Coordinating Officer

Members Absent:

Farooq Mehboob, Member at Large
Darin Nutter, Scholarship Trustee
Dennis Wessel, LMC
Darryl Boyce, Consultant
Jim Fields, Foundation ExCom

Staff Present:

Kim Mitchell, Chief Development Officer
Nicole Blount, Sr. Mgr. of Development – Major & Planned Gifts
Margaret Smith, Development Mgr. - Foundation
Julia Mumford, Development Mgr. - RP
Megan Gotzmer, Asst. Mgr. of Development - RP
Meredith Gunter, Development Assistant - RP
Sara Hauk, Development Coordinator

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

The Development Committee meeting was called to order at 11 a.m. Gulledge welcomed all committee members and guests and asked that they make introductions.

2. REVIEW OF THE AGENDA

There were no revisions or additions to the agenda.

3. APPROVAL OF DEVELOPMENT COMMITTEE MINUTES

A. June 26, 2017 Meeting Minutes

Gulledge called for approval of the Development Committee Minutes from the June 26, 2017 meeting. Harrison made the motion and it was seconded by Miller.

4. REVIEW ACTION ITEMS

A. June 26 Meeting

ACTION ITEMS

Development Committee
Annual Meeting - Long Beach
June 26, 2017

<u>No</u>	<u>Responsibility</u>	<u>Action Item</u>	<u>Status</u>
AI1	Mitchell	Fields requested that the Development Committee staff create and mail statements to endowed fund donors.	<u>In progress. These will be mailed year end.</u>
AI2	Gulledge	Gulledge announced that Binder will inherit the charge to lead a task force that will bring suggestions back to the Development Committee for how we can work with major donors in a more expeditious and donor-centric manner.	<u>Complete</u>
AI3	Blount	McGinn asked that the Development staff modify the committee roster to reflect all new appointments and include each individual's committee affiliation.	<u>Complete</u>

5. REPORTS AND DISCUSSION ITEMS

A. Three-Year Timeline Overview

Gulledge / Mitchell

- Even though our Committee Appointments are for a year at a time, the Development program must have a long-term view and a multi-year plan in order to be successful.
- The timeline is a very rough three-year timeline to ensure that our activities this year keep us on track to reach our multi-year goals.
- Though we were not ready to embark on a capital campaign last year, we learned a lot from the process and from the Feasibility Study. We have been given a new goal of possibly launching a campaign in Society Year 2019-20. This is Darryl's Presidential year, and it is less than two years away.
- To be successful, a capital campaign and the case for support will need to be closely aligned with ASHRAE's new Strategic Plan Initiatives. The new Plan will launch in July of 2019.
- Our MBOs support the objectives that must be accomplished this year in order to keep us on track within the longer-range plan.

B. MBOs & Assignments**Gulledge**

#	OBJECTIVE
1	DRIVE CREATION OF MAJOR GIFT OPPORTUNITIES CATALOG.
2	IDENTIFY MAJOR GIFT PROSPECTS AND PARTICIPATE IN PROSPECT REVIEW SESSIONS.
3	IDENTIFY “LOW-HANGING FRUIT,” AND CULTIVATE AND SOLICIT THEM THIS YEAR.
4	PROMOTE 100% GIVING CAMPAIGN (BOD, BOT, DEVELOPMENT COMMITTEE, RP COMMITTEE, ETC.).
5	ESTABLISH TASKFORCE TO HELP RESPOND TO THE NEEDS OF PROSPECTIVE DONORS AND TO HELP GET PREAPPROVALS, AS APPROPRIATE, REGARDING MAJOR GIFT OPPORTUNITIES.
6	FINALIZE THE ASHRAE GIFT ACCEPTANCE POLICIES AND PROCEDURES.

For MBOs 1 – 5, three Task Forces will be appointed to work with Gulledge, Kim and the rest of the Development staff to accomplish these objectives.

For MBO #1:

Major Gift (\$10K+) Funding Opportunities Team – This Task Force will drive the creation of a listing (catalog) of major gift funding opportunities. The members will reach out to key volunteer leaders to help determine the funding priorities for the organization. This funding opportunities catalog is essential to help the major gift program to grow and to position us for a capital campaign in the future.

1. Tom Watson – Chair
2. David Branson
3. Farooq Mehboob
4. Darin Nutter
5. John Rieke
6. Dennis Wessel
7. Nicole Blount will staff this Task Force

For MBOs 2 – 4:

Philanthropy Team – This Task Force will help us to take the actions necessary to begin to create a culture of philanthropy at ASHRAE, which is essential for long-term success. These objectives represent some of the most basic activities necessary to build a successful major gifts program and will include identifying and soliciting major gift prospects.

1. Mark Miller – Chair
2. Derek Crowe
3. Jim Fields
4. Scott Martin
5. Darryl Boyce
6. Kim Mitchell will staff this Task Force

For MBO #5:

Rapid Response Team – This Task Force will take some of our key funding opportunities and ensure that we have any preapprovals from other volunteer groups that are necessary, so that we can move quickly once we have an interested prospective donor. Also, they will be ready to respond quickly if a donor expresses interest in funding a program or service that requires us to move through the ranks to get approvals before we can finalize the gift agreement.

This team needs to be small in order to be nimble:

1. Erich Binder – Chair
2. Bill Harrison
3. Jim Wolf
4. Margaret Smith will staff this Task Force

MBO #6 will be handled during our Winter Meeting.

Kim and her team will flesh out the descriptions for each Task Force a bit more and will get those out sometime next week. In the meantime, Gulledge requested that each Task Force Chair work with staff to set up a meeting with your group to get the ball rolling.

C. Presidents Scholarship

Mitchell

Kim provided a brief overview of the Presidents Scholarship Drive, which kicks off on November 1. The letter from Bill Harrison, ASHRAE Foundation Chair, and Susanna Hanson, Presidents Scholarship Subcommittee Chair, stated the goal for the Presidents Scholarship Drive is \$250,000, making it the largest and most prestigious scholarship offered by ASHRAE.

6. OTHER BUSINESS

Gulledge

- A. Next Meeting – Chicago, IL – January 22, 2018
- Gulledge requested that each task force chair to provide a status report at the Winter Meeting in Chicago.

7. MISCELLANEOUS ANNOUNCEMENTS

Gulledge

There were no miscellaneous announcements.

8. ADJOURNMENT

Gulledge

Gulledge thanked the Development Committee members and staff for their participation on the conference call. The Development Committee meeting adjourned at 11:25 a.m.