



**MINUTES
EXECUTIVE COMMITTEE MEETING**

Tuesday, November 9, 2021

Approved by the Executive Committee January 29, 2022.

TABLE OF CONTENTS

Executive Committee Meeting
Tuesday, November 9, 2021

CALL TO ORDER 2
CODE OF ETHICS 2
ROLL CALL/INTRODUCTIONS 2
REVIEW OF MEETING AGENDA 2
REPORTS TO EXCOM 2-3
 STRATEGIC TASK FORCE UPDATE 2-3
 JEPC REPROT 3
STRATEGIC DISCUSSION 3-4
 IDENTIFYING, DEVELOPING, ENCOURAGING, AND PROMOTING ASHRAE’S NEXT ‘HIGHFLIERS’ 3-4
MEP 2040 CHALLENGE 4-5
DECEMBER 14 EXCOM MEETING 5
EXECUTIVE SESSION 5
ADJOURNMENT 6



MINUTES
EXECUTIVE COMMITTEE MEETING

Tuesday, November 9, 2021

MEMBERS PRESENT:

Farooq Mehboob, President-Elect
Ginger Scoggins, Treasurer
Don Brandt, Vice President
Dunstan Macauley, Vice President
Sarah Maston, Vice President
Tim McGinn, Vice President
Jeff Littleton, Secretary

GUESTS PRESENT:

Rick Hermans
Devin Abellon
Kishor Khankari
Richie Mittal
Art Giesler
Jaap Hoegling

STAFF PRESENT:

Candace DeVaughn, Manager - Board Services
Chandrias Jolly, Coordinator - Board Services
Joyce Abrams, Director - Member Services
Vanita Gupta, Director - Marketing
Kim Mitchell, Chief Development Officer
Mark Owen, Director - Publications & Education
Stephanie Reiniche, Director - Technology
Alice Yates, Director - Government Affairs
Annmarie Wilhoit, Interim Director of Finance

CALL TO ORDER

Mr. Mehboob called the meeting to order at 8:01 am.

CODE OF ETHICS

Mr. Mehboob read the code of ethics statement and advised that the full Code of Ethics and Core Values are available online.

ROLL CALL/INTRODUCTIONS

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

REVIEW OF MEETING AGENDA

Mr. Mehboob reviewed the meeting agenda. Mr. Khankari requested that the Strategic Task Force update be moved to earlier on the agenda.

REPORTS TO EXCOM**STRATEGIC TASK FORCE UPDATE**

Mr. Khankari reported that the task force was recently formed. Thus far, the group received excellent suggestions and feedback from members of the BOD. The task force carefully reviewed the BOD's feedback and categorized the comments into five categories.

He reported that the task force came to the conclusion that items related to membership growth, while very important, are mostly operational in nature. Vision for the future and ASHRAE's value to society were the top two categories. The group decided that vision for the future was very broad and that it would be better to discuss ASHRAE's value to society and focus on how to enhance it. What are people looking for from ASHRAE?

Mr. Khankari reported that the category of ASHRAE's value to society takes into account the wants and needs of members as well as non-members. How can Society leverage relationships with other organizations beyond MOUs and attending their conferences? Can a survey be sent to other organization's members to see what they expect from Society? Can the ETF be asked to provide the top ten items that people search for? Can we track what people search on ashrae.org and what they are downloading?

Mr. Hermans stated that a lot of what the task force is looking for has been already done in one way or another. GAC staff has done a lot of this research already. He recommended that the task force keep working to mine the data that has already been collected.

Ms. Yates stated that GAC is working to gain a better understanding of what government officials need in a more systematic way, to be used in both formal and informal settings. GAC is also exploring the possibility of focus groups.

She stated that the data that comes from the Marketing team is very useful. She suggested that reports on downloads and searches does not provide insight into what people may be looking for that is not available on the website - snapshot in time versus what Society might need to create or provide in the future.

Mr. Hogeling asked how value to non-members can be measured and shown. Is this possible?

Mr. Khankari reported that the task force is not getting into that level of detail. The group started with *what* and *why* and is now working on *how*. It is up to the BOD to give the task force an additional charge if they think it is appropriate for us to dig deeper. He stated that he feels that the group's charge has been fulfilled.

JEPC REPORT

Mr. Brandt reported that the group met with AHRI and IEC. The biggest discussion item was from the COVID crisis and expectations from the Vegas Expo Center. Also discussed requiring vaccinations and the logistics of doing so; ultimately, the group did not feel requiring vaccinations would be necessary to maintain health standards. Everyone will need to wear a mask in order to enter the Expo.

He reported that Caesar's Palace has a full masking order in all public areas, and it will up to them if that is in effect during the Winter Conference.

Mr. Brandt reported that 465,000 square feet of exhibitor space has been sold thus far; there are currently 15,039 exhibitors, and 72,000 room nights reserved.

Mr. Littleton reported that there will be at least four presentations at the Expo.

Mr. Hogeling asked the status of requiring PCR testing for all attendees. How does JEPC and ExCom view not requiring testing from a risk management standpoint? What if someone gets infected at the conference?

Mr. Brandt reported that Society will not require any additional testing beyond what customs or border control would require. Masking is the risk mitigation measure at this venue.

Mr. Littleton reported that CEC is meeting monthly to review COVID mitigation measures. As of now, Society is planning on using a health screening app that requires attendees to complete an attestation that they have no symptoms. This is under constant discussion. All attendees are also being required to register to facilitate contact tracing.

STRATEGIC DISCUSSION

IDENTIFYING, DEVELOPING, ENCOURAGING, AND PROMOTING ASHRAE'S NEXT 'HIGHFLIERS'

Mr. Littleton reported that this is a strategic discussion that President Schwedler felt would be appropriate. One of the questions on the Appointments Roadmap form asks about 'shooting stars,' and this is one way Society is collecting this information.

He suggested that Society reach out to more members, specifically the grassroots, to ask their help in identifying highfliers. Once they are identified, is there a way to encourage their growth and ongoing participation in Society?

Mr. Mehboob led the discussion. He stated that the first part of the discussion would focus on ways to identify highfliers. A summary of the comments are included below:

Society has a great grassroots program where leaders are developed at the chapter level, but those members are often allowed to fade away. CRC collection of highfliers should be expanded so that the DRCs have flexibility to add names.

The LEADRS and LeadershipU programs are opportunities to both identify highfliers and develop them.

BOD members attending committee meetings should listen to the comments that members make - not the person who speaks the most, but the one who speaks with the most knowledge - write those names down and they become a great pool for future nomination.

Mr. Mehboob stated that the second part of the discussion would focus on what Society is currently doing to develop highfliers and what more can be done. A summary of comments and suggestions is below:

Leadership Academy focuses on ensuring that high performing chapter members have the skills and resources to excel at the chapter level and beyond. A virtual international Leadership Academy will take place in January and an in-person session will take place in March. DRCs were asked to be on the lookout for highfliers to attend these events.

There could be a program similar to Leadership Academy at the CRCs or the Society's conferences. There is currently nothing like this available at the technical side.

The focus of the Appointments Roadmap form has been succession planning in the past. ExOs should be provided with direction to identify members to attend development seminars at the Society Conferences and CRCs.

It is important to identify leaders at all levels of Society. Whatever solutions are implemented have to be practical and scalable. Mentoring programs haven't worked well in the past. How could a scalable mentoring program be created? Such a program could benefit retention as well.

Consider RVCs and Subregion Chairs who are rolling off.

ASHE has a program where chapters get free registration to a conference for chapters that meet certain goals. A similar program could be useful for Society to promote leaders within the chapters to get involved at the Society level. Something similar for RVCs rolling off could be done as well.

MEP 2040 CHALLENGE

Ms. Scoggins reported that the challenge was sent to her from Luke Leung, who serves on the Task Force for Building Decarbonization. The task force plans to discuss the challenge but cannot act on behalf of Society once a decision is made.

Is Society interested in participating in this challenge?

She reported that there are four commitments for adoption. She expressed her opinion that it is a shame that Society is not leading the charge on this kind of challenge. The intent of this conversation was to gauge how ExCom feels about Society participating in this challenge.

Mr. Mehboob stated that he thought this item falls under the purview of a lower body. The lower body could then bring forward a recommendation to ExCom.

Mr. Littleton reported that the TFBF is on track to bring a firm recommendation to ExCom. He stated that Society should absolutely be a partner or leader. He suggested that Society could develop the ASHRAE Low Carbon Design Challenge; could join the MEP 2040 Challenge; could do both; or could reach out to see if there is an opportunity for Society to be a named partner in the MEP 2040 Challenge.

Mr. Littleton stated that design teams don't always have absolute say in buildings and our members can't always drive this one hundred percent; but Society can play a role in encouraging this type of initiative in the design of buildings moving forward.

Mr. Littleton suggested that Society participate in the challenge. He expressed that he saw a lot of great potential in joining the challenge.

Ms. Scoggins reported that the TFBF had a meeting the same day and could discuss the possibility of participating in the challenge and bring a recommendation to the BOD for consideration.

Mr. Macauley stated that he agreed with Mr. Littleton and suggested that a meeting be planned to discuss how Society can be a partner with this challenge. Society could bring a more global focus to the effort. He expressed his opinion that if Society doesn't take advantage of these opportunities, it will always be following.

Ms. Yates stated that the commitments in the challenge are usually expressed by Society in position documents. Another aspect of this discussion is professional credentialing and licensure, which has come up in many states.

She stated that there has also been the question of to what extent do engineers have an ethical obligation to meet the challenges of climate change? This aspect may be a component that not all members will embrace.

She reported that this could be a great topic of discussion for GAC's upcoming strategic planning meeting.

Mr. Mehboob requested that when a recommendation comes before the BOD that it include a fiscal impact. That information coming back to the BOD would be helpful.

He thanked Ms. Scoggins for bringing this topic before the committee.

DECEMBER 14 EXCOM MEETING

Mr. Mehboob reported that President Schwedler will decide whether the December 14th meeting will be cancelled.


EXECUTIVE SESSION

Executive session was called at 9:13 am.

Open session reconvened at 9:33 am.

ADJOURNMENT

The meeting adjourned at 9:33 am.

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

Jeff H. Littleton, Secretary