



Shaping Tomorrow's  
Built Environment Today

## MINUTES

### PLANNING COMMITTEE WEB MEETING

Monday, December 17, 2018  
12:00 pm – 1:00 pm

**Note:** These minutes have not been approved by the Planning Committee and are not the official record of the meeting until approved.

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December 17, 2018

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**ACTION ITEMS**  
Planning Committee Meeting  
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<b><u>No. - Pg.</u></b>	<b><u>Responsibility</u></b>	<b><u>Summary of Action</u></b>	<b><u>Status</u></b>
1 - 4	McQuade	Send Mrs. Gupta the strategic plan document approved by the Board for updating	_____
2 - 4	McGinn	Research annual operating costs per member back a few years earlier than 2013 to give a clearer picture of trends.	_____
3 - 4	PLC members	Review the draft metrics document and send Tim McGinn comments or suggestions.	_____
4 - 4	Knight	Send PLC a Proposed Feedback Process for councils and committees to use for their budgets and work plans to support the strategic plan.	<u>Complete</u>

## MINUTES

**PLANNING COMMITTEE WEB MEETING  
December 17, 2018**

**MEMBERS PRESENT:** William P. Bahnfleth, Chair  
Thomas Phoenix  
Jennifer Isenbeck  
Dennis Knight  
Sarah Maston  
Bill McQuade  
Bjarne Olesen  
Hassan Sultan  
Costas Balaras, NVM  
Tim McGinn, NVM  
Mark Modera, Cons  
Jeff H. Littleton, Executive VP  
Vanita Gupta, Staff Director  
Claire Neme, Staff Liaison

**MEMBERS ABSENT:** Michael Cooper  
Karine Leblanc  
Rachel Romero  
Tim Wentz  
Emilia Targonska, Consultant  
Billy Austin, NVM  
Marites Calad, NVM  
Dan Rogers, NVM  
Mick Schwedler, CO

**STAFF PRESENT:** Joyce Abrams  
Kim Mitchell  
Mark Owen  
Stephanie Reiniche  
Craig Wright  
Alice Yates

**CALL TO ORDER / OPENING COMMENTS**

Chair Bill Bahnfleth called the meeting to order at 12:04 pm am and turned the meeting over to Bill McQuade. Staff was asked to take a roll call. A quorum was present.

Code of Ethics: Mr. McQuade reminded the group that ASHRAE operates under a code of ethics and reminded everyone to familiarize themselves with the code during the operation of all meetings.

*In this and all other ASHRAE meetings, we will act with honesty, fairness, courtesy, competence, integrity and respect for others, and we shall avoid all real or perceived conflicts of interests.*

a. (See full Code of Ethics here): ASHRAE Code of Ethics [www.ashrae.org/codeofeth](http://www.ashrae.org/codeofeth)

**APPROVAL OF THE MINUTES**

Mr. McQuade called for approval of the Planning Committee meeting notes from the October 17<sup>th</sup> web meeting. Mr. Phoenix made the motion and it was seconded

- 1) that the Planning Committee minutes from the October 17, 2018 web meeting be approved as presented

**MOTION PASSED (7-0-0 CV)**

**REVIEW OF AGENDA**

Mr. McQuade asked if there were changes to the agenda. The agenda was approved as presented.

**STRATEGIC PLAN MARKETING ROLLOUT**

Mrs. Gupta gave an overview of the draft strategic plan marketing rollout.

It was suggested to solicit input from other societies on the draft strategic plan. Possibly a few organizations with whom we have a MOU agreement could be offered a “sneak peek” which could result in an expansion in areas of collaboration. McKinley had contacted some of these organizations; Mr. Phoenix offered his assistance because he serves on the NIBS board and McKinley also is consulting with them on their strategic plan. Mr. McQuade agreed to send Ms. Gupta the strategic plan document approved by the Board so it can be updated.

AI 1

**STRATEGIC PLAN METRICS**

Mr. McGinn presented his report on metrics; reducing the number from 10 to 8. After some discussion, Mr. Modera asked if annual operating costs per member could be researched back a few years earlier than 2013 to get a better idea of the trends. Mr. McGinn took an action item to do this.

AI 2

Mr. McGinn reported the average time to market a product is 6-8 years which was surprising. He suggested a goal of reducing this timeline to 4 years. Mr. McGinn asked for comments on the metrics. The web connection was lost before Mr. McGinn could finish his report. The metrics report will be emailed to everyone later today for their review and comment.

AI 3

**FEEDBACK PROCESS FOR COUNCILS AND COMMITTEES FOR THEIR BUDGETS/WORKPLANS TO SUPPORT THE STRATEGIC PLAN**

Mr. Knight had to leave the meeting but he agreed to provide a suggested method of feedback for councils and committees to use with their budgets and work plans in support of the strategic plan.

AI 4

**NEXT MEETING**

The next Planning Committee meeting will be in January during the Winter Conference.

**ADJOURNMENT**

The motion was made and it was seconded and the meeting was adjourned at 1:01 pm.

Respectfully submitted,

*Claire Neme*

Claire Neme, Secretary

Attachments: A. Draft Marketing Plan Rollout  
B. Strategic Plan Metrics

Distribution: Board of Directors  
Planning Committee