

## NESEA Board of Directors September Meeting

Friday, September 27, 9:17 am - 2 pm

NORESCO | 90 Broad Street, 8th Floor | NY, NY

### Attending:

Lauren Moss

Betsy Glynn

Phil Kaplan

Rob Meyers

Ben Southworth

Andrew Webster

Rachel White

Kate Stephenson

John Skipper

Miriam Aylward

Florence MacGregor

### Not Attending:

Saheel Chandrani

Fortunat Mueller

Nancy Ludwig

Jennifer Kearney

**9:17** Meeting started

### Updates

- **Motion by Rachel to approve the minutes from September 5 board call.** Betsy seconded minutes. Minutes approved by roll call. [minutes](#) – LM
- **Miriam shared about BENYC.** Projected to come out ahead budgeted net. Classy space. Team manager only fixed one thing the whole day. Highlights from conference. General consensus that the space and the programming were great. Sold out. Exhibit floor sold out. 26 out of 25 spots! Sponsored break out sessions. Daiken opening was great. How to curate the sponsored sessions. General discussion regarding relative merits of sponsored sessions.
- **Building sale and move update – MA** – Realtor asking for an extension to do a survey of the property to check the railroad easements. Shouldn't be an issue. Closing date is still Nov. 1. Decided that we are moving to the property over the Peoples Pint. 5 year fixed contract. \$9/ft<sup>2</sup> including heat. 2100 ft<sup>2</sup>. Access to move on October 21<sup>st</sup>. Lauren pointed out that we need to ensure that the lease has an escape clause.
- **General financial trends for Q1**, full report at November call – MA – On target and slightly ahead. Net 12-15k higher. Budgeted 21k net for BENYC. Higher sponsorship, tradeshow floor but lower registration numbers. We overbudgeted for unemployment insurance... fun little tid-bit. Flo is doing Pro-Tour sponsorships. Keeps regular tabs on that. Flo shared with board the her work with NYSERDA on sponsorships in NYC and NY State. They want to be more involved. We're planning for 8 +/- Pro Tours in NY. Skipper shared a ConEd advocate with Flo and Miriam to connect with. MA shared that she still works with Gina regularly to review cash flow.

### **9:52 Operational Fundraising Update - MA**

- MA shared that our goal for Board Giving is \$6000. Folks have been generous. Reaching out to former board members as well.
- **Annual Appeal plan** \$20,000 in pledges. Organizing a donor thank you event. We've never recognized our donors. This is an opportunity to do this. We want to be clear about who we are thanking. \$200 and higher. Top 100 donors. November. Happy Hour. Directly after that will the annual appeal drop. Smaller piece with a photo. Follow up with calls in November and December. People who give to NESEA have a lot in common. But they don't know each other. When we get to \$60,000 goal Miriam will stop pursuing fundraising. Bruce Coldham is working with Miriam to create an endowment through planned giving. Bruce has a list of 50 people to ask about it.

### **10:00 Governance Update - BG**

- Betsy shared where the by-laws are on the website. Governance Policies is 6 pages long. 7 Policies. 5 ED linkages. Roles and responsibilities. Bylaws are what we need to be focused on.
- Fun Facts – Get ready for some Bylaw Fun! –
  - Is the sale of 50 Miles considered a sale that is within the regular course of business? General agreement that it is within the regular course of business. Agreed to get an opinion from legal counsel to affirm.
  - We can't take money from NESEA's earnings.
  - We have a non discrimination policy. Lets familiarize ourselves! Doesn't say that it says we strive to be inclusive.
- Betsy and Governance will refresh board of directors responsibilities and participation. Rachel needs this document for Nominating committee. General

### **10:25 Diversity and Inclusion - LM**

- Lauren reviewed strategic goal #3 and the context for the Diversity report – Shared ideas about actions that NESEA can take on right now
  - Use Kate fund to sponsor the BE the Future program. Historically the sponsors have been White Men. Flo wants to get more diverse sponsors. Use money from Kate Fund to help diverse sponsors if needed.
  - MA shared that we've already approached Kate's parents about this diverse sponsor work. They are supportive.
  - Create an event in Boston for diversity allies and diversity caucus that doesn't need to be curated by content curation team. General discussion about the

push back likely from excluded members and thinking about how to message around that. Discussion about how to avoid discrimination laws.

- Pronouns on badges
- Application for Board of Directors. BEBoston. Meet and greet about Board.
- Figure out financial support for potential board members who couldn't otherwise join the board.
- Collect data on forms.
- MA shared new structural changes to finding BOD member. Remove barriers to participation. Clarifying the expectations of Board Members. Having an open call for interested board members. Board Chair and Nominating Chair will have fireside chat at BEBoston. Consideration of an applications for board. Establish and raise funds for supporting Board Members.
- Future strategies for bigger lift long term strategies
  - Set up a working group for led by two BOD members.
  - Board review suggestions from Caucus and identifies what we are doing and what we will do.
- Development Update
  - Identifying grant funders
  - Development committee has created a list of possible funders
    - Identifying grant opportunities
  - Diversity outreach – staff person devoted to that
  - BE-LABS, Carbon calculator
- Nominating Committee – next month's call
  - What skills and qualities are we looking for in our Board?
    1. Who is our community?
    2. Are there missing pieces on the Board? **Technical skills/Talents needed**
    3. Create a framework for understanding how to diversify and open up Board
- Nominating will get further input in November and then add to Board evaluation
- Board evaluation
  - Aspirational/personal
  - Are expectations being met of Board members?
  - January 2020 – ask people to set goals and then evaluate in November 2020

Motion to adjourn – by John, Rachel seconded. Meeting is officially over at 1:28pm.