



Shaping Tomorrow's  
Built Environment Today

## **MINUTES**

### **PLANNING COMMITTEE MEETING**

**Friday, January 31, 2020**  
**2:00 pm – 6:00 pm**

*Note: These draft minutes were approved at the April 14, 2020 Planning Committee Meeting and are the official record of this meeting.*

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January 31, 2020

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**PRINCIPAL MOTIONS**  
 Planning Committee Meeting  
 January 31, 2020

No. – Pg.	Motion
1 – 2	that the minutes from the Planning Committee meeting of November 20, 2019 be approved as presented.
4– 5	<p>that the proposed ROB revisions in section 2.416.002.1 regarding Planning Committee Composition as noted below be approved:</p> <p style="text-align: center;"><b>2.416 PLANNING COMMITTEE</b></p> <p><b>2.416.001 SCOPE AND PURPOSE</b> (09-06-21-12C)                      This committee shall perform ASHRAE's long range and strategic plan activities on a continuing basis.</p> <p><b>2.416.002 MEMBERSHIP</b></p> <p><u>2.416.002.1 Composition</u> (02-01-13-19/04-06-27-08/05-06-26-16/09-06-21-13/12-06-24-12)                      The members of this committee are as follows:</p> <p>A. Between <del>seven</del> <u>nine (9-7)</u> and twelve (12) voting members, including a chair and vice chair</p> <p>B. <u>Other</u> <del>✓</del> voting members shall include</p> <ol style="list-style-type: none"> <li><del>1.</del> <u>one Vice President (who serves as coordinating officer)</u></li> <li><del>2-1.</del> one Director-at-Large,</li> <li><del>3-2.</del> one Director and Regional Chair,</li> <li><del>4-3.</del> one member who is serving on the YEA Committee at the time of appointment, <u>and</u></li> <li><del>5-4.</del> <u>two three</u> <del>one</del> members in good standing <u>who have not served on the Board of Directors</u></li> <li><del>6-5.</del> <u>at least up to five (5) two (2) to seven six (6-7)</u> other members of the Society who are serving or have served as Board members</li> </ol> <p>C. Non-voting members include the Executive Vice President and one Staff Director.</p> <p>2.416.002.2 Qualifications</p> <p>A. All voting members, except the member who represents YEA, must hold the grade of Member or higher in the Society.</p> <p>B. <u>The Planning Committee shall have a liaison assigned to each of the councils. All councils should be represented on the voting membership of the committee.</u></p> <p><del>C. Representation from outside North America should be considered.</del></p> <p><u>2.416.002.3 Term of Service</u> (85-06-26-11/86-06-25-09/94-06-26-04)</p> <p>A. The term of service for voting members is intended to be three (3) years, subject to ROB 3.300 <i>Election and Appointment Procedures</i>.</p> <p>B. The term of service of the Vice President shall be limited by his or her term in office.</p> <p><b>2.416.003 OPERATION</b></p> <p>2.416.003.1 General Requirements (09-06-21-12C)</p> <p>A. The purpose of this committee is to assist the Board of Directors and the organization to think strategically in planning for the future. These activities include determining methods for</p>

soliciting creative ideas from the membership, assessing capabilities, making strategic assessments, formulating strategies and recommending new initiatives to the Board of Directors to adopt as strategic goals on an ongoing basis.

- B. This committee shall monitor, on a continuing basis, councils' and committees' progress in achieving the Strategic Plan goals. The committee shall provide a report of findings and recommendations at the Winter Meeting of the Society.
- C. This committee shall, on a continuing basis, review all facets of Society operation and make recommendations for changes and revisions.

2.416.003.2 Meetings

This committee shall meet two times per year:

- A. This committee shall meet at the Winter and Annual Meeting.
- B. Up to 2 additional committee meetings may be held at the discretion of the Planning Committee  
(17-01-29-11)

**ACTION ITEMS**  
 Planning Committee Meeting  
 January 31, 2020

No. – Pg.	Responsibility	Summary	Status
1-2	Implementation Subcommittee	Review the current Planning Committee structure and tasks that should be completed by the Committee when the Strategic plan is not being addressed	
2-2	Mr. McGinn	Determine if “ToDos” in Basecamp can be used to track Committee MBOs	
3-3	Mr. Olesen	Provide update to Committee regarding RACs Research Strategic Plan	
4-3	Implementation & Monitoring/ Tracking Subcommittees	Determine a true GAP and Overlap Analysis by meeting with each of the liaisons from the Councils	
5-6	Mr. Klock	Review items in the Planning Committee MOP that are not currently being done by the Committee for possible removal/ discussion.	
6-6	Mr. Littleton	Forward AESP website link to Mr. Wentz for review	
7-6	Mr. Wentz	Provide update regarding AESP to Planning to determine if an MOU would be appropriate	
8-6	Planning	Send Input to Mr. McQuade regarding Lessons learned survey	
9-6	Mr. McQuade	Provide report of findings from “ Lessons Learned” survey	
10-7	Staff	Schedule April Planning Committee Conference Call	

## MINUTES

Planning Committee Meeting

January 31, 2020

2:00 pm –6:00 pm

### MEMBERS PRESENT:

Thomas Phoenix  
Timothy McGinn  
David Arnold  
Michael Cooper  
William Klock  
Stephanie Kunkel  
Thomas Lawrence  
Sarah Maston  
Bjarne Olesen  
Heather Platt Gullede  
Rachel L. Romero  
Timothy Wentz  
William McQuade

### GUESTS PRESENT:

William Dean  
Apichit Lumlertpongpana  
Doug Zentz  
David Underwood  
Chandra Sekhar  
Costas Balaras  
Doug Cochrane  
Julia Keen  
Florentino Roson Rodriguez  
Charles Gullede  
Arthur Giesler  
Anne Vanderbelt  
Nicky Dunbar  
Russel Lavitt  
Dennis Knight  
Ginger Scoggins  
David Rose

Darryl Boyce  
Trent Hunt  
Harrison Kesling  
Karine Leblanc  
Ronald Jarnagin  
Farooq Mehboob  
Ashish Rakheja  
Farhan Mehboob  
Aakash Patel  
Adeeba Mehboob  
Marites Calad  
James Tobermann

### STAFF PRESENT:

Jeff Littleton, Executive Vice President  
Mark Owen, Staff Director, Publications & Education  
Joyce Abrams, Staff Director, Member Services  
Stephanie Reiniche, Staff Director, Technology  
Vanita Gupta, Staff Director, Marketing  
Kim Mitchell, Chief Development Officer  
Dustin Mason, Development Manager  
Joslyn Ratcliffe, Sr. Manager, Marketing Communications  
Candace DeVaughn, Manager of Board Services  
Chandrias Jacobs, Coordinator of Board Services

### CALL TO ORDER & OPENING COMMENTS

Chair Thomas Phoenix called the meeting to order at 2:25 pm on Friday, January 31.

Planning Subcommittee Meetings were held prior to the full Committee Meeting.

### ASHRAE CODE OF ETHICS COMMITMENT

Mr. Phoenix read the ASHRAE Code of Ethics commitment. He encouraged all present to read and become familiar with the code.

### ROLL CALL AND INTRODUCTIONS

Roll Call was done. Guests introduced themselves. Members and guests in attendance as listed above. A quorum was present.

**APPROVAL OF MINUTES**

Mr. Phoenix moved and Mr. McGinn seconded

- (1) that the minutes from the Planning Committee meeting of November 20, 2019 be approved as presented.**

**MOTION 1 PASSED (Unanimous Voice Vote, CNV).**

**REVIEW OF ACTION ITEMS**

Action item 1 was reported as ongoing. All other action items were reported as complete.

**WINTER 2020 ExO PRESENTATION**

The 2019-20 ExO presentation was given by Mr. McQuade. The portion of the presentation regarding sexual harassment was well received by members as making a positive impact toward being diligent in the Society’s zero tolerance policy.

Mr. Littleton reminded the Committee of the process of submitting an ethics complaint at the Society and Chapter level. The ethics tribunal process was also reviewed.

Mr. Littleton provided an update regarding the Orlando AHR Expo. Currently, close to 500,000 square feet have been sold.

**SUBCOMMITTEE REPORTS**

Mr. Phoenix provided an overview of the work of the subcommittees and their purpose. Most of the subcommittees work has been completed.

**Implementation Subcommittee**

Mr. Wentz, Chair of Implementation Subcommittee, outlined the initial purpose of the GAP analysis. The analysis has enabled the Planning Committee to determine which strategic plan initiatives are consistently being incorporated into MBOs and which are not.

**The Implementation subcommittee will review the current Planning Committee structure and committee goals when the Strategic plan is not being addressed. An update will be provided at the 2020 Annual Meeting in Austin. ACTION ITEM**

**AI-1**

Mr. Hunt led a discussion of how MBOs are being tracked throughout Society. Currently, the only way MBOs can be tracked is by reviewing past minutes. There was consensus that MBOs may be re-used and that is not unexpected or problematic.

**Mr. McGinn suggested that the ‘To Do’ section in Basecamp could be used to track MBOs across Committees and Councils. Mr. McGinn will investigate options to track MBOs. ACTION ITEM**

**AI-2**

**Monitoring/ Tracking Subcommittee**

Mr. Olesen, Chair of Monitoring/ Tracking Subcommittee, reported that Monitoring/ Tracking is currently working with the Implementation Subcommittee to determine how strategic plan initiatives are being implemented. The final GAP Analysis from the June meeting was reviewed to determine if any additional action is needed.

Several initiatives were assigned to the Student Activities Committee that will be reviewed during their meeting at the Orlando Conference. It was noted that no additional action is required for Initiative 1C - Grow ASHRAE Influence at Universities, however, it was recommended that the initiative be continued (re-evaluated) as part of the ongoing work of the Planning Committee.

Monitoring of the existing strategic plan is still ongoing as there may be new initiatives that come from the President-Elect Gulledge's theme. Ongoing monitoring of the GAP Analysis will be done by the Subcommittee.

Mr. Olesen noted that Planning will need to follow RAC as they have begun creating a Research Strategic Plan. He has plans to attend the RAC Advisory Panel at the Orlando Conference as a Planning Committee liaison.

**Mr. Olesen will provide an update to the committee on the Research Strategic Plan at the Annual 2020 Meeting. ACTION ITEM**

**AI-3**

Metrics that should be used by Councils to determine if MBOs are being met were also addressed. Liaisons from each Council are monitoring metrics, timeline, and funding in each of the four strategic plan initiative areas. **The Implementation and Monitoring/ Tracking Subcommittees will work together on this initiative to determine a true GAP and Overlap Analysis. Updates will be made in Austin. ACTION ITEM**

**AI-4**

**Procedures Subcommittee**

Bill Klock, Chair of the Procedures Subcommittee, reported that in routine review of the Planning Committee structure in the ROB, there were inconsistencies with what is listed in the ROB and the actual makeup of the committee.

It was moved and seconded

- (2) that the proposed ROB revisions in section 2.416.002.1 regarding Planning Committee Composition be approved as shown below:

**2.416 PLANNING COMMITTEE**

**2.416.001 SCOPE AND PURPOSE** (09-06-21-12C)

This committee shall perform ASHRAE's long range and strategic plan activities on a continuing basis.

**2.416.002 MEMBERSHIP**

2.416.002.1 Composition (02-01-13-19/04-06-27-08/05-06-26-16/09-06-21-13/12-06-24-12)

The members of this committee are as follows:

- A. Between seven (7) and twelve (12) voting members, including a chair and vice chair
- B. Voting members shall include
  - 1. one Vice President (who serves as coordinating officer)
  - 2. one Director-at-Large,
  - 3. one Director and Regional Chair
  - 4. one member who is serving on the YEA Committee at the time of appointment



- 5. ~~three~~ members in good standing **who have not served on the Board of Directors**
- 6. at least two (2) to seven (~~5-7~~) other members of the Society who are serving or have served as Board members

C. Non-voting members include the Executive Vice President and one Staff Director.

2.416.002.2 Qualifications

- A. All voting members, except the member who represents YEA, must hold the grade of Member or higher in the Society.
- B. **The Planning Committee shall have a liaison assigned to each of the councils. All councils should be represented on the voting membership of the committee.**
- C. ~~Representation from outside North America should be considered.~~

2.416.002.3 Term of Service (85-06-26-11/86-06-25-09/94-06-26-04)

- A. The term of service for voting members is intended to be three (3) years, subject to ROB 3.300 *Election and Appointment Procedures*.
- B. The term of service of the Vice President shall be limited by his or her term in office.

**2.416.003 OPERATION**

2.416.003.1 General Requirements (09-06-21-12C)

- D. The purpose of this committee is to assist the Board of Directors and the organization to think strategically in planning for the future. These activities include determining methods for soliciting creative ideas from the membership, assessing capabilities, making strategic assessments, formulating strategies and recommending new initiatives to the Board of Directors to adopt as strategic goals on an ongoing basis.
- E. This committee shall monitor, on a continuing basis, councils' and committees' progress in achieving the Strategic Plan goals. The committee shall provide a report of findings and recommendations at the Winter Meeting of the Society.
- F. This committee shall, on a continuing basis, review all facets of Society operation and make recommendations for changes and revisions.

2.416.003.2 Meetings

This committee shall meet two times per year:

- A. This committee shall meet at the Winter and Annual Meeting.
- B. Up to 2 additional committee meetings may be held at the discretion of the Planning Committee (17-01-29-11)

After much discussion of the proposed motion Mr. Cooper moved and Mr. Wentz seconded

**(3) that the motion on the floor be postponed until the Austin meeting.**

Mr. Cooper noted there has been discussion within the Procedures Subcommittee regarding possible proposed changes to the overall Planning Committee structure.

The intent of the changes was an effort to align Committee structure with the current Committee makeup. It was stated that the intent of the proposed changes in MOTION 2 is to align the rules with the committee's current makeup.

**MOTION 3 FAILED 0:11:0 CNV**

Mr. Wentz spoke in favor of the motion.

There was much discussion of the motion and the implications of the proposed changes.

**(4) Mr. Klock moved, and Ms. Maston seconded that MOTION 2 be amended as follows (amendments noted in blue)**

**2.416 PLANNING COMMITTEE**

**2.416.001 SCOPE AND PURPOSE** (09-06-21-12C)

This committee shall perform ASHRAE's long range and strategic plan activities on a continuing basis.

**2.416.002 MEMBERSHIP**

2.416.002.1 Composition (02-01-13-19/04-06-27-08/05-06-26-16/09-06-21-13/12-06-24-12)

The members of this committee are as follows:

- A. Between ~~seven~~ nine (9-7) and twelve (12) voting members, including a chair and vice chair
- B. Other ~~v~~oting members shall include
  - 1. ~~one Vice President (who serves as coordinating officer)~~
  - ~~2-1.~~ one Director-at-Large,
  - ~~3-2.~~ one Director and Regional Chair,
  - ~~4-3.~~ one member who is serving on the YEA Committee at the time of appointment, and
  - ~~5-4.~~ two ~~three~~ ~~one~~ members in good standing who have not served on the Board of Directors
  - ~~6-5.~~ at least up to five (5) ~~two (2) to seven six (6-7)~~ other members of the Society who are serving or have served as Board members

C. Non-voting members include the Executive Vice President and one Staff Director.

2.416.002.2 Qualifications

- A. All voting members, except the member who represents YEA, must hold the grade of Member or higher in the Society.
- B. The Planning Committee shall have a liaison assigned to each of the councils. All councils should be represented on the voting membership of the committee.
- ~~C. Representation from outside North America should be considered.~~

2.416.002.3 Term of Service (85-06-26-11/86-06-25-09/94-06-26-04)

- A. The term of service for voting members is intended to be three (3) years, subject to ROB 3.300 *Election and Appointment Procedures*.
- B. The term of service of the Vice President shall be limited by his or her term in office.

**2.416.003 OPERATION**

2.416.003.1 General Requirements (09-06-21-12C)

- G. The purpose of this committee is to assist the Board of Directors and the organization to think strategically in planning for the future. These activities include determining methods for soliciting creative ideas from the membership, assessing capabilities, making strategic assessments, formulating strategies and recommending new initiatives to the Board of Directors to adopt as strategic goals on an ongoing basis.
- H. This committee shall monitor, on a continuing basis, councils' and committees' progress in achieving the Strategic Plan goals. The committee shall provide a report of findings and recommendations at the Winter Meeting of the Society.
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2.416.003.2 Meetings

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**MOTION 4 PASSED (11:0:0 CNV).**

The Procedures Subcommittee will continue to work on reviewing the MOP and Resource manual.

**Mr. Klock will review the Planning Committee MOP and Resource Manual and provide suggested edits to the committee for review. ACTION ITEM**

**AI-5**

**NEW BUSINESS**

**Request from ExCom - Provide a recommendation to ExCom on an MOU with the Association of Energy Service Professionals (AESP).**

ExCom requested feedback on a potential MOU with the Association of Energy Service Professionals (AESP). There was consensus that additional information will need to be provided to the Committee before a decision can be made. **Staff will provide the committee with additional information on AESP. ACTION ITEM**

**AI-6**

**A recommendation is scheduled to be provided to the Committee in Austin by Mr. Wentz regarding if an MOU with AESP is appropriate. ACTION ITEM**

**AI-7**

**Lessons Learned Survey**

Mr. McQuade reported that a survey will soon be distributed to those involved with the 2019-24 Strategic Plan. The intent of the survey is to compile “lessons learned” that can be used in the development of the next strategic plan. Strategic planning timeline, composition, and budget implications will be addressed in the survey.

**Committee members are asked to send Mr. McQuade input on the ‘lessons learned’ survey by the end of February. ACTION ITEM**

**AI-8**

**Mr. McQuade will present a final report of the 'lessons learned' survey results to the committee at the Austin meeting. ACTION ITEM**

**AI-9**

**OLD BUSINESS**

BOD approved changes to ROB Section 4.100.012 were reviewed.

*ASHRAE uses a strategic planning process to bring enhanced focus to its activities. Plans are developed by the ASHRAE Planning Committee in collaboration with the Board of Directors. The life of strategic plans is typically five years or less.*

**NEXT MEETING**

The next meeting will be in Austin at the 2020 Annual Meeting.

**Staff will work with Mr. Phoenix to schedule conference call in April. ACTION ITEM**

**AI-10**

**ADJOURNMENT**

The meeting was adjourned at 4:10 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Thomas H. Phoenix". The signature is written in a cursive style with a large initial 'T' and a long horizontal stroke at the end.

Thomas H. Phoenix