

## **NESEA BOD Meeting**

02/08/2019

In-person hosted at: ICON Architecture; 101 Summer Street, Boston, MA

### **Participating**

Miriam Aylward	Phil Kaplan	Andrew Webster
Lauren Brust Moss	Jennifer Marrapese	Rachel White
Saheel Chandrani	Rob Meyers	Jenna Ide
Betsy Glynn	Fortunat Mueller	Nancy Ludwig
Devan Holts	Ben Southworth	Jennifer Kearney

### **Not Participating**

John Skipper

## **Agenda**

### **10:22am Meeting brought to order.**

Vote to Approve Jan 2019 Board Meeting Minutes. Motion to approve made by Fortunat seconded by Rob. Passed unanimously.

### **Executive session excluded from minutes.**

Jennifer Marrapese has put in her notice to leave NESEA. Board has appointed Miriam as the interim Executive Director.

Devan has provided the following transition plan:

- Feb 13<sup>th</sup> AM: JM to make personal calls to select group.
- Group emails to BEBL facilitators
- Email to major donors
- Email to lifetime members
- Email to DSA recipients
- Feb 13<sup>th</sup> PM: Public announcement; email to membership, website, and social media.

JM last day on 3/1/19.

Staff bios will be updated after that date.

JM & Board agreed to amended departure note; will list next position in Lauren's message.

Staff will plan community happy hour during BE Boston to celebrate JM's time at NESEA.

### **Executive Director Report:**

- JM is confident on transition plan
- JM actively stepping back to allow for MA and DF to step forward and assume responsibilities
- JM views this as good timing, BE Boston is keeping staff spirits up
- Staff is excited for MA to take over.

- Building sale (50 Miles St): The potential buyers are formulating plans for approval from the town. Tentative meeting date of 3/7/19 for the town meeting to approve plan. Realtor/NESEA are no longer showing the building.
- NYC Expansion:
  - o 4 NYC pro tours, only 1 in the prior year
  - o Difficult getting proposals in NYC
  - o LM wants to suggest increasing the amount of time to build ProTours
  - o Additional 4 in NY State
  - o Delivering on the Board's plan/direction
  - o NYSERDA grant of \$12k for this, ProTour series sponsor
  - o ProTour launch party on 3/21/19
  - o Kate Goldstein Emerging Professional award recipient is from NYC: Mariel Eisenberg from Enpower
- BE Boston:
  - o 11 additional booth sales required to meet budget
  - o DF to share list w/ Board for assistance in closing prospects
  - o Sponsorships are low but enterprise community partners have become a bronze sponsor.
  - o Staff fixed the mailing list which resulted in additional \$7,500 in sponsorships.
  - o Registration levels are looking good
  - o Overall financial outlook looks good, currently 2.5 weeks ahead compared to prior year; 3% better YTD.
- 1% for the planet: 1% organization will feature NESEA which is a good opportunity for NESEA to get visibility

#### Interim-Executive Director Report:

The plan going forward:

- Start expansion in NYC
- Find ways to become more nimble and respond to opportunities:
  - o Reduce risk, complete sale of building
  - o Move to new office space, Med-Large office; flexible space while managing staff growth
  - o Slash debt, keep line of credit active
  - o Effectively reallocate staff time from building, approx. 350 hours
  - o Change to staffing: hire 1 additional support staff
  - o "stop offering too much for what we charge"
  - o BE Boston, reduction of sessions
- Beyond 2019:
  - o National BEBL
  - o More regional ProTours
  - o More series sponsors

#### Fundraising Report:

- DF presented
- Goal is \$110,000 to cover operational budget

- As of 1/25/19: \$57,361
- How will we achieve \$44k by 6/30?
  - o Go after LYBUNTs (last year but not this) – budgeting about \$6,000
  - o Bump us asks – budgeting about \$5,000
  - o Past major donors – budgeting about \$5,000
  - o Remaining \$28,000? Seeking Board assistance
    - Board ask is to reach out to 1 prospect for major gifts
  - o Fundraising wildcards:
    - Grant funding
    - 1% for the planet
    - Facilitator fee donations
    - Planned giving

Committee Assignments:

- Finance – Fortunat
- Development – Andrew (chair), Jen K., Rob, Nancy, Ben
- Governance – Jenna (chair), John S., Betsy
- Nominating – Rachel (chair), Phil, Saheel

Motion to adjourn at 3:26 made by Ben and seconded by Fortunat. Unanimously approved.

Minutes submitted by Saheel Chandrani.

## **NESEA BOD Meeting**

03/07/2019

Conference Call

### **Participating**

Lauren Brust Moss  
Saheel Chandrani  
Betsy Glynn  
Jenna Ide  
Phil Kaplan  
Jennifer Kearney

Nancy Ludwig  
Fortunat Mueller  
John Skipper  
Ben Southworth  
Andrew Webster  
Rachel White

### **Staff**

Miriam Aylward  
Devan Folts

### **Not Participating**

Rob Meyers  
Jennifer Marrapese

## **Agenda**

**10:04am Meeting brought to order.**

### **Boston Updates:**

- BE Boston is next week. Final preparations are underway.
- Sponsorship and exhibitor levels are below budget
- Registration goal has been met, expecting more people next year
- Access may make up difference between \$\$ levels
- Groups of Highschool students that will be attending for the first time
- 1<sup>st</sup> time that we were able to provide RESNET credits (sp?); relevant to large portion of audience
- NESEA night is sold out! Will be opening up ballroom space to allow for additional attendees.
- BOD will serve as greeters and PR during conf. Strategic greeters. Board exhibitor buddies, check-in with and provide TLC to exhibitors. Encourage participation as business members.
- Lifetime member breakfast, BOD asked to participate w/ that as well

### **Financial Update:**

- Budget and cash projections for the year, small corrections from what was presented at in person board meeting.
- Current estimate is that at year end, NESEA will net \$40K in operational savings. This does not include any proceeds from the building. This is a result of JM departure and some raises for back-filling staff.
- FM: hiring decisions needs to incorporate next year's budget and not just this year.
- Planning on a hire for admin/coordinator/support staff position. Timeline is within the current fiscal year.
- LM: encouraging MA to perform more detailed salary & comp projections in time for NESEA retreat

### **50 Miles St Update:**

- Special permit that the buyers need was not added to the town agenda for the month
- Agent suggest extending due diligence stage to May 15 and the close to June 30, with the option to close earlier
- Allow NESEA to show the building to other prospective buyers in the mean time
- MA met with loan officer at bank, bank is inclined to keep the line of credit open after the sale for use

### **Other Updates:**

- No NESEA BOD attendees to JLC live; exploring opportunities to foster NESEA relationship
- ProTour schedule is finalized. March 21<sup>st</sup> is the launch party. All ProTours will be listed on the website by 21<sup>st</sup>.
- 2 Calendars which are for the BOD, lists all of the external events.
- Staff and BOD member will provide updates to the strategic goals on each BOD meeting call, one per meeting
  - Keep current focus on becoming fiscally stable in mind before development of new programs etc.
  - Focus on developing metrics that are unique to each goal to assist in demonstrating progress
- Next BOD call scheduled for Thu Apr 2, 9am.
- MA to send details on hotel for BOD retreat

### **ED Search Update:**

- PK: ED search committee is Phil, Lauren, Saheel, and Paul E.
- Likely have Jeannette M. participate, will be at a cost. Advises that a staff member also participate. Cost is \$1,500-\$1,700 per day, not including a non-profit discount. \$6-7k total potential cost.
- MA: keeping tight control on budget to this additional cost is a concern
- Timeline: MA contract is through 12/31/19; the assumption is MA will be successful and will want and be offered the ED role. BOD would like a decision on a candidate by mid Sept 2019 to allow for a concrete transition plan.
- BOD will craft a solid job description

Motion to adjourn at 10:07am made by Phil and seconded by Andrew. Unanimously approved.

Minutes submitted by Saheel Chandrani.

## **NESEA BOD Meeting**

04/04/2019

Zoom Meeting

### **Participating**

Lauren Brust Moss  
Betsy Glynn  
Jenna Ide  
Phil Kaplan  
Jennifer Kearney  
Nancy Ludwig

Rob Meyers  
Fortunat Mueller  
John Skipper  
Ben Southworth  
Andrew Webster

### **Staff**

Miriam Aylward  
Devan Folts

### **Not Participating**

Saheel Chandrani  
Rachel White

### **Agenda**

**9:04am Meeting brought to order.**

### **Retreat Details**

- May 16-17 in Providence, RI. Miriam will send a reminder about the hotel details which expire on April 15. The meeting will begin at 10am. Thursday from 10am-5pm and then Friday from 9-12pm with a lunch and concluding at 1pm.
- Some of the agenda items will be vision for NESEA including Strategic Plan, vision for ED role, FY19 and FY20 budgets, Nominating committee update, size of the Board to ensure Committees are full, 50 Miles updates, define engagement at NESEA and targets for engagement (including guidance from the Strategic Plan) and development committee updates.
- Miriam to follow up with TripZero for the hotel block confirmation.

### **Boston: Financials, Registration, Feedback**

- Financials are not wrapped up for 3rd quarter (due to vacations) but numbers and projections lead to a net \$15k more than budgeted.
- Sponsor and Exhibitor revenue were under but registration was over \$80k.
- Saved money in a variety of places such as travel and bringing registration in-house.
- Registration was higher than last year but not exactly fair because of the two free events from 2018.
- There were more 1 and 2-day registrations in 2019, part of the strategy was to increase 1-day passes.
- Prioritize the speakers and content equally is feedback from the Chairs and empower curators to not accept proposals without speakers who are committed. Overall feedback has been strong with feedback saying people were energized.
- Feedback from the exhibitors has been very positive and the quality of the conversation is always great.
- The network and community and encouraging “newness” is definitely happening and it’s very hard to make that happen.

### **Budget Plan and Financial Highlights/Flags**

Finance committee is reviewing the plan on 5/2. The Programs will be reviewed quarterly. The reporting will then be easier to explain year over year for each Program. Miriam just updated the compensation study using the New England Non-Profit guide and the staff are all in the correct range.

*Financial Highlights/Flags* – See above for Boston. Con Ed has typically been NESEA’s biggest sponsor but the marketing department has been dissolved. Laura Humphrey, the NYC Chair, is keeping NESEA up to date. John Skipper can put NESEA in touch with Con Edison (Shawn and Eric). Could NYSERDA use Green Seeds or other programs to step in for Con Edison.

Devan and Miriam are about to begin sponsorship requests for BE-NYC as well as individual donors.

### **Pro Tour Update**

NYC Series didn’t have as many sponsors as requested. April 5th event is Sold Out twice so they will add another Tour this summer of the same facility. Pro Tour Launch party was two weeks ago and was successful. Miriam will send out a sign-up sheet for the Pro Tours so that we have a Board member at every Pro Tour. NESEA is focusing

### **Governance Committee**

Changes on the Board – Jenna Ide has decided to resign because of conflicts with other responsibilities. NESEA wants to thank Jenna for her commitment, effort and work over the past years. Jenna was really inspired by the increase in Diversity at BE-Boston and overall at NESEA.

### **50 Miles**

The process is ongoing but moving forward. NESEA is signing the extension with the buyer, there will be a clause to cover NESEA for additional legal fees and part of their deposit would be non-refundable to cover the tenant-free office space. There are two viable office spaces for the NESEA staff.

Nancy made a motion and Jenna seconded. Meeting adjourned at 9:53am.  
Minutes submitted by Lauren Brust Moss.