



Shaping Tomorrow's
Built Environment Today

MINUTES

PLANNING COMMITTEE MEETING

August 22, 2023
11:00AM – 12:00PM

Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the September 26, 2023 meeting.

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August 22, 2023

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PRINCIPAL APPROVED MOTIONS
Planning Committee Meeting
August 22, 2023

No. – Pg.	Motion
1-2	The minutes for the June 23, 2023 meeting of the Planning Committee be approved as presented.
2-9	The August 22 nd meeting of the Planning Committee be adjourned.

ACTION ITEMS
Planning Committee Meeting
August 22, 2023

No. – Pg.	Responsibility	Summary
1-3	Staff	Will send the list of consultants to be considered to the full committee.

MINUTES
Planning Committee Meeting
August 22, 2023
11:00AM – 12:00PM

MEMBERS PRESENT:

Steph Kunkel	Heather Schopplein
Trent Hunt	Buzz Wright
Devin Abellon	Mick Schwedler
Jake Kopocis	Chandra Sekhar
Michael Patton	Corey Metzger
Rupesh Iyengar	
Madison Schultz	
Andres Sepulveda	
Chad Smith	
Jonathan Smith	
Wade Conlan	
Mahroo Eftekhari	
Sheila Hayter	
Dunstan Macauley	

STAFF PRESENT:

Jeff Littleton, Executive Vice President
Kirstin Pilot, Staff Director, Development
Lizzy Seymour, Staff Director, Member Services
Vanita Gupta, Staff Director, Marketing
Mark Owen, Staff Director, Publishing and Education
Stephanie Reiniche, Staff Director, Technology
Chandrias Jolly, Manager - Board Services
Candace DeV Vaughn, Sr. Manager - Board Services

CALL TO ORDER

Ms. Kunkel called the meeting to order at 11:00 a.m. on Tuesday, August 22, 2023.

ASHRAE CODE OF ETHICS COMMITMENT

Ms. Kunkel read the code of ethics commitment.

ROLL CALL

Roll call was done. Members and staff in attendance as listed above. A quorum was present.

REVIEW OF AGENDA

The agenda was accepted as presented.

APPROVAL OF MINUTES

It was moved and seconded that,

(1) The minutes for the June 23, 2023 meeting of the Planning Committee be approved as presented.

MOTION 1 PASSED (Unanimous Voice Vote, CNV)

ACTION ITEMS

Action item 1 was reported as complete. Action item 2 was reported as ongoing.

SUBCOMMITTEE REPORTS

Validation and Documentation

Mr. Sepulveda reported on the activities of the subcommittee.

Composition of the subcommittee and tasks for the year were discussed. Have been collecting MBOs from the committees and councils to get a head start. Also working with the councils to communicate how to use the MBO template. Also working to support the Membership Promotion Committee in the Member Satisfaction Survey to be issued this fall.

Mr. Smith noted that MBOs have been collected already from several groups. A lot of groups using the month of August to finalize MBOs. Looking to have all information back by September before the next PLC meeting.

Ms. Kunkel thanked the subcommittee for their work and noted that MBO retrieval and monitoring are ahead of schedule.

Implementation and Innovation

Mr. Kopocis shared that the subcommittee is currently in fact finding mode and has begun work on the following assigned MBO:

MBO #	Description	Metric
7	Team with student and YEA members to solicit recommendations for strategic goals.	Host at least two (2) meetings with YEA and student leaders to obtain input.

It was reported that coordination has already begun with the Student Activities Committee. Student Activities is putting together an ad hoc committee to work with the Implementation and Innovation Subcommittee.

Ms. Schultz notified the committee that YEA had also been contacted regarding the above MBO and had been given a deadline of the fall for their feedback.

Mr. Kopocis shared that the subcommittee will also be working to create a system to gather ideas for the next strategic plan based on the below MBO:

MBO #	Description	Metric
6	Create system for gathering ideas from membership for new initiatives to include in upcoming SP.	Have the feedback form go live on the ASHRAE website.

Noted that the first subcommittee meeting is scheduled for this week.

Shared that the subcommittee is here to assist by providing ideas to the committee with the intent to provide

innovative ideas. Would like other subcommittees to provide feedback on how the Implementation and Innovation Subcommittee can best serve the full committee.

Strategic Plan Development Subcommittee

Mr. Macauley reported that the subcommittee has been reviewing the RFP and hammering out details regarding the timeline. Adjustments have been made to the timeline since it's issuing prior to the 2023 Annual Conference. Originally, the RFP was scheduled to be issued in August. Will be looking instead to issue the RFP during early to mid-September. The subcommittee is planning to issue the finalized version of the RFP for the committee to chime in. Does PLC need to proof the RFP before its issued?

Ms. Kunkel advised that as the timeline, RFP, and other components were given to the subcommittee for review, revision, and action, it is the subcommittees discretion regarding the finalized RFP to be sent to consultants.

Mr. Macauley notified the committee that the finalized RFP is intended to be sent to the full committee within the next several weeks as an informational item. Will also reach out to consultants considered with a plan to receive proposals by mid-October to develop a short list by mid-November. Looking to have in-person reviews by early December and bring on the consultant by early to mid-January. The initial draft of the strategic plan is scheduled to be developed between January 2024 and July 2024 with the goal of having a session with the BOD at the 2024 Annual Conference

ACTION ITEM - Staff will send the list of consultants to be considered to the full committee.

AI-1

Mr. Kopocis asked for clarification regarding consultants assigned to the Planning Committee, strategic plan consultants, and those industry consultants that were approved by the BOD during the Annual Conference.

Mr. Macauley clarified that the consultants being discussed were those that would be associated with development of the plan. Noted that the President is currently appointing members of the Strategic Advisory Panel. May combine panel members with consultants to be appointed in 2024.

Mr. Littleton inquired if non-traditional or consultants who don't focus on not-for-profits are being considered? Hopes we can look at organizations other than those that focus on not-for-profits.

Mr. Macauley responded that the subcommittee has investigated inclusion of non-traditional consultants and there are a few names that derived from their research. Looked at company who developed USGBC and AIA's strategic plans and have added them to the overall consultant list. Also looked at KPMG.

Mr. Kopocis explained that he is asking about consultants as he and Ms. Schultz believe the strategic plan consultant, once hired for the development of the plan, would also be helpful in subcommittee planning and processes. Expressed strong approval for consultant that has previously worked with YEA on another project.

Mr. Macauley noted that the consultant in question has been added to the list of bidders. It was recommended that he, Mr. Kopocis, and Ms. Schultz meet to discuss and determine if the two processes could align.

Mr. Kopocis noted that based on the motion previously approved by the BOD (below), it is unclear why someone couldn't be onboarded quicker to get our part of the process done faster.

That up to three (3) consultant positions, from non-active or non-ASHRAE Members that are leaders in the built environment, be added to the Planning Committee as resources for the purpose of creating and maintaining the Society Strategic Plan. The term of service for consultants noted shall be one-year to coincide with the ASHRAE fiscal year. This shall start on July 1, 2024 and be annually appointed.

He shared that the subcommittee is tasked with gathering innovative and new ideas to increase the value of ASHRAE Membership. We can do this on our own but when the consultant is hired, we will need to start over again.

Mr. Macauley and Mr. Kopocis agreed to have a meeting to discuss timelines.

FUTURE MEETINGS

Ms. Kunkel shared that the committee will be polled for a potential meeting in November.

ADJOURN

Mr. Smith moved and Mr. Sepulveda seconded that

(2) The August 22nd meeting of the Planning Committee be adjourned.

MOTION 2 PASSED (Unanimous Voice Vote, CNV)

Respectfully Submitted,



Steph Kunkel