

NESEA Board Conference Call
Thursday, March 17, 2016
9 to 10 am

Board members present:

- Martine Dion
- Paul Eldrenkamp
- Rob Meyers
- Phil Kaplan
- Les Bluestone
- Caitriona Cooke
- Lisa Tallet
- Andy Padian
- Michael Bruss
- John Skipper
- Ben Southworth (called in late)

Staff present:

- Jennifer Marrapese
- Miriam Aylward
- Beth Fraser
- Bram Moreinis

Board members not present:

- Fortunat Mueller
- Rick Renner

Program updates from Jennifer:

BE16-Boston

- Good feedback from attendees. Jennifer had a debrief with the staff and will have a debrief with the conference chairs on March 23. Jennifer will be reviewing the conference planning process map that Mary did with the conference chairs as part of the debrief.
- No final financial numbers yet. Revenues probably fell short of budget but were still probably slightly higher than BE15. The overall profitability of the event is anticipated to be satisfactory.
- The AV service was not great and NESEA will bid it out next year, including to the Seaport's preferred vendor, who may be more expensive but still better value overall.
- The on-line evaluations using Guidebook have been disappointingly few; attendees could have been better prepared for that switch. Bram will send an e-mail to attendees encouraging them to go online and complete the evaluations.
- An in-depth survey will be going out to members about NESEA in general, not just BE16.
- The initial Invitation to Attend (ITA) went out late because of poor performance by the vendor.

- ABX collaboration will continue, in which NESEA identifies BE sessions to form a NESEA track at ABX in November.
- Good idea to have board members reach out to exhibitors; this should be continued next year.
- Consistent feedback is that exhibitors need to be provided lunch.
- The lunch strategy in general is under discussion; \$40 box lunches add considerable cost to the conference. Maybe this can be a line-item option for registrants.
- The staff is considering getting alternate proposals for the venue for BE18. Seaport is too big, in general.

BE The Future/emerging professional outreach

- Glowing feedback from participants on the BE The Future program.
- Eleven students total participated. There was a lunch on Wednesday of the conference for students and sponsors that was well attended and a lot of fun.
- What happens next year?
- Perhaps combine BE The Future and the Kate Goldstein fund into one program dedicated to outreach to emerging professionals.
- Bram to interview the 11 students and put together a pdf marketing piece to send to potential sponsors and participant schools.
- Applicants are being solicited for Kate Goldstein funding to go on the Copenhagen trip that Jennifer will be participating in

BE-NYC

- Date will be November 3
- Venue will be TKP Center again, although not 100% certain
- Ken Levenson and Lauren Brust Moss will be co-chairs
- First planning meeting went very well; and RFP for session proposals has gone out
- RFP process for sessions is more streamlined than in the past

Pro Tours

- Two Pro Tours are lined up for Martha's Vineyard for April 1
- Miriam has worked with her committee to curate a great line-up of tours for BE16; program will meet or exceed budget for the year

Master Series

- Marc's Zero Net Energy course is sold out
- Two other courses have about 20 registrants each
- Five courses total are being offered
- Program should come close to the \$40K budget for revenues this year

Membership

- "Membership is rocking"
- Ahead of revenue goals for the year
- Katie is focusing on business memberships

Additional Executive Director notes

- May 3 is Valley Gives day, proceeds to go to the Kate Goldstein fund
- Barr Foundation provided funding that will nearly completely cover the costs of Jennifer's trip to Copenhagen

Upcoming board commitments:

- Next board call is April 14 at 9:00 AM.
- Board retreat will be May 13-14 in the Boston area
- Fall board full-day meeting will be Nov 2, to coordinate with BE-NYC