



MINUTES

EXECUTIVE COMMITTEE MEETING

Thursday, December 3, 2020

Approved by the Executive Committee January 28, 2021.

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ACTION ITEMS

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No. - Pg.	Responsibility	Summary of Action	Status
1 -	Littleton	Work on developing an online tool to orchestrate notification to DRCs when officers visit chapters. (Carryover from June 22 and 30, 2020)	
2 -	Littleton	Work on a better MOU with CAR. (Carryover from June 22 and 30, 2020)	
3 -		Conduct a review of the Bylaws. (Carryover from June 22 and 30, 2929)	HOLD
4 -	Littleton	Reach out to MBI staff to better understand MBI's direction as it relates to off-site building trends. (Carryover from June 22 and 30, 2020).	
5 -	Littleton	Work on (unsigned) MOU with Australian Institute of Refrigeration, Air Conditioning and Heating (AIRAH). (Carryover from June 22 and 30, 2020)	
6 -	McGinn	Contact Canada Green Building Council (CaGBC); possibly reinvigorate MOU that was signed in November 2006. (Carryover from June 22 and 30, 2020).	
7 -	Gulledge	NSF International; renew MOU that expired December 2016. (Carryover from June 22 and 30, 2020).	
8 -	McQuade	Work with Technology Council to determine if/how carbon as a metric strategy should be incorporated into the Society's technical content. (Carryover from June 22 and 30, 2020)	
9 -	Littleton	Engage Membership Promotion leadership to communicate the plan to hire Marketing General to assist with membership recruitment. The final Marketing General plan will be shared with ExCom. (Carryover from June 22 and 30, 2020)	HOLD
10 -	Littleton and Brandt	Explore the possibility of an MOU with IEA. Work with Mr. Olesen to flush out recommendations and report back to ExCom. (Carryover from August 12, 2020)	
11 -	Littleton	Provide contribution totals for each of the companies on the virtual corporate visit list. (Carryover from October 1, 2020)	
12 -	Littleton	Explore coordinating virtual meetings with each of the organizations on the virtual corporate visit list. Also create an agenda template for use by members of ExCom when making virtual visits. (Carryover from October 1, 2020)	
13 -	Littleton	Coordinate a hybrid meeting with Caesar's Palace and determine which members should attend from CEC and from an IAQ standpoint. ExCom members will include Mr. Brandt, Mr. McQuade and Mr. Gulledge. (Carryover from October 1, 2020)	
14 - 4	Gulledge and Littleton	Explore the possibility of a new MOU with AABC/ACG and report back to ExCom.	
15 - 7	McGinn, Brandt and Yates	Conduct exploratory thinking into how ASHRAE can be in the lead on the topic of decarbonization and report back to ExCom at the Winter Meeting.	



MINUTES
EXECUTIVE COMMITTEE MEETING

Thursday, December 3, 2020

MEMBERS PRESENT:

Chuck Gullledge, President
Mick Schwedler, President-Elect
Farooq Mehboob, Treasurer
Don Brandt, Vice President
Bill Dean, Vice President
Tim McGinn, Vice President
Bill McQuade, Vice President
Bill Dean, Vice President
Jeff Littleton, Secretary

STAFF PRESENT:

Candace DeVaughn, Manager - Board Services
Chandrias Jacobs, Coordinator - Board Services
Joyce Abrams, Director - Member Services
Mark Owen, Director - Publications & Education
Stephanie Reiniche, Director - Technology
Alice Yates, Director - Government Affairs
Kim Mitchell, Chief Development Officer

CALL TO ORDER

Mr. Gulledge called the meeting to order at 9:00 am.

CODE OF ETHICS

Mr. Gulledge read the ASHRAE code of ethics commitment and encouraged all members in attendance to read the full code of ethics available on ashrae.org.

ROLL CALL/INTRODUCTIONS

Roll call was conducted; members and staff in attendance as noted above.

REVIEW OF MEETING AGENDA

Mr. Gulledge reviewed the agenda. No changes were made.

REVIEW OF ACTION ITEMS**OCTOBER 1, 2020**

Action items 3 and 9 were reported as on hold.

Action items 1-2, 4-8, 11, 13, 16, and 18 were reported as ongoing.

All other action items were reported as complete.

AI 1-13**MEMBERS COUNCIL REFERRED MOTION - 2020 CRC MOTION 25**

Mr. Schwedler reported that the referred motion below came from the Region XIV CRC.

Region XIV (UK London & UK Southeast Chapter - 2020 CRC Motion 25) That the name ASHRAE from the CIBSE ASHRAE Group be reviewed to stimulate development of an equitable relationship model.

Background: The CIBSE ASHRAE group is a CIBSE Group that is under the control of CIBSE. It was formed long before the formation of the UK ASHRAE Chapters. Its existence and name are confusing and misleading to potential and current ASHRAE members. We propose the review of the use of the ASHRAE name from the Group for the reason that it is misleading to our membership and not helpful (in its current form) to the UK Chapters. Removal of the ASHRAE element of the name is not intended to reflect any change in the relationship between the two organizations but rather to reflect the actual control and management of the group and to adjust to the change of context resulting from the creation of the UK ASHRAE Chapters. The motion, if successful, is intended to open a debate about a broader relationship model that may benefit both organizations long term. A revised bi-lateral agreement to allow integrated expansions for both organizations would create a more collaboratively structured and managed group with a clearer operating model that works equally well for ASHRAE and CIBSE.

Fiscal Impact: There are no financial implications.

Mr. Schwedler reported that the CIBSE ASHRAE Group is a function of CIBSE and was started before we had an MOU and SPA with CIBSE. The group is under the control of CIBSE.

The members who brought this motion forward felt the group causes confusion because people join the group and think they are becoming part of ASHRAE and CIBSE. This group has not been particularly supportive of ASHRAE initiatives. ASHRAE members feel that ASHRAE gets the short end of the stick.

The ask is to use the leverage of the CIBSE ASHRAE Group name to try to ensure that CIBSE is working well with ASHRAE members. SPA team has had direct conversations with CIBSE on this issue.

Mr. Littleton stated that the CIBSE ASHRAE Group is a listserv. The group puts on electronic sessions and meetings. Has been around for 16 years or so. Individuals who join the group do not have to be members of ASHRAE or CIBSE to participate. CIBSE has not been happy that ASHRAE has formed chapters in the UK.

In the past, CIBSE refused to give ASHRAE the listserv because of privacy laws in the UK. CIBSE did agree to send marketing messages on Society's behalf to the group. Very complex and politically charged discussion.

Mr. Schwedler suggested that during tomorrow's CIBSE call, it could be mentioned that ExCom received a motion, it is unclear what the outcome will be, but Society would like to continue to investigate all aspects of our collaboration with CIBSE. Want to be open but don't *have* to discuss anything tomorrow.

Mr. Mehboob stated that our Chapters in the UK have the feeling that the group is projected in a manner which gives a potential member the impression that, in joining the group, she/he is in both organizations and therefore diminishes appetite to become a chapter member. Don't want to argue the merits of the group, simply want to make it clear that being a member of this group does not make you a member of CIBSE or ASHRAE. Such a disclaimer could be nicely worded and may address the concerns of Region XIV.

Mr. Brandt agreed with Mr. Mehboob.

Mr. Gulledge stated that the consensus of the committee is to approach CIBSE directly, address concerns and discuss what can be done to mitigate the perception. The two organizations can discuss how to work together to address the concerns. This should be discussed during the meeting with CIBSE tomorrow.

Mr. Littleton stated that the CIBSE ASHRAE Group is already on the agenda for tomorrow's call and this issue can be discussed at that time.

AABC/ACG ASHRAE MOU

Mr. Gulledge reported that AABC/ACG has expressed interest in entering into an MOU with ASHRAE. What is the appetite of ExCom to pursue an MOU?

Mr. Brandt asked if there is a breakdown of the industry by percentage. Have a feeling that in Arizona, there are more NEBB testing and balancing firms.

Mr. Gulledge stated that it is regionally specific as to which organization is strong. AABC members have been very proactive within ASHRAE to develop Guideline Zero and are a part of what is happening with the 180 Tech Parkway project.

ACG has invited ASHRAE to speak at their next face-to-face conference that is scheduled to happen March 2021 in Ft. Worth. Ginger Scoggins is scheduled to present a debrief on the delivery and commissioning efforts of the 180 Tech Parkway project. There is a lot of synergy between ASHRAE and AABC/ACG.

The organization is very interested in being part of revising or providing a parallel version of Guideline Zero.

Mr. Littleton stated that ACG is the AABC commissioning group. Very closely affiliated; look at them as essentially the same group even though they have different boards. Darren Draper is the commissioning agent on the 180 Tech Parkway project and is a member of the ACG Board.

Have concerns with the proliferation of MOUs. But, on the other hand, this will probably make AABC feel really good with respect to ASHRAE. Those are the tradeoffs. Another question is if there is an opportunity for higher level collaboration to help serve our members and accomplish our mission.

Mr. Brandt asked if an MOU with AABC/ACG would negatively impact Society's relationship with NEBB.

Mr. Littleton stated that he did not feel that an MOU with AABC/ACG would bother NEBB. This decision is up to us.

Mr. Gulledge and Mr. Littleton will explore the possibility of a new MOU with AABC/ACG and report back to ExCom.

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EXCOM SPRING VIRTUAL MEETINGS

EXCOM (WITH NOMINEES)

Mr. Gulledge stated that coming out of the Winter Conference we will know the slate of new ExCom members. Monthly meeting invites would need to be updated to invite nominees to join.

Would like to have a more robust Spring ExCom meeting, around the time that the committee was scheduled to be in North Carolina. Two four-hour days should work for this virtual meeting.

Mr. Schwedler stated that it is beneficial to have longer meetings in the spring so members of ExCom can get to know one another and learn how to work together.

Spring ExCom meeting (with nominees) will be March 25, 2021 from 8:00am until noon ET.

ORIENTATION

Mr. Littleton stated that there may be value in having BOD Orientation prior to Committee Appointments and the Spring ExCom meeting. Because the meetings will be virtual, may want to consider a separate orientation for the two new Vice Presidents and Treasurer.

Sometime between February 4 and March 22 would be the ideal time to have ExCom and BOD Orientation.

Mr. McGinn stated that the later BOD Orientation can be, the better. It is a lot of pressure and work for the incoming Vice Presidents to prepare for BOD Orientation.

Incoming Officer Orientation (incoming Vice Presidents and Treasurer) with Mr. Mehboob will be March 17, 2021, 8:00am until noon ET.

APPOINTMENTS

The meeting to discuss 2021-22 Committee Appointments will be March 22-24, 2021, 7:00 am until noon CT.

Mr. Schwedler suggested that proposed officer candidates be notified of meeting dates in the event that they are elected.

Mr. Gulledge agreed that this would be appropriate and helpful for proposed candidates. Will work with staff and Nominating to notify proposed candidates of meeting dates.

STAFF PARTICIPATION ON CONFERENCE CALLS

Mr. Schwedler reported that virtual meetings take more staff time because it is assumed that staff will attend all meetings. Member leadership who request meetings need to be cognizant of inviting staff. Streamline and invite staff that are needed to provide input and invite other staff optionally so staff time can be optimized.

As Council Chairs and Vice Chairs can take the lead and request that committee chairs do the same. It is also appropriate for staff to only attend part of meetings.

Mr. Littleton thanked the committee for being considerate of staff. Everyone is feeling overwhelmed with the number of conference calls. Mr. Schwedler's comments prompted him to notify the staff directors that the Planning Committee meeting this week was optional and the relief was palatable. Already working, especially with the staff director team, to not just have staff automatically on calls, but ask them to attend when input or volunteer support is needed.

If staff is not attending enough meetings or if important things are being missed, please let us know.

Mr. McQuade asked if there are requirements from anti-trust standpoint to have at least one staff member attend.

Mr. Littleton stated that from a legal standpoint it is not necessary to have a staff member on every call. ASHRAE does not require the same checks and balances that AHRI does.

PURSUING GRANT FUNDING

Mr. Gulledge stated that work has begun to find outside revenue streams and approach the decarbonization narrative. Yielded the floor to Mr. Littleton and Ms. Mitchell.

Ms. Mitchell stated that the Development team did research into the Bezos Group. There is no formal process to be found. It is basically a private fund or a donor advised fund. We have contacts with RMI, would they be willing to make an entrée to Jeff Bezos?

The UN Environment Program is not currently funded by Bezos, but it seems that they are credible and would be known to Bezos and Society already has a strong relationship with UNEP.

Would like to see if we can use those contacts as a way to contact the Bezos group.

Other ongoing work with some private foundations as well. Waiting to receive more detailed information to finalize proposals.

A lot of funders like to see joint projects and collaborative initiatives, feel that their money is impacting more people.

Mr. McGinn stated that in doing research for low carbon it became apparent that the US is behind because most decarbonization involves advocating for electrification.

It is possible that RMI has done the same research and realized there is a gap in the US that needs to advance. May be open to partnering with us on a certification program or standard on zero carbon buildings. If this is seen as advantageous, could fund us or introduce us to Bezos.

Mr. Gulledge stated that this is the evolution of our standards. The next frontier is decarbonization and ASHRAE needs to be in the lead. How do we leverage these opportunities to get funding and have the right people in place?

Mr. Littleton stated that Mr. Schwedler brought up that carbon as a metric is an issue for Society. We have focused on energy versus carbon. One of the risks is that if the whole world starts talking in terms of carbon as opposed to energy, risk losing our influence if we have not pivoted.

Had a meeting of the HVAC Alliance yesterday and the group identified electrification as something that will have a huge impact on society and the industry. In some cases, there isn't the capacity to be entirely electric and, in some cases, electrification would burn more carbon as opposed to other types of fuel. Important strategic issue that we need to think about and develop a path forward.

Ms. Yates stated that GAC staff put together a spreadsheet of carbon and energy goals of companies and localities. Can be shared as a means to assess whether carbon may or may not be more important for government and company goals.

Mr. McQuade stated that AHRI uses the term decarbonization instead of electrification because there are low carbon technologies that don't alienate gas technologies. Should be careful how we approach and the positions we take because we could alienate members.

Mr. Schwedler stated that there are many foundations that have this as one of their top three priorities. Need to try to get our name in front of those groups.

Mr. McGinn stated that the we need to come up with a plan and then look for funds to execute that plan.

Ms. Mitchell agreed with Mr. McGinn's comment. The Development team still has a lot of work to do on the building campaign as well as ramping up ETF funding support. Also currently looking for opportunities to fund ASHRAE's programs and services. Development needs to know ASHRAE's priorities to determine funding priorities.

Mr. Gulledge stated that Development has been tasked with looking for opportunities for funding. Would like to see decarbonization addressed in a strategic nature. Looking for members of ExCom and Ms. Yates to do some exploratory thinking on how ASHRAE can be in the lead on this topic because the market is looking for it.

Mr. McGinn, Mr. Brandt, and Ms. Yates will conduct exploratory thinking into how ASHRAE can be in the lead on the topic of decarbonization and report back to ExCom at the Winter Meeting.

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EXECUTIVE SESSION

Mr. Gulledge called executive session at 10:28 am.

The open session meeting reconvened at 11:05 am.

ADJOURNMENT

The meeting adjourned at 11:05 am.

A handwritten signature in black ink, appearing to be 'JH Littleton', with a long horizontal line extending to the right.

Jeff H. Littleton, Secretary