

NESEA Board Meeting – Monthly Meeting  
November 4, 2021  
Zoom Conference Board Meeting

**Participating:**

|                     |                   |                 |
|---------------------|-------------------|-----------------|
| Miriam Aylward      | Andrew Webster    | Betsy Glynn     |
| Florence MacGregor  | Rachel White      | Andrea Mancino  |
| Loic Chappoz        | Lauren Brust Moss | Nancy Ludwig    |
| Arlen Li            | Matt Root         | Daphany Sanchez |
| Jodi Smits Anderson | Kate Stephenson   | Ben Southworth  |

**Meeting brought to order at 9:05 a.m.**

**Approval of meeting minutes from October 7, 2021**

Motion from Kate to approve, Matt seconded - approved by all present and attending

**Discussion on Organizational Updates issued prior to meeting**

- **Exhibitors for Building Energy Boston**
  - In person and virtual exhibit opportunities
  - Lots of contacts to connect to
  - Can board members look to see if they have updated contact info, and help out?
  - If board has any contacts and companies that would benefit from being a sponsor at Building Energy Boston, please let Miriam know
- **Open social**
  - Process is accepted for third party integrations
  - “Open social” integrates with our current website and our database, and could give us the ability to develop an online community
  - Need to confirm what we really need to maintain on our website as full transition of all info to newest Drupal would be very expensive
- **Pre-conference showcase**
  - Something similar has been done in the past
  - Difference is that this is a bit in advance of the conference
    - This is not tied timewise to the conference
    - It can be used to promote the conference
    - It relieves a lot of the stress of being the day immediately prior

**Working Group/Committee Updates**

- **Nominating Committee Update**
  - Slate is approved and posted
  - Recommendations:
    - Appointments - Current is 9 elected to potentially 4 appointees. Want to maintain continuity, but not be insular.
    - Suggestion is adding one additional appointment over the three years. Discretionary.
      - Was there discussion on non-voting appointees? No.
      - Should we codify the timing aspects? How would this work to maintain board size? Should not be an issue as these are discretionary (up to).
      - Several concerns were discussed including support of established democratic process, transparency for positive perception by membership, and security of continuity of knowledge on the board.

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- Needs further discussion
- It is currently a norm that board members may serve up to 2 full terms.
  - Should this be codified? Consecutive?
  - Needs further discussion

## **Strategic Planning**

### **Overview of SP process for today's meeting:**

- 2 trends of note, but not for discussion
- Three mini dive topics
  - Break
- Two deeper dive topics
  - Break
- Whole group big dive into DEI
- Then overview of “outliers”

**Two Trends of note** – Both are more the how than the what and therefore appropriate for staff to tackle:

- Volunteer and participation
- Events

**Mini dives** - 1) Competition & Coopetition, 2) Wider Audience, 3) Online & Digital

### **Competition & Coopetition**

- Summary: We need to refine how we partner so we don't duplicate. We can't be all things to all people. Partners are people with the same vision, not the same mission. What does NESEA do specifically that is different from everyone else?
- Next Steps: Hone our identity and core focus.

### **Wider Audience**

- Summary: Expanding our reach deeper into the field of building professionals (not just building, but not general public) - to hear/support fresh voices.
- Next steps: Better define the “who”

### **Online and Digital**

- Summary: Promoting what we already do, creating searchable dynamic resources from what we already do, and training people how to use this database and accessing what we already do. What can we learn from BEBL and emulate for the whole community? How do we train members to be active in their own content/resources access?
- Next steps:
  - Start with communicating out (short of emails) what we already have and do.
  - Activate members on this work to avoid staff being a bottleneck or overtaxed.
  - YouTube? Can create a channel and invite members to populate it

**Deeper Dives** – 1) EPs, Workforce & Students, 2) Networking & Community Building & Bottom Lines  
EPs, Workforce, Students

- Summary:
  - Workforce development/training is incredibly important for employees and to fill a major need.
  - There could be many ways to get at the mentoring piece. This is something that we are positioned to do, but we have to be thoughtful about intentionally pairing people to make sure mentor/mentee relationships are a “two-way street.”
  - Does our content attract students/eps at different levels – we might not need to create anything new/maybe shouldn't
  - Tension between serving students/new professionals and businesses
- Next Steps:
  - Think about what we do best vs. when to refer people elsewhere – what
  - Think about what we do best and go after it
  - We need to prioritize and pick 1 or 2 things that we need to focus on
  - We can learn from what other organizations have done - D shared a great list.

Networking & Community Building & Bottom Lines

- Summary:
  - There is a richness here, how do we maximize the awareness and the access?
  - A term that resonates is Lateral connections. And Peer-to-peer.
  - Host tone (actions) for the board, not in an exclusive way, perhaps including the “old guard” in this role. The ripple effects from a welcoming mentality will be powerful.
- Next steps:
  - We are the hosts. In the job descriptions.
  - Build peer to peer network...and communications? What does this mean?
  - Hallway discussions, round tables, hosted by “old guard” (?)
  - Learning from BEBL and identifying what works and how to emulate it appropriately for all membership. There is a balance, here, and needs to be an awareness of the intimacy in the BEBL process and that impact.

**Big Dive discussion - DEI:**

- Summary:
  - Some people saying too much education
  - How can we use this to illustrate how diversity and inclusion are PART OF sustainability? We have work to do, here.
  - What would make NESEA relevant to someone who does not feel represented at this point?
  - Lack of cultural awareness within the NESEA community persists.
  - How can NESEA be accountable to become an anti-racist, anti-oppression organization and make that part of how we address systemic issues?
- Next steps:
  - Dedicate more time at our next board meeting, not yet ready to draft this plan?
  - Listen more to what people want and need?
  - DEI workforce and task force, Board liaison?

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### **Outliers**

- Policy and advocacy, is this our role?
- Help our members organize to be advocates?
  - Should we explicitly address this in our strategic plan?
- Are we focused on buildings or how they fit into the built environment?
- The vision isn't big enough or bold enough as it stands now
- Timing of events for morning or evening

**Next Meeting:** December 2, 9 AM – 10am

**Motion to adjourn:** made by Betsy, seconded by Matt. Approved by all present

**Meeting closed 12:00 PM**

Minutes submitted by Jodi Smits Anderson: [jsmitsan@dasny.org](mailto:jsmitsan@dasny.org) for corrections/additions

November 8, 2021