Minutes for NESEA BOD Meeting
November 16, 2017
Conference Call

Participating
Michael Bruss
Martine Dion
Jenna Ide
Jennifer Marrapese
Rob Meyers
Ben Southworth
John Skipper

Saheel Chandrani
Paul Eldrenkamp
Fortunate Mueller
Rick Renner
Phil Kaplan
Miriam Aylward
Devan Folts

Not Participating
Cindy Malinchak
Lauren Brust Moss

9:04 Meeting brought to order.

Agenda
Capacity Campaign/focus group updates: Devan, Rob and Jennifer
Devan - Preparing campaign literature to send out for the appeal. Jenny making it look pretty. 10k contribution from a lifetime member. That brings us to $62,000 with 50 donors. Preparing for face to face meetings with individual board members to coach them on the ask.

Jennifer shared about meeting with 15 longtime NESEA members... Fred Unger, Chris Benedict, Andy Shapiro. hosted by Marc Rosenbaum. Spent the time learning from them what NESEA meant to them. What were the current programs that they really appreciate. Concluded focus group with a tour of the Kern Center at Hampshire College. One important theme was that this group had a big desire to give back and mentor emerging professionals and were energized about the capacity campaign. Next month’s members monthly will have a message from Rob as chair of the campaign kicking off the campaign. Jennifer mentioned that cash was a little short and if folks had made commitments to the campaign, now would be a useful time to pay for them.

Zach's departure and our hiring plan – Devan
Zach gave notice at BENYC. Had a few weeks for Devan to get the download from him before he left. Leadership Team has decided that Devan might be the right person to take the lead on the outreach to folks for the tradeshow and exhibitors. Then hire an admin assistant to support the tradeshow and development roles. This admin person might help Flo with BEBL stuff and Katie as well for database and membership work. Looking at a 32 hr/week person. We have an intern who might be interested in taking the role. If it works she can get a raise and we can save money on our budget for the year. This turnover has been healthy and Leadership Team is happy about this new opportunity.

BuildingEnergy NYC financials and plan going forward- Miriam and Jennifer
View from 10,000 feet. Some levers and dials to tweak but folks really liked it and BENYC is doing well.

- Finances – 63k shy on revenue. Saved 13k in expenses. 50k lower net than budgeted. We are looking at ways to make up the shortfall through other programs (most likely BEBL, membership, possibly Pro Tours). The final week we didn’t get the registration that we have historically. We
tried to keep folks from waiting until the last minute but it didn't work. We had a lot of fixed costs with little flexibility so we weren't able to adjust expenses at the last minute.

- **Logistics:** Very strong. Dialed in. Miriam thinks the systems will allow us to run this program with fewer staff in the future.

- **Attendance:** 2017 – 520; 2016 – 544. When you count the no shows and transfers they were about the same. Miriam looked at why people didn’t return. Surveyed 136 people. 14 responses from those who paid to attend in 2016 but didn't return this year. Mostly a scheduling conflict. Green Build was coming right up in Boston, just a few weeks after BE NYC.

- **Quotes:** Miriam shared some quotes about great hospitality and great for networking and learning about green building and clean energy.

- **Conclusion:** Need to have more flexibility on expenses and coordinate better with competing conferences and workshops. NYPH had workshops sandwiching BENYC this year. Doing research to keep that from happening.

Jennifer: We are also looking for a new venue that allows more flexibility. Looking at NYU Kimmel Center or similar. There was a board question about how BE NYC started and what its purpose was. Jennifer shared about the genesis of BE NYC. Essentially to expand and serve the territory. Rick explained that the content of BE Boston and BE NYC complemented each other. BE NYC might help jump start us into the world of Commercial and Institutional work. James Petersen and Andrew Webster attended as BE Boston chairs and vice to learn about it.

**Proposal for content of Board calls going forward – Phil**

Phil and Jennifer discussed the notion that we spread out Strategic Plan Goal Champions reports focusing on one per board call to allow us to dig a little deeper into the items rather than diluting it by cramming all Goal updates into each call. General agreement.

**Proposal on when/how staff can access Folio Investments - Paul**

When staff needs to access cash it doesn’t make sense to take the money from high rate credit cards. Rather take it from folio investments where that money costs NESEA less money. Rob had some questions. Miriam and Paul helped clarify the wording around pro rata allocation of investment funds. Paul wants to have Tom help clarifying. Finance committee agreed to get back with Tom to sort out the confusion. General clarifying discussion ensued about the allocation of income from Kate Goldstein fund and the Endowment and cash flow. Agreed to put off a vote on this until we get clarification.

**Board Schedule and Retreat - Jennifer**

- All day meeting in Greenfield 10-4 on December 8.
- February Board meeting on the 2nd in Boston at ICON Architecture and they signed on as a sponsor for Boston.
- May Board retreat in Providence. Rooms reserved at the Biltmore. 5 min. walk from meeting at Rhode Island Foundation in down city Providence. May 17 and 18 (Thursday, Friday).

Motion to adjourn made by Rick seconded by Rob.

Unanimous approval.

Meeting adjourned at 9:48 a.m.