

NESEA BOD Meeting

12/7/2018

In-Person Meeting

NESEA Offices

Participating

Michael Bruss
Lauren Brust Moss
Saheel Chandrani
Martine Dion
Paul Eldrenkamp
Betsy Glynn
Phil Kaplan
Rob Meyers
Fortunat Mueller

Rick Renner
Ben Southworth
Andrew Webster
Rachel White

Others Participating

Miriam Aylward
Devan Folts
Jennifer Marrapese

Not Participating

Jenna Ide
Jennifer Kearney
John Skipper
Nancy Ludwig

Agenda

10:11am Meeting brought to order.

Introductions; Welcome Incoming Board Members, Celebrate Departing Board Members, Icebreaker exercise

A slideshow and thank you to Martine, Rick, Michael and Paul for their service to the NESEA Board. And then an ice breaker activity and introductions of all NESEA Board members (existing and new).

Review/approve minutes: October 3, November 1, November 15, 2018

Motion to approve made my Fortunat with the amendment below. Rob seconded the motion. Passed unanimously.

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We will launch a new BEBL group, facilitated by Steve Silverman. This will help to alleviate the shortfall.

Executive Director and Finance Committee Report

Financial Overview – Review Q1 Expenses

FY19 Q1 Revenue – NY BENYC was held earlier, BEBL had a special event and exhibit sales were done differently so it is harder to make a straight comparison between FY18 and FY19. Sponsorship from MASS CEC came in Q2, not in Q1. Membership increased because of increased business memberships and more members are choosing the two year option, as well as increased membership fees. Building rent increased because the building is fully leased. Overall, 7% down from revenue but most of that has to do with capital gains and sponsorship timing.

FY19 Q1 Expenses – NESEA is now an affiliate member of ACES, instead of monthly expenses. Fees and Permits increased because of credit card fees. Food/Catering costs increased because of pre-paying NYC BE-NYC in order to have control over final headcount and therefore costs. Insurance fees also increased because NYC BE-NYC offered insurance. Payroll is down because there is one less staff person but staff have all received COLI and health insurance costs have increased.

FY19 Q1 Net – 55% lower net because of timing of income and expenses.

Programs

FY19 Q1 Income - BE Boston income is down because ticket sales have not happened as of Q1. ProTour income is down because series sponsorship does not occur until January so it will be booked in Q3. BEBL increased because of the BEBL Live experience. Membership increased because of increased fees and members. EP income is down because of timing of sponsorships and Fundraising is also up a lot from FY18 because of multi-year pledges.

FY19 Q1 Expenses – Overall, expenses are up 18% over FY18 but most of that is because of timing.

Adjustments to Operational Plan to Meet FY19 Budget

BE-NYC netted \$31k below budget. But, the new Bottom Lines Group will bring in \$29k and the budget for BE-Boston has been revised. There will be savings in not holding an opening reception, fewer speakers and a sliding scale of ticket fees, and bringing badge printing in-house. The adjusted net budget will be a positive of \$9k.

Executive Director Update

Priorities for the next 3 months –

- Meeting the revenue numbers for Boston exhibitors and sponsorships.
- Capacity campaign – additional \$20,000 to be raised in FY19
- 1% for the Planet program
- One on one visits with the Board members – each board member will set aside one day with Jennifer to conduct 4-6 meetings to discuss fundraising and partnerships
- January 2019 – onboarding of new NESEA staff in Boston

Longer-term Goals

- NYC Goals
 - ProTour Series in FY2019 – Potential to hire a consultant to support the NYC Pro Tour series
 - “Listening Tour” and Focus Groups in NYC to understand needs in the market to fulfill within NESEA mission
 - Develop plan for NYC expansion
- More BEBL groups to launch?
- Career placement services
- Offering conference services to other like-minded organizations
- Grant funding

Deliverable – Board Retreat in May

Will provide a more fully developed plan based on 3 months.

BuildingEnergy NYC options for 2019 and discussion of next steps

Current model is not broken but revenue is not as high as it needs to be. Three options for 2019 Conference:

- 1) TKP
 - a. 10/3/19, 450 attendees, \$250 ticket

- b. 24 sessions
 - c. 38 exhibitors
 - d. 10% reduction in staff time (350 hours)
- 2) Convene: Old Slip
- a. 9/26/19, 300 attendees, \$325 ticket
 - b. Keynote, 9-12 sessions
 - c. 20 exhibitors
 - d. 40% reduction in staff time (1400 hours)
 - e. 4 main session rooms, 1 keynote space, other small spaces
 - f. All inclusive and have snack/coffee spots
- 3) Convene: 46th
- a. 9/26/19, 375 attendees, \$325 ticket
 - b. 16 sessions
 - c. 20 exhibitors
 - d. 20% reduction in staff time (700 hours)
 - e. Larger than Old Slip
 - f. 4 big rooms and 1 big exhibit hall
 - g. All inclusive and have snack/coffee spots throughout

Capacity Campaign Updates

February 2017 was when the Strategic Plan was approved by the Board. The May 2017 Board Retreat was a rallying moment for the Board. It committed to raising \$100k annually. October 2017 was the launch of the campaign. Year One activities resulted in the development of a case statement/branding to promote the campaign, launch of an annual campaign, held a focus group to engage longtime members and the Board identified and made asks to their personal network. The results was raising \$90,000, engaged 148 donors of which 52 were new donors. Secured multi-year pledges, new industry leader memberships and inspired new Lifetime Memberships. This began to build a culture of philanthropy within NESEA.

Campaign Year Two

The membership newsletter announced the launch, the Board members will send out 5 copies of the annual appeal mailing and set up one day of meetings/discussions for Jennifer with contacts.

The Board then broke into groups to discuss why NESEA is important. The community, the knowledge base, leverage within the community as it is a collective effort full of institutional knowledge, fellowship and identity would be gone. Continuity of diligent program towards our biggest problem is the value of NESEA. NESEA provides direct references and clients. Significant ripple, multiplier effect of all of these activities and characteristics – to support NESEA is to support all of these great values. It helps with employee retention and motivation because of training and being part of a bigger picture/sense of purpose. Actions to further support NESEA include mailing letters to potential donors and schedule a day with Jennifer for meetings. We should all feel comfortable to share our enthusiasm about NESEA with possible members and sponsors.

Nominating Committee

Three Board members have been elected – Andrew Webster, Nancy Ludwig and Rachel White. Two others that will be appointed. Jennifer Kearney will be appointed for the 1 year term and Betsy Glynn for the 3 year term.

Fortunat made a motion, Rob seconded the proposal. A unanimous vote approved the election results.

Meeting adjourned at 3:28pm. Rick made a motion and Saheel seconded it.

Minutes submitted by Lauren Brust Moss.