

## **NESEA BOD Meeting – Virtual Retreat Day 1**

06/04/2020

Zoom Conference Board Meeting

### **Participating**

Miriam Aylward

Saheel Chandrani

Lauren Brust Moss

Loic Chappoz

Andrew Webster

Kate Stephenson

Ben Southworth

Betsy Glynn

Fortunat Mueller

Phil Kaplan

Rachel White

Nancy Ludwig

Jodi Smits Anderson

Matt Root

### **Not Participating**

### **9:07am Meeting brought to order.**

#### Vote:

- 1) Motion to approve minutes for May 2020: Made by Phil K. Seconded by Jodi A.
  - a. Vote to approve unanimously for all board members in attendance at that meeting.

#### New Items:

- 1) Message to membership on Diversity & Inclusion
  - a. Agreement on message and timing, consensus on keeping regular updates on the topic.
  - b. Clearly front of mind topic for NESEA for past several years will continue to push message forward.
- 2) Program updates
  - a. BuildingEnergy Magazine
    - i. Advertisers still find value in the magazine, even with once a year publication
    - ii. This year, we are celebrating the 45<sup>th</sup> anniversary of NESEA; this campaign will exceed just the magazine and be visible across the organization
    - iii. Peer review process will see improvements so that content is verified in a similar process as other trade publications and journals
  - b. Virtual ProTour!
    - i. Scheduled on June 11, project in Hudson Valley, NY
    - ii. Small charge to attend, and limited attendees capped at 30 attendees, plus speakers and sponsors
  - c. BE Bottom Lines
    - i. Very little attrition in membership/participants; small number have not renewed and few others have requested payment plans; however, overall program is moving forward

- ii. Steering committee is exploring ways to maintain engagement and equal participation to ensure that all participants get the maximum benefit and aren't being negatively impacted by lack of participation by one group
    - iii. Steering committee will be meeting 4 times per year, three on Zoom and 1 in person
    - iv. Aim to have a fall gathering
  - d. BuildingEnergy Online
    - i. Section of the website that hosts all the content that has taken place that can be accessed for free
    - ii. Will reevaluate whether this will move to members-only area
  - e. Membership
    - i. Seeing a slowdown in new membership and renewals
    - ii. VESCU provides financing benefits to members, highlighting partnership to drive membership
  - f. Emerging Professionals
    - i. Have not had as much active outreach to drive this program however there has been higher fundraising contributions to this program
  - g. BE NYC
    - i. Conference will be going virtual, working to cancel contract with venue
    - ii. Dates for virtual conference will be finalized soon
    - iii. Strong content lineup
    - iv. Staff will work to create differentiation between BEBOS and BENYC
  - h. BE BOS
    - i. Announcement has been made to go completely virtual
    - ii. Only 16 people have requested full refunds, some partial however signs point to registration will remain engaged
    - iii. Online conference registration open on Aug 1
    - iv. Aug 13/14 will have sessions in 7 timeslots; will also have fewer concurrent sessions
- 3) Financial projections for FY20
  - a. Income: we will end up at 99% of budgeted income!
  - b. Expenses: at 76% of budgeted expensed, due to savings of BE BOS payment to venue
  - c. Net profit: functionally, FY20 will show 24% net profit against a budget of 1%.
  - d. Please refer to the BoD Briefing slide deck for additional detail
- 4) FY21 Impact Metric Goals
  - a. Reflecting on the strategic plan that was formalized about 5 years ago; this effort is to help influence the next five years:

- b. Staff will benefit from validating the priorities of the BoD and what activities will have the most impact on the mission of the organization
  - c. Summary of discussion:
    - i. Potential community is entire clean energy and building community in the Northeast.
    - ii. More focus on NYC clean energy workforce.
    - iii. We want to both keep people engaged and reach new people simultaneously.
    - iv. Think about what has maximum impact.
    - v. Bring in expertise from outside territory to have maximum climate impact.
  - d. Goals for FY21:
    - i. Pilot a remote staff person in NYC for 6 months.
    - ii. Geographic engagement: (events, staff time, partnerships, members, attendees)
    - iii. 40% - places we know we are successful/have audience already (eg Portland and western MA)
    - iv. 50% - places underserved based on potential for audience/engagement (eg NYC)
    - v. 10% - unknown/new territory for us
- 5) Next meeting: 6/19, 9-11 am
- a. 6/19 Agenda:
    - i. Approve the FY21 Budget
    - ii. Committee Update and FY21 Goals
    - iii. Strategic Plan Debrief
    - iv. What kind of strategic plan would be most helpful to NESEA?
    - v. FY21 Goal for Strategic Plan: Create a Framework
  - b. 6/19 Prep work:
    - i. Committees meet
    - ii. Review budget
    - iii. Review strategic plan
- 6) Misc Notes:
- a. Link to PPT used for retreat:  
<https://www.dropbox.com/s/mtqu8420057aqvx/Board%20Retreat%20Part%201.pptx?dl=0>

Ben motioned to adjourn, Jodi seconded.

Meeting closed 11:01AM

Minutes submitted by Saheel Chandrani