MINUTES

EXECUTIVE COMMITTEE MEETING

Friday, April 24, 2020

Approved by the Executive Committee June 5, 2020.

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PRINCIPLE APPROVED MOTIONS
Executive Committee Meeting
Friday, April 24, 2020

No. - Pg.	Motion

1 - 3	That registration pricing for the 2020 virtual Annual Conference and technical program be set as follows:
	      Speaker - $25
	      Member - $99
	      Non-Member - $329
	      Company Package 3-5 Employees $669
	      Company Package 6-10 Employees $999
	      Company Package 11+ Employees $1,399

ACTION ITEMS
Executive Committee Meeting
Friday, April 24, 2020

No. - Pg.	Responsibility	Summary of Action	Status
1 - 4	Staff	Draft a tentative schedule for the fall Board meeting that incorporates the HQ grand opening. The schedule should allow two full days for the Board meeting, two hours for a strategic planning discussion, and one day for the grand opening ceremony.	
2 - 5	Staff	Provide ExCom with a strategy for marketing the virtual conference to non-members.	

MINUTES
EXECUTIVE COMMITTEE MEETING
Friday, April 24, 2020

MEMBERS PRESENT:
Darryl Boyce, President
Chuck Gulledge, President-Elect
Mick Schwedler, Treasurer
Bill Dean, Vice President
Dennis Knight, Vice President
Bill McQuade, Vice President
Farooq Mehboob, Vice President
Jeff Littleton, Secretary

GUESTS PRESENT:
Don Brandt
Tim McGinn

STAFF PRESENT:
Candace DeVaughn, Mgr. of Board Services
Chandrias Jacobs, Coord. of Board Services
Alice Yates, Director of Government Affairs
Joyce Abrams, Director of Member Services
Vanita Gupta, Director of Marketing
Kim Mitchell, Chief Development Officer
Mark Owen, Director of Pubs & Education
Stephanie Reiniche, Director of Technology
Craig Wright, Director of Finance & Admin Services
Tony Giometti, Sr. Mgr. of Conference Programs
Lizzy Seymour, Mgr. of Conference Services

CALL TO ORDER

Mr. Boyce called the meeting to order at 8:00 am.

CODE OF ETHICS

Mr. Boyce read the Code of Ethics commitment and encouraged members to become familiar with the full Code of Ethics.

ROLL CALL/INTRODUCTIONS

Roll call was conducted. Members and guests in attendance as noted above.

REVIEW OF MEETING AGENDA

Mr. Boyce reviewed the agenda. Executive session was removed from the agenda.

AUSTIN ANNUAL CONFERENCE UPDATE

VIRTUAL MEETING INVITATION POLICY

Feedback received on the virtual meeting invitation policy was reviewed.

Ms. Reiniche led a discussion of GoToMeeting permissions for voting members. GoToMeeting does allow the organizer to set permissions for specific attendees. TCs and PCs will be using Zoom and all other standing committees and councils will use GoToMeeting and GoToWebinar.

REGISTRATION FEE

Mr. Littleton reported that the staff directors have been discussing the fee structure for the virtual conference. The goal is to find a balance between the value of the technical content, historical pricing, and the current environment of the pandemic.

Ms. Seymour presented two options for registration pricing.

o   Two-tiered pricing that focuses on the two ways that attendees can participate. This plan would offer a four-day live package, offering about five hours of content each day. The second tier would be a full technical package, which would offer all of the live programming and access to about 80 technical sessions, available on demand for 18 months.
o   All in one package that offers the four-day live programming and access to the entire virtual technical conference on demand for 18 months.

Full details on proposed option one and option two are outlined in ATTACHMENT A.

For past Winter and Annual Conferences, part of the registration fee has included access to the virtual technical content. If a member wanted to purchase access to just the virtual technical content, the cost was $179 for members.

The 2020 virtual Annual Conference is offering a tremendous amount of technical content - 70 to 80 sessions with two to three speakers for each session. In addition, the library of technical content will be accessible for 18 months.

Concern was expressed at explaining the difference between the four-day live package and the full technical package.

The unprecedented times of the pandemic is justification for charging a lower fee for the virtual technical content than has been charged in the past.

The estimated cost to host the virtual conference is between $50,000 and $75,000.

It was suggested that the technical programs be sold individually. Mr. Littleton reported that simplicity is very important. Pricing the technical content by track was suggested but there are implementation complexities. The sale of individual sessions would be handled through the bookstore and would take two to three weeks to set up. Pricing by track might be possible but staff will need to do additional research to determine if it is possible or not.

Company packages are currently already offered for the on demand technical content. However, this option has not been promoted heavily in the past.

Mr. Schwedler moved and Mr. Gulledge seconded that

1.   Registration pricing for the 2020 virtual Annual Conference and technical program be set as follows:

   Speaker - $25
   Member - $99
   Non-Member - $329
   Company Package 3-5 Employees $669
   Company Package 6-10 Employees $999
   Company Package 11+ Employees $1,399

Mr. McGinn liked the simplicity of the pricing package without the company pricing.

Mr. McQuade stated that the two-tiered package was an opportunity to provide PDHs to people who may be struggling to get them.

Mr. Knight spoke in favor of the motion and supported the addition of the company package pricing.

Mr. Schwedler stated that if the motion is approved, messaging is very important.

Mr. Littleton reported that staff has discussed the opportunity to engage non-members with the virtual conference. The low-cost structure could expose more people to ASHRAE's technical content. Company pricing adds additional complexity, which is why is was not included in the second option.

MOTION 1 PASSED (4:3:0, CV)

EXCOM AND BOD MEETING SCHEDULING

There was discussion of the number of ExCom and BOD meetings that will take place as part of the 2020 virtual Annual Conference.

Having only one BOD meeting is possible, but it will be a very long meeting.

Mr. Boyce stated that a second BOD meeting, of either the 19-20 or 20-21 BOD, is necessary to keep Society business moving forward. It is important to keep Society business moving forward effectively.

There was consensus that there will be two BOD meetings and three ExCom meetings at the 2020 virtual Annual Conference.

There was consensus that the BOD and ExCom meetings will be held in the morning, starting at 8:00 or 9:00 am ET.

MEETING OF THE MEMBERS

Mr. Littleton reported that arrangements for the meeting of the members is still a work in progress. Staff is spending a lot of time understanding what the constraints are of opening the ballot, the meeting of the members, and the 100-member meeting of the members.

There are Bylaws constraints on when we can and cannot do certain things and there are Rules of the Board related to the timing of when we must do certain things. Staff envisions a series of waivers of the Rules of the Board once a final decision is made. There will be a firm proposal for ExCom to review at the April 27th meeting and subsequently, for the BOD to review at the May 5th meeting.

These constraints only apply to the BOD, not other standing committees. The BOD is the legal entity of the Society so there are additional guidelines for the transfer of leadership.

There was consensus that staff work on a multiple scenario plan to satisfy the requirements of the Bylaws and ROB. Ms. Yates was asked to reach out to her contact with New York state to ask that the governor provide assurance that executive orders will be extended until the end of June.

STATUS OF HQ GRAND OPENING AND FALL BOARD MEETING

The tentative dates for the fall Board meeting are November 19-20. HQ grand opening events could take place in the days immediately before or after the Board meeting.

Staff will draft a tentative schedule for the fall Board meeting that incorporates the HQ grand opening. The schedule should allow two full days for the Board meeting, two hours for a strategic planning discussion, and one day for the grand opening ceremony.

AI - 1

PRESIDENTIAL AD HOC - VISION 2030: BUILDING OF THE FUTURE

Mr. Boyce reported that he is in the process of making appointments for the Building of the Future Ad Hoc. The group will support effective indoor environments and effective utilization of energy.

The ad hoc will continue its work into the 2020-21 Society year.

NEW BUSINESS

Staff will provide ExCom with a strategy for marketing the virtual conference to non-members.

AI - 2

ADJOURNMENT

The meeting adjourned at 9:36 am.

Jeff H. Littleton, Secretary

ATTACHMENTS

A. Virtual Conference Registration Prices

2020 ASHRAE VIRTUAL CONFERENCE
Monday, June 29 through Thursday, July 2

Registration Packages and Pricing Option 1

	4-Day Live Package	**Full Technical Package**
Speaker*	$25	$50
Member	$99	$179
Non-Member**	$249	$329
Company Package: 3-5 employees	-	$669
Company Package: 6-10 employees	-	$999
Company Package: 11+ employees	-	$1,399

4-Day Live Package

- Includes access to four live days of Virtual Conference: Monday, June 29 – Thursday, July 2
- Includes Leadership Moments each day from Society Leaders
- 12 Featured technical sessions with Live Q&A with presenters
- Earn PDHs for the Featured technical sessions by taking and passing a short quiz with a score of 80% or higher
- Virtual Networking Happy Hour each day with specific topics and social focus

Full Technical Package
Access to all the features within the 4-Day Live Package plus…
- Access to the entire on-demand Technical Program comprised of some 80 sessions on your terms!
- Access starts Monday, June 22 and expires after 18 months
- Live Forum for posting questions and answers from speakers
- Access to Live Chat Sessions scheduled by speakers for on-demand sessions
- Downloadable copies of all Papers
- Earn continuing education credits for all the on-demand sessions upon successfully completing a short quiz.

*Speaker rate is same rate for CEC, Life Members, Board of Directors, Students, SmartStart, SBAs
**Non-Member pricing receives one year of ASHRAE membership included!

Registration Packages and Pricing Option 2

Registration Type	Rate
Speaker*	$25
Member	$99
Non-Member**	$249

Registration Includes:

- Includes access to four live days of Virtual Conference: Monday, June 29 – Thursday, July 2
- Includes Leadership Moments each day from Society Leaders
- ==12== Featured technical sessions with Live Q&A with presenters
- Virtual Networking Happy Hour each day with specific topics and social focus
- Access to the entire on-demand Technical Program comprised of some 80 sessions on your terms!
- Access to full on-demand Technical Program starts Monday, June 22 and expires after 18 months
- Live Forum for posting questions and answers from speakers
- Access to Live Chat Sessions scheduled by speakers for on-demand sessions
- Downloadable copies of all Papers
- Earn continuing education credits for all the on-demand sessions upon successfully completing a short quiz.

*Speaker rate is same rate for CEC, Life Members, Board of Directors, Students, SmartStart, SBAs
**Non-Member pricing receives one year of ASHRAE membership included!

What Are Other Industry Societies Doing?

American Industrial Hygiene Association: AIHce EXP2020
Registration: $599 Members, $699 Non-Members
Includes:
- (3) Full Days of Live Virtual Conference
- Multi-track session broadcast
- Opportunities to submit questions for presenters and engage with other virtual participants via chat

American Institute of Steel Construction: NASCC: The Virtual Steel Conference
April 21-24, 2020
Registration: Free
Includes: This virtual conference features over 50 unique sessions--complete with PDHs.

Air & Waste Management Association: ACE 2020
Virtual Conference begins June 30, 2020
More Details will be posted soon.

American Gas Association: 2020 AGA Virtual Operations Conference
Registration: $495 Member / $575 Non-Member
Includes: Feature an opening general session as well as 5 concurrent technical sessions over 3 days ranging in topics from workforce development, COVID-19, engineering, RNG, integrity management, safety, piping materials, underground storage and more! The program will also include dedicated breaks, lunches and happy hours for networking with your peers. We will host separate virtual rooms for participants to connect with colleagues and friends, participate in AGA's annual boot camp and more!

IFMA: World Workplace Europe Virtual Event
May 6-8, 2020
Registration: $89 euros / $96 USD
Includes:
- All access pass to all 23 sessions & speakers
- Access to live virtual recordings with Q&A
- Access for 90 days to the virtual stage

IFMA: IFMA Global Virtual Event
April 15, 2020
Registration: $49
Includes:
- (1) Day of Virtual Conference with keynote session + 8 sessions
- Access to recording for 90 days post conference
- All access pass to all sessions (8) and speakers

IIAR: 2020 IIAR Online Conference and Virtual Exposition
May 2020 (Date TBD)
Registration: Unknown – But same price that was paid for regularly scheduled face-to-face Conference
Includes: Those individuals with paid registration to the Orlando conference will receive the following benefits:
- Access to the live ONLINE presentation of all technical papers and workshops. Those participants attending the live presentations will receive PDH continuing education credits following the ASTM E2659 Standard Practices for Certificate Programs and accredited by (RCEP) Registered Continuing Education Programs for engineers.
- Technical Papers and Workshop presentations will reside on the IIAR Virtual Conference landing page for follow-up review. (Note: Webpage review of presentations will not be subject to PDH credits.)
- Technical Papers and Workshop presentations will provide Spanish interpretation.
- Access to new products and services through the Virtual Expo.

American Astronomical Society: 236th Annual Meeting
June 1-3, 2020
Registration: $199 Member / $450 Non-Member
Includes: The virtual meeting's synchronous content will be presented Mon., June 1 – Wed., June 3, and will include plenary talks, parallel oral sessions, iPosters (enhanced with a chat feature that allows live dialog with the presenter), iPoster-Plus sessions, press conferences, a virtual exhibit hall, and opportunities for small-group networking. All talks will be recorded for later access and, as usual, iPosters will be available shortly before, during, and after the meeting. Please note that splinter meetings will not be included in the online conference.