



Shaping Tomorrow's
Built Environment Today

PUBLICATIONS COMMITTEE

Minutes

Conference Call

Tuesday, November 10, 2020

10:00 a.m. Eastern Time

MEMBERS ATTENDING: Hugh McMillan III, chair
Adeeba Mehboob, vice chair
Gerardo Alfonso
J. Eduardo Donoso
Vikram Murthy
Karen (Kay) Thrasher
Renison (Rennie) Tisdale, Jr.
Yew Wah (Raymond) Wong
Tim Wentz, consultant
Kelley Cramm, BOD ExO

STAFF PRESENT: Cindy Michaels, staff liaison, Editor of Special Publications
Sarah Foster, Editor of *ASHRAE Journal*
Tani Palefski, Associate Editor of *ASHRAE Journal*



MOTIONS		
No.	Motion	Vote*
1	Approve the minutes of the Publications Committee conference call held on September 8, 2020, as is.	PASSED unanimously, CNV

* Votes for these motions are recorded as yes-no-abstain; CNV = chair not voting.

ACTION ITEMS		
No.	Responsibility	Action Item
1	All committee members	Review the Application Guides Member Survey SubCommittee Report and supply suggestions/comments to Adeeba Mehboob by Friday, November 13, 2020, so she can meet the project deadlines laid out in the report.
2	PTAR subcommittee members (Kay Thrasher, Vikram Murthy, Gerardo Alfonso, Raymond Wong, and Abdel Darwich)	Begin work addressing the two 2020–2021 Publishing and Education Council MBOs that require Publications Committee input/participation.

1. Call to Order

Hugh McMillan III called the meeting to order at 10:02 a.m. Eastern Time and noted that a quorum was present.

2. September 8, 2020, Conference Call Minutes

It was moved and seconded to approve the minutes of the September 8, 2020, conference call (**MOTION #1**):

Motion:

Approve the minutes of the Publications Committee conference call held on September 8, 2020, as is.

MOTION #1 PASSED unanimously via voice vote (0 no votes, 0 abstentions, CNV).

3. Application Guides Subcommittee Report

Adeeba Mehboob shared the Application Guides Member Survey SubCommittee Report (available in the Application Guides Project folder on [Basecamp](#)) on her screen during the conference call. She reviewed the steps the Application Guides Subcommittee has already taken, including developing possible subject and topic categories for guides, drafting a survey outline, and emailing TCs regarding suggestions for subjects/topics. Mehboob noted that nearly a dozen TCs responded and expressed interest in participating as guide authors.

Presidential member Tim Wentz, who generated the idea for application guides during his presidential term, stated that he is impressed with the subcommittee's work, noting that this is exactly the process he had been hoping to see. Wentz noted that ASHRAE has a goal of being a market-driven organization and that this project helps the Society meet this goal; it also fits well with current ASHRAE president Chuck Gullledge's vision for the society: that we have a digital future ahead of us and ASHRAE needs to be competitive in a digital environment.



Hugh McMillan III assigned an action item to all Publications Committee members to review the subcommittee report and supply suggestions/comments to Adeeba by Friday, November 13, 2020, so she can meet the project deadlines laid out in the report (**ACTION ITEM #1**).

4. PEC MBOs

Hugh McMillan III reviewed the two 2020–2021 Publishing and Education Council MBOs that require Publications Committee input/participation (see **Attachment A**):

- Create a Sales Business Plan for PEC by identifying 3 to 5 digital product strategies.
- To develop a PEC Business Model that includes offering ASHRAE products and services to non-commercial entities.

McMillan invited the committee's BOD ExO, Kelley Cramm, to add insight. Cramm stated that these MBOs came out of the final report from the PEC Ad Hoc on Strategic Business Development (available in full in the folder for the 2021 Winter Conference on [Basecamp](#)). She said that the ad hoc committee discovered publications are one of the top four revenue-generating sources for ASHRAE and that the question is: how do we expand this and keep our society relevant?

Cramm invited Tim Wentz to add insight regarding the MBOs due to his knowledge of the ad hoc report. Wentz stated that it is important to distinguish "member benefits" from "products," noting that the first MBO is about products, which have the potential to improve ASHRAE's revenue stream. He suggests the process used for the application guides project should be used to address these MBOs, too: brainstorm, go to the market/members to determine need, see what fits the need, build a business plan. He suggested the committee examine whether there is a part of the industry that ASHRAE is not addressing or a need that ASHRAE is not fulfilling.

Vikram Murthy asked if the digital strategies should evolve from existing products, use content from the Handbooks, or be new products, and Wentz said yes to all. Cramm added that the committee's brainstorming should not be bound by what ASHRAE currently does—there should be no limits for the ideas and suggestions offered in relation to these MBOs.

Some suggestions for product ideas were provided by Wentz, Murthy, Adeeba Mehboob, and Kay Thrasher. In an absence of PTAR work this year, McMillan assigned the existing PTAR subcommittee—headed by Thrasher and including members Murthy, Gerardo Alfonso, Raymond Wong, and Abdel Darwich—an action item to begin work on addressing these PEC MBOs (**ACTION ITEM #2**).

5. Other Business

Hugh McMillan had Cindy Michaels confirm that committee meetings for the 2021 ASHRAE Winter Conference would be virtual; Michaels indicated that a poll to determine the day and time for the Publications Committee meeting should be sent out this week. McMillan noted that there would also be a virtual Planning Subcommittee meeting, at which the PEC MBOs could be addressed and frameworks for moving forward could be determined.

McMillan reminded attendees that the committee's next conference call is scheduled for early January and had Michaels confirm that the Winter Conference meeting would be held in January also.

6. Adjournment

Hugh McMillan III thanked everyone for their work and adjourned the meeting at 10:50 a.m.

Respectfully submitted,

Cindy Michaels, Staff Liaison to Publications Committee, Editor, Special Publications