

NESEA BOD Meeting

01/03/2019

Zoom Meeting/Conference Call

Participating

Lauren Brust Moss
Saheel Chandrani
Betsy Glynn
Phil Kaplan
Rob Meyers
Fortunat Mueller

Ben Southworth
Andrew Webster
Rachel White
Jenna Ide
Nancy Ludwig

Others Participating

Miriam Aylward
Devan Folts
Jennifer Marrassese

Not Participating

John Skipper
Jennifer Kearney

Agenda

9:05am Meeting brought to order.

Board Executive Committee Slate: Vote to Approve Board Slate as follows:

Lauren Brust Moss, Chair
Fortunat Mueller, Treasurer
Ben Southworth, Vice Chair
Saheel Chandrani, Secretary

Motion to approve made by Nancy seconded by Rachel. Passed unanimously.

Lauren assumes responsibility as Chair.

Executive Director and Finance Committee Report

BE Boston:

- Early bird registration opened on December 17, 2018. Early registration numbers have been strong and on pace with last year. The conference is a week later than last year. So far, \$56,000 revenue has been generated.
- 32 total exhibitors have been confirmed with a capacity of 65. Staff indicates they are on track to achieve exhibitor goals however have encountered more “No’s” from prospects. Staff remains confident. Staff requests that the Board of Directors (BOD) assist in driving registrations and exhibitors.
- Sponsorships are low compared to budget with \$40,000 generated against a goal of \$86,000. Some returning sponsors have declined to participate while others are participating at a reduced capacity. Staff shared that we are unlikely to reach the sponsorship goal, but may be able to make up most of the difference in extra exhibitor and registration revenue.
- Staff is exploring possibility to engage Speakers’ companies to sponsor the sessions they are speaking in. This is a pilot, and so far we’ve only secured one session sponsorship.
- Currently, Staff sees \$86,000 at risk and need to engage large sponsors with assistance from the BOD. Jennifer will share a list of prospects for BOD participation.

- Miriam: Things are looking good on content and feeling confident on program. This will be the second year at the same venue and that is resulting in realized synergies reducing the amount of staff time spent.
- Anticipating meeting budget on registrations. Staff has decided to keep registration in-house rather than hiring a 3rd party on-site company for badge printing and reconciling. This will result in additional savings.
- There will be fewer curated sessions at lunch but will be opening up opportunities for sponsored sessions and allow for pop-up events/sessions. Anti-oppression Caucus will hold a diversity and inclusion in NESEA session. This will explore ways to make the broader NESEA community become more inclusive. This effort piggybacks on previous years and aligns well w/ strategic plan. Carbon Klatsch – lunch session on low carbon building materials + associated savings. Low/No Carbon Friday. USGBC-MA will be releasing new carbon report at BE-BOS—exploring possible sponsorship opportunity and outside government attendees.
- Approved by Westin for direct billing. \$150,000 credit line and will bill after event ends.

50 Miles St.:

- Draft purchase agreement w/ realtor. \$240,000 offer is in hand.
- Purchaser plans to use property as a Methadone Clinic pending permits which are condition to proceed. So far there has been a favorable response from Greenfield, MA.
- Accounting for time needed to close, aiming for May 31 tentative close date and would require NESEA to vacate the building by that date.
- NESEA staff is exploring other office locations within Greenfield and surrounding towns.
- Exploring spaces at Greenfield Community College which aligns w/ their curriculum and programs.

Capacity Campaign:

- \$60,000 has been raised so far this year. Staff needs to clean up accounting to accurately reflect sources of funds.
- Kudos to Lauren & Rob whose contacts contributed.
- Plan to launch campaign for Companies for 1% for the Planet program, with an initial push towards BEBL groups.

BEBL:

- New group has been setup and orientation has been scheduled w/ new participants.
- This will be the 6th total group, and the size will not exceed 10 companies.
- The group is now filled up and NESEA is not currently recruiting any new participants.

Lifetime Members:

- Kudos to 1 new BOD Lifetime Member – Jenna Ide!
- Martine Dion as pledged to remain an active lifetime member.
- Eric Bluestone is also a lifetime member.

Pro Tours:

- 2019 schedule is almost complete with the following:
 - 8 Pro Tours in NY State

- 4 Pro Tours in NY City
- Lots of progress has been made here, Flo and Miriam have been hard at work looking to secure series sponsorships.
- \$37,000 has been raised so far of which \$12,000 comes from NYSERDA.
- NY State series of Pro Tours led to new sponsorships and will also drive others to sponsor a series.
- Flo will continue to prospect as she has available bandwidth and make this a priority

Magazine:

- There will only be 1 issue in 2019 – Spring issue.

BE NYC:

- Convene Old Slip location has been confirmed. ½ of venue fees are paid up front as a deposit.
- Devan to visit on 1/3/19.
- 1st planning meeting/focus group scheduled for 2/7/19.
- 1st call w/ co-chairs is scheduled for 1/4/19 to begin planning and prep.
- Staff will explore the option for a keynote address.
- Flexible space will allow for 300 – 500 attendees.
- Closing reception is important and staff is planning on providing this.
- RXR Realty owns the building, they performed a retrofit of the space after Hurricane Sandy—staff will explore the opportunity to provide a tour to attendees.
- Convene's space is giving NESEA Staff flexibility on how to structure the conference. This will improve the overall conference experience.

Other Jennifer M. Updates:

- Jennifer to make visits to NYC on 1/17/19 and 1/18/19; intent is less on fundraising and more on Friend-raising—driving partnerships. Interview stakeholders and perform programming survey. Identify gaps in offerings. Aiming for 6-8 meetings.
- Jennifer to work on 50 Miles St messaging to membership, positioning as good news.

Motion to adjourn at 10:03 made by Phil and seconded by Fortunat. Unanimously approved.

Minutes submitted by Saheel Chandrani.