

## **NESEA BOD Meeting**

04/05/2018

Zoom Meeting

### **Participating**

Michael Bruss

Lauren Brust Moss

Martine Dion

Paul Eldrenkamp

Phil Kaplan

Fortunat Mueller

Rick Renner

Saheel Chandrani

Ben Southworth

Rob Meyers

John Skipper

### **Others Participating:**

Jennifer Marrassese

Miriam Aylward

Devan Folts

Katie Schendel

Florence MacGregor

### **Not Participating**

Jenna Ide

## **Agenda**

### **9:01am Meeting brought to order.**

#### **Goal 2 Updates** – Katie Schendel

Goal: Continue to deepen NESEA's programmatic focus to include Commercial and Institutional.

See attachment for Update on Strategic Goal #2 – April 2018.

#### New Membership Program for Universities

How did NESEA develop a list of institutions to target? The staff reviewed current member institutions and focused on existing 4 members and then who was active in NESEA programs. Katie will send the current list to the Board for input on other institutions.

#### Questions and Challenges:

How to define commercial? How to establish baselines? Is C&I content alienating single family content? This discussion should be further discussed at the retreat.

#### **BuildingEnergy Boston** - Miriam

The Conference evaluations had very positive feedback from attendees, exhibitors and sponsors. Applying to insurance company for minimized onsite revenue as a result of the snowstorm. Result is about 82% of expected revenue and expenses were almost all lower than predicted. Budgeted to net \$176k and the result will be about \$129k. Next year's planning is already ongoing to improve all components. The Westin contract signed for 2020 and 2021 because Westin is almost fully booked already. The plan is to sell more exhibit tables next year and already 1/3 renewed onsite, a record for onsite renewal. The trade show only pass price will also increase. And now that the ticket is all-inclusive, NESEA will review what is provided. There is analysis on all ticket prices that is ongoing to ensure revenue goals are met.

**Nominating Committee Update** - Martine

Jennifer Kearney, of Gotham 360, is the current candidate for replacement on the open Board seat. Ryan Cassidy and a few other people are currently having discussions about other seats.

**Capacity Campaign and Valley Gives**

Development Committee is working to get capacity campaign integrated into all NESEA events. The Committee is reviewing their activities and goals now. NESEA has lined up its first Sustaining Donor. This month's activities will include the Spring Appeal to go to previous donors to become Sustaining Donors as well as go to previous requested donors. Valley Gives Day is May 1 although there is no event this year, there will be email and social media campaigns. Grant and Foundation research is ongoing.

**Board Retreat**

Hotel rates are only good for a few more weeks. Please make arrangements.

**Motion to adjourn** by John and seconded by Lauren. Meeting adjourned at 10:00am.

Minutes submitted by Lauren Brust Moss.