

## **NESEA BOD Meeting**

08/08/2019

Zoom Meeting

### **Participating**

Miriam Aylward  
Lauren Brust Moss  
Betsy Glynn  
Phil Kaplan  
Saheel Chandrani  
Rachel White

Rob Meyers  
John Skipper  
Kate Stephenson  
Ben Southworth  
Andrew Webster

### **Not Participating**

Nancy Ludwig  
Jennifer Kearney  
Fortunat Mueller

### **9:03am Meeting brought to order.**

#### **Vote:**

- 1) Motion to approve minutes for July 2019: Made by Phil K. 2<sup>nd</sup> by Rachel W.
  - a. Vote to approve unanimously

#### **Updates:**

- 1) 50 Miles St
  - a. New buyer and NESEA modifying sale contract; seller will perform an inspection within 7 days, planned for 08/11/19, 9am.
  - b. NESEA exploring new rental space in downtown Greenfield, MA.
  - c. Existing tenants have begun relocation process; one will remain till sale date.
  - d. Miriam updated planned financials w/move and rental; no impact w/Nov 1 move date. Plan is on track.
- 2) Update on FY19 Financials
  - a. Finance committee has reviewed financials and suggested edits. Below is after their input.
  - b. Ending FY19 w/\$34k net profit! At 101% of budgeted revenue!
  - c. Reduced expenses by 3% YoY!
  - d. By program:
    - i. BE Boston revenue is up; due to strategy change w/ comps etc.
    - ii. ProTours remains even.
    - iii. BE NYC revenue currently showing down, but still 40+ days remaining
    - iv. Membership revenue growth of 10%
    - v. Magazine revenue up 2%!
    - vi. Fundraising is currently down; but impressive results compared to years past.

- 3) BENYC
  - a. Registrations: \$20k mark at 7 weeks out; last year that number was not achieved till 4 weeks out.
  - b. 80+ registrants so far
  - c. Trade show floor is sold out! Brought in more revenue than budgeted.
  - d. Sponsorships are over budget! \$27k soliciting an additional \$5-10k which is likely.
  - e. Currently, \$77k to revenue goal. On target to meet goals!
  - f. Sponsors at \$5k level, without table seems to be popular. Access to breakout sessions is desirable and the venue can provide.
- 4) Nominating Committee:
  - a. 5 slots open for Board positions, 3 elected & 2 appointed; with 8 potential candidates
  - b. Running for reelections: Ben S, Lauren BM, Jennifer K.
  - c. NESEA making a strong effort to recruit a diverse board inclusive of Race, Gender, and Geography. Diversity is a core principle.
- 5) Impact Metrics:
  - a. Miriam A continues to build data to be used for analytics to drive improvements in programs.
  - b. Next impact metrics to be developed are for ProTours.
- 6) Next Call: September 5, 2019, 9am
- 7) Next in-person meeting: September 27, 9am-2pm, NORESO 90 Broad St., NYC

Motion to adjourn: Rob M; seconded Ben S.

Meeting closed 9:58AM

Minutes submitted by Saheel C