



MINUTES
EXECUTIVE COMMITTEE MEETING

Tuesday, December 14, 2021

Approved by the Executive Committee January 29, 2022.

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ACTION ITEMS

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No. - Pg.	Responsibility	Summary of Action	Status	Goal Date
1 - 4	Scoggins	Reach out to Luke Leung, communicate that ExCom is considering being a supporter of the MEP 2040 Challenge and ask if there is additional information on what ASHRAE can do to be a partner in the challenge.		
2 - 4	Littleton	Quantify what a two-year support of the MEP 2040 Challenge would be from a marketing and staff standpoint.		



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MEMBERS PRESENT:

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

GUESTS PRESENT:

Rick Hermans

STAFF PRESENT:

Candace DeV Vaughn, Manager - Board Services
Chandrias Jolly, Assistant Mgr. - 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. Schwedler called the meeting to order at 8:00 am.

CODE OF ETHICS

Mr. Schwedler read the code of ethics commitment and reminded everyone that the full code of ethics statement 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. Schwedler reviewed the meeting agenda. *ExCom Travel* was added to 'New Business.' There were no other changes or additions.

MEP 2040 CHALLENGE

Ms. Scoggins reported that the 2040 Challenge is organized by the Carbon Leadership Forum and is intended for design engineers. The task force is looking for direction. Is this a challenge that Society wants to sign on to?

She reported that several of Society's peers have signed on, including AIA and Architecture 2030.

Is this an ExCom decision? She expressed her opinion that it should be a BOD or ExCom decision.

Mr. Schwedler expressed agreement with Ms. Scoggins and stated that this is a strategic discussion for the BOD or ExCom. He opened the floor for discussion.

It was asked if signing the challenge would encourage our members' design firms to sign on as well?

Ms. Scoggins confirmed that it would.

Mr. Littleton stated that Society bringing its engineering firm might allow it to become a partner in the challenge. Society could ask how the organizations can work together or we can simply sign the pledge.

Mr. Brandt expressed agreement that this is an ExCom or BOD decision. He asked if there is a cost to signing the agreement and what organization is funding the challenge.

Ms. Scoggins responded that there is no cost to sign the challenge and that the Carbon Leadership Forum is funding the initiative.

Mr. Macauley spoke in favor of signing the agreement and suggested that Society look at opportunities to take an active role in promoting the challenge.

Mr. Mehboob stated that he was sympathetic to the idea. He expressed that he did not believe this would be a zero-cost commitment; will require a significant marketing effort to encourage members and members' firms to sign up, as well as additional staff time to follow up.

He stated that another consideration is that Society will be in the second fiddle position, which is not a position he likes for Society to be in. He stated that, as an idea, he is OK with it.

Mr. Hermans stated that this discussion is why he attended the meeting today. He stated that the marketing for Society could be very effective, as it is outside our organization's normal realm of expertise. Society could also use this opportunity to get our technical information out to a broader audience.

Mr. McGinn stated that he was ambivalent to the proposal. He expressed agreement that there are costs to signing the challenge and they should be fully understood before a decision is made. Is there an expectation that a delegation from ASHRAE participate in the quarterly forums?

He stated that in looking at the list of expectations, there is only so much Society can do - members can be encouraged to sign on but we are not a design firm. Society could provide the tools for others to compete in the challenge - those tools already exist; Society just hasn't developed them. Society could do much of what needs to be done without signing the challenge but signing it may be an easier way to get things done.

Mr. Schwedler expressed concerns with the challenge. Concerned that by signing, ExCom would be stating to every design firm in the industry that they *shall* achieve net zero carbon on their projects. Concern that we, as a Society, are committing all of our design engineers. Does that make them liable in court?

Mr. Mehboob expressed agreement with Mr. Schwedler.

Mr. Littleton stated that because it is a challenge it doesn't create the standard of care that would result in litigation.

Ms. Scoggins expressed agreement with Mr. Littleton. She stated that this group is not a competitor and she sees this as a partnership. Society would be a signatory and provide a method to meet the challenge.

She stated that she does not like to surmise on what someone could be sued on in the future; anyone could get sued at any time.

She expressed that Society would be missing the boat if it doesn't at least support the challenge as a signatory.

Mr. McGinn suggested that Society needs to clarify its role in this challenge. He stated that leadership may be criticized by members who are not on board with zero carbon. America is not quite at the zero-carbon finish line and 60% of our members are American.

Ms. Scoggins stated that she did not see a difference between this challenge and what Society is already doing. She suggested that leadership is not willing to step out and say that in order to meet low carbon this is what has to be done. In terms of liability, Society is not issuing the challenge. Society would provide documents to help firms meet the challenge and she stated that she saw no liability in doing that. Society is talking about carbon but not doing anything about carbon reduction.

Mr. Macauley expressed agreement that the word *shall* was troubling. He stated that Society should not be obligating firms because it doesn't have an agreement with firms, as Society is a member only organization.

He stated that signing the agreement would be an opportunity for Society to interact with this organization on a high level and be a technical partner. He expressed that it would be a missed opportunity for Society to not partner with this organization on a high level and provide our technical expertise.

Mr. Littleton stated that the overarching debate seems to be that by signing on to the challenge Society is committing our members absolutely, or we are saying we are promoting this challenge. He expressed that it feels like the latter. By signing, Society would be supporting the promotion of this challenge within the industry and among our membership.

Mr. Mehboob asked if there was a deadline for the challenge to be signed by? Is there boiler plate language that Society must sign? Or would Society issue a letter of support in its own language?

Ms. Scoggins responded that there is not a timeline, but the challenge has been out for a while. A decision sooner rather than later would be preferred.

Ms. Scoggins showed the challenge verbiage online and advised that Society could sign on as an 'MEP 2040 Supporter.'

Mr. Hermans suggested that if Society does sign on, should follow up pretty quickly with a marketing spray that Society doesn't speak for our members.

Mr. McGinn reported that the previous firm he was a partner with developed a zero-carbon action plan. The cost of that plan was about \$85,000. Mr. McGinn expressed that if Society is making a commitment there will be a cost; if Society plans to just be a signatory, leadership is not putting our money where our mouth is.

Ms. Scoggins moved and Mr. Brandt seconded that

1. ASHRAE sign on as a supporter of the MEP 2040 Challenge.

Mr. Macauley stated that he did not see a critical timeline where ExCom should exercise its power to act on behalf of the BOD in between meetings. He stated that ExCom should let this motion go to the BOD and not act on it here.

Mr. Mehboob spoke against the motion on the grounds that the cost of participation needs to be firmed up, more feedback is needed from a broader range of members, and there is no immediate urgency as Mr. Macauley pointed out.

MOTION 1 FAILED (2:3:0, CNV).

There was some discussion of how to quantify the costs of being a signatory and it was suggested that Society reach out to the Carbon Leadership Forum to better understand these costs.

Ms. Scoggins will reach out to Luke Leung, communicate that ExCom is considering being a supporter of the MEP 2040 Challenge and ask if there is additional information on what ASHRAE can do to be a partner in the challenge.

AI - 1

Mr. Littleton will quantify what a two-year support of the MEP 2040 Challenge would be from a marketing and staff standpoint.

AI - 2

CORPORATE REQUESTS FOR ASHRAE LEADERSHIP MEETINGS

Mr. Schwedler reported that at the beginning of the Society Year, members of the BOD were assigned to connect with different organizations. There was also a group of manufacturers and engineers that leadership wanted to connect with.

He provided an update on efforts thus far:

Daikin has requested that leadership visit. For eight to nine years, Daikin has invited leadership for a visit to their HQ, where they bring in around 30 of their top leaders from around the world. Mr. Schwedler is working on coordinating this visit around a Region XIII trip that was previously planned. Mr. Schwedler has also been invited to attend a Daikin dinner on Sunday at the 2022 Winter Conference.

Trane - Mr. Schwedler wants to ensure that the perception of the reality of him being a Trane employee does not lead to real or perceived conflicts of interest. Trane was invited to a dinner in La Crosse when ExCom met recently. At this dinner Mr. Littleton reviewed why ASHRAE leadership was in attendance and thanked Trane for their years of support - both in terms of employee participation and financial contributions.

Mr. Schwedler will meet with 600 Trane employees in India, as part of a planned trip to RAL. This meeting could be a significant benefit to Society in terms of membership.

Mr. Schwedler has received an invitation to meet with the new CEO of Trane Technologies in addition to the leadership of a number of different business groups. This trip would be planned in conjunction with a trip to Region IV in March.

Mr. Schwedler has been invited to attend an engineer's principal dinner, hosted by Trane, in Washington, DC. He will attend this event as a Trane employee and not speak on behalf of Society.

Mr. Schwedler asked if ExCom had any thoughts or guidance on the real or perceived conflict of interest of his employment with Trane and official visits as ASHRAE President.

Mr. Mehboob stated that he did not see any real or perceived conflicts of interest. The more industry players that Society can meet with, the more ideas leadership will have on how to shape our policies in actions. He expressed his opinion that it was a win-win situation.

Mr. Macauley stated that it was a valuable opportunity for Mr. Schwedler to attend the Trane event in DC to reach out to senior leadership. There will be key decision makers from a lot of firms in the DC area at that event and they are people that Society doesn't normally get to interact with; would be an opportunity to discuss the benefits of their employees being members of ASHRAE.

He stated that Mr. Schwedler may be attending multiple events from one company, but the audience is critical to what Society is doing from a membership standpoint. He suggested that Mr. Schwedler attend as a Trane employee and President of ASHRAE.

Mr. Schwedler stated he will speak strongly on the benefits of ASHRAE to employers and will wear two hats at the event in DC. He thanked Mr. Macauley for his advice.

NIBE - Representatives attended the HQ grand opening events.

Honeywell - Mr. Schwedler had a conference call with the CIO. It was just an exploratory phone call where Honeywell expressed an interest in developing more of a relationship with ASHRAE.

NEW BUSINESS

EXCOM TRAVEL

Mr. Schwedler reported that the dates of the MCAA conference were changed to March. Ms. Scoggins was meant to attend, but the new dates overlap with the planned ExCom orientation as well as Committee Appointments.

Mr. Brandt will attend the MCAA Conference as the ASHRAE representative.

Mr. Schwedler stated that the CAR conference will be discussed offline.

Mr. Mehboob stated that China has very strict quarantine laws which can vary from 14-21 days before visitors are allowed to leave. He suggested that quarantine requirements be verified before a final decision is made.

Mr. Schwedler suggested that no commitment be made to attend the CAR conference at this time.

Mr. Littleton stated that, in the past, Society has had a booth and sent staff to the conference. He suggested that ExCom have a strategic discussion of Society's participation in the CAR conference.

Ms. Gupta asked if ACREX was on Mr. Schwedler's radar as well.

Mr. Schwedler stated that he was planning to attend ACREX in conjunction with his trip to RAL. He asked Ms. Gupta for details on the past response at the ASHRAE booth.

Ms. Gupta stated that Society's booth at ACREX has always had significant traffic; typically sell out of all books, get good utilization of coupon codes, and have about 30 people sign up for membership.

She reported that Society receives a \$25,000 endorsement from ACREX; Society's participation is a net positive.

Mr. Littleton stated that ExCom input is always welcome. Have not attended ACREX recently due to the pandemic. If Society plans to attend, will need to start planning soon. It is a balancing act of the evolving pandemic against the benefits of attending ACREX.

Mr. Schwedler asked members of ExCom to provide input offline, to Mr. Littleton, on Society's participation at ACREX.

ADJOURNMENT

The meeting adjourned at 9:04 am.



Jeff H. Littleton, Secretary