



Shaping Tomorrow's  
Built Environment Today

## MINUTES

### PLANNING COMMITTEE MEETING

Friday, January 11, 2019  
OMNI Hotel  
Atlanta, GA  
1:00 pm – 6:00 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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January 11, 2019

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**ACTION ITEMS**

Planning Committee Meeting  
January 11, 2019

<b><u>No. - Pg.</u></b>	<b><u>Responsibility</u></b>	<b><u>Summary of Action</u></b>	<b><u>Status</u></b>
1 – 5	Knight	Work with liaisons to encourage them to spend the funds allocated for their portion of the strategic plan.	<u>Ongoing</u>
2 – 5	Phoenix	Draft work plan for how PLC will be organized to support the new strategic plan.	<u>Ongoing</u>
3 – 5	Gupta	Share the mission and vision on social media	<u>Complete</u>
4 – 5	Bahnfleth	Submit a program request from Planning Committee	_____
5 – 5	PLC	Project fiscal impact of the strategic plan by February 15	_____

## MINUTES

### PLANNING COMMITTEE MEETING

OMNI Hotel – Atlanta, GA

January 11, 2019

**MEMBERS PRESENT:**

William P. Bahnfleth, Chair  
Thomas Phoenix, Vice-Chair  
Michael Cooper  
Dennis Knight  
Karine Leblanc  
Sarah Maston  
Bill McQuade  
Bjarne Olesen  
Rachel Romero  
Hassan Sultan  
Tim Wentz  
Costas Balaras, NVM  
Tim McGinn, NVM  
Mark Modera, Cons  
Jeff H. Littleton, Executive VP  
Mick Schwedler, CO  
Billy Austin, BOD Cons  
Costas Balaras, BOD Cons  
Marites Calad, BOD Cons  
Tim McGinn, BOD Cons  
Dan Rogers, BOD Cons  
Vanita Gupta, Staff Director  
Claire Neme, Staff Liaison

**MEMBERS ABSENT:**

Jennifer Isenbeck  
Emilia Targonska, Consultant

**STAFF PRESENT:**

Joyce Abrams  
Kim Mitchell  
Mark Owen  
Mike Vaughn  
Craig Wright

**GUESTS PRESENT:**

Darryl Boyce-President-Elect  
Edward Tsui  
Chuck Gullede, Treasurer  
Julia Keen, Board VP  
Tim Dwyer  
John Hix, LeaDRS, Region VII  
Joslyn Ratcliff ASHRAE Staff  
NG Yong Kong DRC Region XIII  
Steve Marek, RMCR Region IV  
Dimitris Charalambopoulos, RMCR, Region XIV  
Russell Lavitt, DRC, Region XI  
Doug Fick, DRC Region V  
Mustafa Morsy, LeaDRS Region II  
Chandra Sekhar, DAL  
Don Brandt, DAL  
Ahmed Alaa El Din, DRC, RAL  
Samir Sawaya, LeaDRS RAL

Dunstan Macauley, DRC, Region III  
R. J. Hartman, LeaDRS Region III  
Dan Rogers, DRC, Region XII  
Tulia Rios, LeaDRS, Region XII  
Trent Hunt, DRC, Region IX  
Steve Comstock, Bus. Mgr, EMEA  
Bob Snow, LeaDRS, Region V  
Sam Bernstel, LeaDRS, Region IV  
Richie Mittal, RMCR-RAL  
Farooq Mehboob, Vice President  
Art Giesler, SRC  
Aakash Patel, RVC, RP  
Sheila Hayter, ASHRAE President  
Nivedita Jadhan. CEC Member  
Ashu Gupta, CEC Member  
Hugh Crowther

### **CALL TO ORDER / OPENING COMMENTS**

Chair Bill Bahnfleth called the meeting to order at 1:12 pm. A quorum was present. This meeting will mostly be one of information with no action required.

Code of Ethics: Mr. Bahnfleth reminded the group that ASHRAE operates under a code of ethics and asked that they conduct themselves according to it during the meeting.

*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. Bahnfleth called for approval of the Planning Committee meeting minutes and notes as listed in the consent agenda. Mr. Knight moved and it was seconded to approve the minutes as follows:

- October 27, 2018 Planning Committee Minutes
- November 9, 2018 Planning Committee Meeting Notes (McKinley)
- November 30, 2018 Planning Committee Minutes
- December 17, 2018 Planning Committee Minutes

### **1. CONSENT MOTION PASSED (Unanimous CNV)**

### **REVIEW OF AGENDA**

There were no changes to the agenda. The agenda was approved as presented.

**REVIEW OF ACTION ITEMS**

Meeting of October 27, 2018:

1 - 5	Knight	Work with liaisons to encourage them to spend the funds allocated for their portion of the SP.	<u>ongoing</u>	AI 1
4 - 6	Bahnfleth/McQuade/ Knight	Draft budget numbers into the plan by end of December	<u>on agenda</u>	
5 - 6	Phoenix	Draft Work Plan for how PLC will be organized to support the new strategic plan	<u>ongoing</u>	AI 2

Mr. Schwedler presented the updated Winter 2019 ExO presentation to the group.

Mr. Bahnfleth asked if there was a need for a HVAC certification. Mrs. Gupta reported as a result of a poll, 81% of employees felt certification would influence their employment. Mr. Schwedler added that the response was favorable not only because of the pay improvement.

He thanked everyone for the work they did to update the presentation. Mr Bahnfleth thanked Mr. Schwedler for his excellent work as Coordinating Officer for Planning Committee

**Strategic Plan Development Report**

Mr. McQuade thanked Mrs. Gupta and the Marketing Department for the improved look of the strategic plan document. Financials from councils and standing committees were requested and are due in February so the Finance Committee can develop a budget plan going forward.

More work to be done include:

- Add the initiatives to council MBOs
- DRCs will distribute initiatives within regions.

Mr. Austin asked how DRCs will implement the strategic plan. Mr. Cooper indicated a strategy was needed to engage the DRCs.

A marketing rollout is needed. Mrs. Gupta has prepared a presentation to display it.

- Mr. Phoenix: presentations prepared for chapters are critical; DRCs will need to decide how to present them.
- Mrs. Romero: what should the chapters be doing to implement the plan?
- Mr. Cooper: we should send Mrs. Gupta ideas and she will include them in the marketing rollout presentation.
- Mr Austin: use PAOE to implement; Mr. Hunt: talk to the chair of PAOE about this.
- Mr. McGinn: initiatives don't have chapter activities; a lag will occur between training and implementation; Inform chapters first – make them aware of the plan; implementation will follow
- Mrs. Romero: plan to market the mission and vision too
- Mrs. Gupta: Mission and vision will be shared on social media
- Mr. Bahnfleth will submit a program request from Planning on the new strategic plan.

AI 3  
AI 4

Mr. Gulledge, Society Treasurer reported on the status of future budgets, highlights are as follows:

- The 2019-20 budget has a \$295k deficit
- Advertising shortfalls (\$307k) - lost 3 large accounts
- Membership is down (\$100k)
- Education is down (\$125k) – slow first quarter but registrations are now ahead of last year
- Miscellaneous: Revenue from work with UNEP and KFAS greater than budgeted; net gain in revenue is \$107k.
- Funding for initiatives in the new strategic plan are not included in the current budget
- Request PLC's help to project the fiscal impact of the plan by February 15
- Create a common message across society
- Assessments are needed of financial status of all bodies across ASHRAE

AI 5

Mr. Knight: a holistic message with new goals; accomplishments to date; what should we stop doing and what should we keep doing should be crafted for use when asking councils and committees for input on programs and costs to support the new SP in conjunction with the lean assessment that is being conducted by the Finance Committee. All cost reductions and new initiatives must result in better service for members.

- January 31 is deadline for input
- February 15 is deadline for finance assessments from councils
- March 1 is deadline for PLC to coordinate its numbers to ExCom
- March 9 is deadline for cross-council prioritization

Mr. Olesen: The strategic plan must be a guide for the President in developing his/her theme.

Mr. Bahnfleth: Planning Committee will respond. It would be helpful to know from Finance how much is available to be allocated to the plan next year.

### **Monitoring Subcommittee Report**

Mr. Knight – PLC MSC is conducted a gap analysis of 2014 SP with the councils and committees and reported to the Board at the fall meeting. His report is available in the fall Board Meeting Minutes if someone needs to refer to it.

### **Metrics**

Mr. McGinn asked how we can communicate the plan. A membership satisfaction survey was suggested.

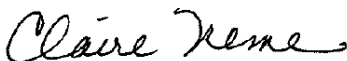
Ms. Hayter thanked everyone for contributing to the new plan. She asked that we keep a record of lessons learned.

### **NEXT MEETING**

The next Planning Committee meeting will be in a conference call to be scheduled after the Winter meeting.

Rachel Romero moved and it was seconded and the meeting was adjourned at 2:59 pm.

Respectfully submitted,



Claire Neme, Secretary

Distribution: Board of Directors  
Planning Committee