



MINUTES

EXECUTIVE COMMITTEE MEETING

**PEACHTREE CORNERS, GA
Thursday, November 18, 2021**

Approved by the Executive Committee January 29, 2022.

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Thursday, November 18, 2021

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PRINCIPAL APPROVED MOTIONS

Executive Committee Meeting

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| No. - Pg. | Motion |
|------------------|--|
| 1 - 6 | That ExCom recommend to the BOD that Society enter into an MOU with IEA-EBC. |

ACTION ITEMS

Executive Committee Meeting
Thursday, November 18, 2021

| No. - Pg. | Responsibility | Summary of Action | Status | Goal Date |
|-----------|--------------------------|--|--------|-----------|
| 1 - | Littleton | Work on a better MOU with CAR. (Carryover from June 22 and 30, 2020) | | |
| 2 - | McGinn, Maston, Reiniche | Work with the Standards Committee to develop and present a plan for pathogen mitigation to ExCom by the July 2 nd meeting. (Carryover from June 3, 2021) | | |
| 3 - | Littleton | Work with the DEI Subcommittee to develop language and a plan to distribute sexual harassment prevention training through the Councils to all members. (Carryover from July 2, 2021) | | |
| 4 - 5 | McGinn and Maston | Synthesize the work with Tech Council and the Standards Committee to strategically evaluate the current standards development process. Pub and Ed Council should be involved as appropriate. | | |
| 5 - 6 | Littleton | Identify the appropriate person or persons to develop a draft work plan with IEA-EBC, should the BOD approve the new MOU with IEA-EBC. | | |



MINUTES
EXECUTIVE COMMITTEE MEETING

Thursday, November 18, 2021

MEMBERS PRESENT:

Mick Schwedler, President
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:

Mark Tome
Kishor Khankari
Art Giesler
Karine Leblanc
Douglas Zentz
Jaap Hogeling
Eileen Jensen*

Rick Hermans
Steven Sill
Devin Abellon
Douglas Fick
Don Colliver
Ron Gagnon
Tom Watson
Apichit Lumlertpongpana*

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

*Indicates virtual attendee

CALL TO ORDER

Mr. Schwedler called the meeting to order at 1:00 pm.

CODE OF ETHICS

Mr. Schwedler read the code of ethics statement and advised all in attendance that the full code of ethics statements and core values are available online.

ROLL CALL/INTRODUCTIONS

Attendees introduced themselves. Members and guests were in attendance as noted above.

REVIEW OF MEETING AGENDA

Mr. Schwedler reviewed the meeting agenda. There were no changes or additions.

APPROVAL OF MINUTES

The minutes of the June 21 and 25, 2021, July 2, 2021, and August 10, 2021 ExCom open session meetings were approved without objection, by exclamation.

REVIEW OF ACTION ITEMS**JUNE 2021**

Action items 1 and 6 were reported as ongoing. Action item 4 was reported as on hold. All other action items were reported as complete.

AI - 1-2**JUNE 2021**

Action item 3 was reported as ongoing. All other action items were reported as complete.

AI - 3**AUGUST 2021**

All action items were reported as complete.

STRATEGIC DISCUSSION**ASHRAE FACILITATING CARBON/ENERGY EQUITY PROGRAMS FOR DISENFRANCHISED COMMUNITIES**

Mr. Macauley led the strategic discussion. Should Society give back to disenfranchised and underserved communities via funds or programs?

He stated that energy equity is often an overlooked topic and provided the carbon/energy equity program conducted at past conferences as an example of a program that would serve disenfranchised communities. Suggested the possibility of working with the Foundation to support disenfranchised communities.

Ms. Scoggins stated that Society should absolutely do more outreach. She suggested that Society can be internally focused at times and enough is not done to help communities.

Ms. Mitchell stated that there are a lot of foundations supporting similar initiatives. Development could explore funding possibilities for these types of initiatives.

Ms. Mitchell was asked if there were funding opportunities to assist ASHRAE members with the cost to serve at the Society level. She responded that it would be unlikely that institutional funding could be secured for that type of initiative, as it is very internal to ASHRAE. But members who have the desire and means to support that type of effort could be identified, possibly an opportunity for major gifts.

Ms. Yates reported that the US Government has a lot of money teed up for these types of equity programs. The government has recognized that decarbonization requires money that a lot of people don't have.

It was suggested that the chapter opportunity fund be repurposed for these types of projects. Funding could also come from the scholarship program.

Mr. McGinn suggested that the DEI Subcommittee develop ideas as this is an area that they would-be well-versed in.

He stated that any program that supports people in the US must be robust enough to serve the other 1/3 of the Society's membership outside of the US.

Mr. Macauley stated that the challenges in different parts of the world will be different but suggested that the funding and overall program could support those different challenges.

Mr. Schwedler stated that there are a lot of funding opportunities that many companies are pursuing. Are there ways to partner with the local chapters? Before something like this is pursued, what body within Society would be responsible for the program? Is this a way to bring direct benefit to members who own businesses?

Mr. Khankari shared that ISHRAE has a program to assess IAQ in rural and low-income households in India. If ASHRAE is interested in joining that effort he offered to facilitate those discussions with ISHRAE.

Mr. Littleton stated that there is no shortage of ideas; the issue is funding. Have to either come up with the funds internally or look for external funding.

Mr. Mehboob stated that the first order of business is to look for sources of funding.

Mr. Giesler stated that the first step is to figure out what programs people are willing to fund.

Ms. Mitchell stated that funding for these types of initiatives is very competitive.

Mr. Schwedler expressed his preference that the DEI Subcommittee be asked to prioritize this issue.

Mr. Littleton expressed that members would be excited about "ASHRAE Without Borders." Those types of programs would really light members up.

Ms. Scoggins suggested that sister chapters from different parts of the world collaborate.

Mr. Macauley summarized the discussion:

Recommended that the DEI Subcommittee see how carbon/energy equity programs fit with their current activities. ExCom has some ideas that can be shared with the subcommittee for further development, with the understanding that they may want to involve GAC and Development.

He thanked the committee for their comments and feedback.

GO FORWARD STRATEGIES FOR STANDARDS AND CODES

Mr. Littleton led the strategic discussion. He stated that this discussion evolved from the strategic discussion that Mr. McGinn led on what would happen if all ASHRAE Standards and codes were free. He posited that Society is at an inflection point, a perfect storm of circumstances that leadership needs to pay attention to.

Society continues to develop standards with the expectation that the world will beat a path to our door. This model has been followed for some time and has worked thus far. He expressed concern with ICC's efforts to transition to a consensus standard process and the possibility of 90.1's influence being usurped. There are process rule issues at DOE and their interpretation of the rules could give DOE the ability to explore the adoption of other standards.

He stated that this is a business model question.

Mr. Mehboob suggested that a group of staff in the business of products and services is needed. He stated that staff, money, and a plan are needed.

Ms. Maston suggested a subscription service. Other organizations are promoting similar services and there is evidence that this is something that younger members want.

Mr. Littleton reported that Society has a subscription service for standards. He stated that Society could have a subscription service for an entire portfolio, but which standard would be included in that service? The business model shift of carbon v. energy could really impact Society.

Mr. Schwedler stated that there is a barrier to staff overseeing the development of new products and services.

Mr. Mehboob expressed that as long as the boundaries are understood, Society has a culture of collaboration.

Mr. Schwedler stated that offering standards for free has been presented as a threat. How could Society be the first to offer standards for free? What benefit could Society get from that? What additional influence could come from that?

Mr. Littleton reported that there are jurisdictions that have not adopted ASHRAE Standards because they did not want to ask people to pay for them. If access to standards were free, how many other jurisdictions would adopt ASHRAE Standards?

Ms. Reiniche suggested a pilot program where the next new standard is produced using a staff-led model.

Mr. Hogeling stated that prescriptive standards are a barrier to trade, which is why Europe transitioned.

Mr. Colliver stated that it is a question of autonomy of the standards developing bodies. How does Society obtain buy in from those groups developing the standards?

Mr. Littleton stated that some control can be exerted through the way that the TPS is phrased. He suggested that there may be a prescriptive and performance path.

Ms. Reiniche stated that ANSI would not prohibit the BOD from dictating that and it could be done because the BOD owns that.

Ms. Maston suggested that this conversation should include the Standards Committee. The committee could be informed of the threats and opportunities, as interpreted by ExCom, and encouraged to collaborate with leadership.

Ms. Reiniche suggested that members of the BOD and ExCom attend the TC and Standards breakfast to speak to those groups and obtain buy in.

Mr. Hermans stated that not all standards can be performance based. Caution must be exercised when setting limits for health and safety as well as IAQ.

Mr. Littleton summarized the discussion:

Need to synthesize this discussion with the Standards Committee and the Society's standards infrastructure, to include them in the discussion as well as gain to gain their insight and buy in.

Tech Council and Pub and Ed Council leadership will synthesize strategies moving forward for standards and codes in the following areas - carbon as a metric, speed to market, and a pilot project of a more staff-led initiative. An initial report will be provided in Las Vegas on the business model piece.

Mr. McGinn and Ms. Maston will synthesize work with Tech Council and the Standards Committee to strategically evaluate the current standards development process. Pub and Ed Council should be involved as appropriate.

AI - 4

MOU REQUESTS FROM AEE, GBI, IEA-EBC

Mr. Littleton reported that AEE (Association of Energy Engineers) had a conversation with him and Ms. Abrams about entering into an MOU with Society. They discussed ways the two organizations can work better together. Staff will follow up on possible technical areas of collaboration.

He stated that he is merely alerting ExCom that a conversation took place.

AEE has a very popular certification program. It was stated that they are Society's largest competitor when it comes to certifications.

Mr. Littleton reported that GBI's Green Globes program is becoming increasingly popular. This organization is more active in Canada than the US. They are very bullish about a relationship with Society.

Society currently has an MOU with GBI that does not have an expiration date.

GBI wants to incorporate and adopt BEQ into their rating system. They are currently developing a carbon rating system for buildings that could be a partnership opportunity.

Mr. Littleton reported that IEA-EBC would like to enter into a new MOU with Society. This is a very international group that Society would be well-served to be in a relationship with. Mr. Olesen is very active and helped develop the draft MOU. IEA-EBC is a major buildings organization in the global energy market. He recommended that an MOU with this organization be placed high on Society's priority list.

Mr. Mehboob moved and Mr. Macauley seconded that

1. ExCom recommend to the BOD that Society enter into an MOU with IEA-EBC.

Mr. Littleton reported that there is not currently a work plan with this organization but there is nothing that would preclude the development of a work plan. An ideal situation would be for this MOU to reference a work plan that could be developed and implemented down the road.

Mr. McGinn spoke against the motion. He stated that ExCom spent two hours discussing the proliferation of MOUs and he thought there was a clear direction that a work plan needs to be developed for all MOUs. He suggested that the MOU be delayed until a work plan is developed.

Mr. Littleton stated that it would be awkward to go back to the organization at this juncture to ask for a work plan, but that it could be done.

Mr. Macauley spoke in favor of the motion. He stated that IEA is the premier energy association in the world and this partnership is a win for Society. He suggested that a deadline could be set to develop a work plan.

Mr. Mehboob spoke in favor of the motion. He stated that he would like to see a work plan developed.

Ms. Scoggins stated that she in favor of the motion if someone is assigned the responsibility of monitoring it.

MOTION 1 PASSED (5:1:0, CNV).

Staff will identify the appropriate person or persons to develop a draft work plan with IEA-EBC, should the BOD approve the new MOU with IEA-EBC.

AI - 5

Mr. McGinn suggested that no new MOUs be approved until the list of proposed MOUs from staff is reviewed. He expressed that it feels like business-as-usual right now.

Mr. Littleton stated that staff will have the prioritized list to ExCom for review very soon.

EXECUTIVE SESSION

Executive session was called at 2:55 pm.

Open session reconvened at 5:02 pm.

MARCH 2022 MEETING DATES

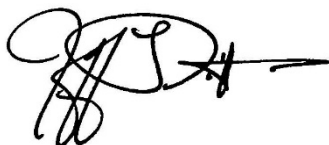
Mr. Mehboob reviewed meeting dates for Committee Appointments, 2022-23 Incoming Officer Orientation, and 2021-22 Spring ExCom meeting.

FUTURE MEETINGS

Mr. Schwedler reviewed upcoming ExCom meeting dates.

ADJOURNMENT

The meeting adjourned at 5:02 pm.



Jeff H. Littleton, Secretary