

NESEA BOD Meeting

03/01/2018

Zoom Meeting

Participating

Michael Bruss

Lauren Brust Moss

Martine Dion

Paul Eldrenkamp

Jenna Ide

Phil Kaplan

Fortunat Mueller

Rick Renner

John Skipper

Ben Southworth

Others Participating:

Jennifer Marrassese

Miriam Aylward

Devan Folts

Not Participating

Saheel Chandrani

Rob Meyers

Agenda

9:04am Meeting brought to order

BuildingEnergy Boston

1. The numbers so far - Logistically, in great shape. There have been some last minute exhibitors (60 in total and \$144,000 in revenue) and sponsors (\$86,500 in revenue). Almost at \$200,000 in registration and 833 people registered. It is starting to pick up but continuing to promote heavily. Decision to attend is being made much later than in previous years. Last year, 1,100 trade show passes, 31 passes have been sold this year. The Career Forum is sold out. Very close to making net budget though and expenses are being paid on time. Goal is \$250,000 in registrations. Remaining marketing effort will include a focus on CEUs being offered.

Some thoughts on the impact of working on broadening the impact to include C&I. Is that impacting the traditional residential attendees? Does a lower registration number (reduced trade show passes) impact exhibitor and sponsor satisfaction?

2. How you can help now
Sign up on the google doc to walk around to specific exhibitors and ask for feedback. It's important to understand their feedback with the new style of the show and new location. Jennifer will send questions to guide the conversation.
3. How you can help at the conference
Bring up the capacity campaign with exhibitors and attendees. Encourage people to head to the trade show floor for networking, coffee, etc.

Capacity Campaign updates and next steps

1. No table on trade show floor for capacity campaign. Board members will have individual discussions with attendees. In the NESEA Lounge on the exhibitor floor there will be flyers

and a computer for donations. What visibility can we give the capacity campaign at Boston?

2. Board role vs staff role. How can the Board support the staff to achieve the goals of the Capacity campaign?

Nominating Committee Update

In the process of reaching out to potential future Board members to set up a time to meet with Board members at BE Boston.

Tenant news

Two new tenants coming into the building. So, the building space will be full in April.

Motion to adjourn by Rick and seconded by Paul. Meeting adjourned at 9:52am.