

NESEA Board meeting and retreat  
May 16-17, 2014

Summary of action items

Who	What	When
Board members	Work with Executive Director to develop a plan to meet the revenue targets in the budget, and then to implement that plan.	Over the course of the fiscal year.
50 Miles St Planning Committee	Proceed with \$10K expenditure for phase one renovation design development and capital needs assessment.	TBD by the committee
Board members	Make recommendations for potential board members to Martine (nominating committee)	By end of May

Attending: Jennifer Marrapese, Caitriona Cooke, Paul Eldrenkamp, John Skipper, Andy Padian, Phil Kaplan, Martine Dion, Tina Halfpenny, Rob Meyers, Michael Bruss.

Not attending: Marie McMahon-Meehan (resigned as board member), Kate Goldstein, Rick Renner.

The meeting was called to order at 11:25 AM by board chair Caitriona Cooke.

***VOTE. February and March minutes: Motion to approve by Andy Padian and seconded by John Skipper. Minutes approved unanimously.***

Jennifer provided her executive director report (pages 11-12 of the board packet). Information Jennifer provided in addition to the report in the board packet:

Jennifer is exploring two possible conferences that might co-locate with BE15:

- Med-Ed Facilities conference ([www.mededfacilities.com](http://www.mededfacilities.com))
- Net Zero Energy Coalition ([www.netzeroenergyhome.ca](http://www.netzeroenergyhome.ca))

These possible collaborations will fit within the business plan for BE15 and will be part of that program budget. Jennifer and the BE15 program leadership committee will explore the feasibility of either partnership.

Jennifer gave a budget overview, running through the budgets provided in the board package. The budget anticipates that NESEA will run a \$65K surplus for the fiscal year. Some board members expressed concern that BE15 budget was too optimistic in light of past trends.

Information that Jennifer provided in addition to what was provided in the budget in the board packet:

Jennifer reviewed Masters Series Courses in development that support increased revenue projections shown in the budget, including courses by Andy Shapiro, Barbra Batshalom, Terry Brennan, and Chris Benedict.

Building Energy Bottom Lines: Paul Eldrenkamp will donate his facilitator fee back to NESEA to avoid any concerns about conflict of interest of a NESEA board member getting income from a new NESEA program for which the board member is approving a budget.

Jennifer eventually would like to develop a plan for monetizing the website. If there's money left over from the website training budget she may be willing to allocate it towards working with Energy Circle to develop a business plan for this.

Expenses Jennifer has identified that she may be able to cut back on if revenues do not meet projections:

- \$12K for staff incentive compensation
- \$10K for building maintenance
- \$7K for BE advertising
- \$5K for videographer at BE15
- Cut website training budget by \$6K, from \$18K to \$12K
- Totals about \$40K

Additionally, Jennifer may also be able to cut graphics consulting costs by asking Janet to do it as a staff person. This may save an additional \$5K to \$7K.

***VOTE. Phil moved that we accept the budget as presented in the board packet by Jennifer. Tina offered a amendment to the motion to include the understanding that the board would work with the executive director to develop a plan to meet the revenue targets in the budget during the board retreat on May 17<sup>th</sup> and to help implement that plan over the course of the coming fiscal year. Michael seconded the motion as amended. Andy Padian abstained; all others present voted in favor. Motion carried.***

The agenda was altered to allow John Jacobson to present the 50 Miles St. Planning Committee report at 3:00 PM, as scheduled. JJ gave an update on the 50 Miles St. planning process and presented a list of recommendations to the board for its consideration (see memo dated May 1, 2014 to Jennifer from Rick Renner, chair of the 50 Miles St Planning Committee).

***VOTE. Phil moved that the Board accept the recommendation by the 50 Miles St. Planning Committee noted in the May 1, 2014 memo, with a total cost to the organization of \$10K. Andy added an amendment to include a physical needs assessment of the building to the recommendations. If the assessment adds to the \$10,000 cost of the Design Development budget, the Committee should come back to the board for possible authorization of the additional expense. Andy seconded the motion. The motion as amended carried unanimously.***

Jennifer presented a website development update. That initiative is moving along according to plan. The new website looks to be capable of opening up unique opportunities for sharing information among practitioners and member development. Goal is for full functionality by August 4<sup>th</sup>.

Rob and Jennifer gave an update on governance issues with regard to retaining a Membership Service Liaison, the functional equivalent of a Chapter Representative absent a chapter structure.

***VOTE. Paul moved and Phil seconded that the Board approve the "Membership Service Liaison" board-level position as presented by Rob on behalf of the Governance committee, with one change: "The NESEA Membership Service Liaison is a board member who represents the interests of the membership at large and conducts projects and accepts duties as assigned by the Chair of the Board of Directors" becomes "The NESEA Membership Service Liaison is a board member who focuses on the interests of the membership at large and conducts projects and accepts duties as assigned by the Chair of the Board of Directors." The motion passed unanimously.***

Martine gave an update on nominations. The nominations committee is reaching out to BE Masters Series and BE Bottom Lines members to join the committee. The committee will perform exit interviews James Petersen and John Jacobson. Martine is looking for committee membership recommendations from Board members as well.

Michael presented a development committee report. Michael has not had the bandwidth recently to do much development committee work but is preparing to "reboot" their efforts. Michael is looking for additional committee members.

NESEA Board retreat (retreat discussions were a continuation of Board meeting and interleaved into Board meeting business)

Summary of action items

Who	What	When
Caitriona, Andy, Paul, Jennifer	Send e-mails to CSG, NRDC, UCS, NEEP, CLF, New York League of Conservation Voters asking if they have someone updating members on legislative and policy issues who would be willing to do a monthly update for the NESEA website.	By end of June 30. Try to target start of this with launch of new website.
Paul and Jennifer	Convene Curriculum Committee	Narrow down list of members by June 15; convene meeting by August 31.
Jennifer, Jenny	Send message to past conference attendees: who do you want to see exhibit at our conferences? Who's stopped exhibiting, and how can we get them back	TBD
Board members	Reach out to potential exhibitors on list we put together (list is copied below)	ASAP
Board member	Each board member who has not one so far is challenged to put together a Pro Tour or BE Local event between now and the next board retreat.	By May 2015

Attending: Jennifer Marrapese, Caitriona Cooke, Paul Eldrenkamp, John Skipper, Andy Padian, Phil Kaplan, Martine Dion, Rob Meyers, Michael Bruss.

Not attending: Marie McMahon-Meehan (resigned as board member), Tina Halfpenny, Kate Goldstein, Rick Renner.

Andy led a discussion on "What is the role of NESEA in weighing in on policy issues?" Andy lobbies lawmakers and city officials under the guise of "legislative education." Andy is concerned that the organization might be unduly pushed into advocacy by an individual member with a pet cause. Jennifer estimates that 5-6 times a year NESEA is asked to "sign on" to a particular cause. General policy has been that "if it seems like a no-brainer and doesn't take much time, go ahead." Some examples of causes we have supported include a DOER building labeling initiative and a few letters from like-minded organizations. Board consensus was that NESEA will provide a section on its website where like-minded organizations (CSG, NRDC, UCS, NEEP, CLF, New York League of Conservation Voters) who already track pending legislation can provide updates and alerts to the NESEA membership.

Paul led a discussion regarding development of a curriculum committee. The board consensus is to support this initiative and to come up with a list of candidates for the committee for Paul and Jennifer to recruit.

Caitriona led a conversation about cultivating and building on strategic partnerships with possible exhibitors at the conferences. Martine put together a list of potential event sponsors and conference exhibitors; the list is copied below at the end of these minutes, with the initials of the board members who agreed to reach out to particular organizations where applicable. We also discussed the possibility of having a NESEA board networking event at BE15.

The final conversation had to do with how the board members can support the various NESEA programs. Here's the list we came up with:

#### BE-NYC and BE-Boston conferences

- Write blog posts about sessions and workshops at BE15 that you personally are looking forward to
- Phil: Use his podcast with Chris Briley to focus on "best speakers" at BE15
- Phil: Develop a "Drink and Crit" session
- Have a Board "welcoming" event
- As noted, reach out to exhibitors and sponsors (see list below)
- Reach out to potential attendees
- Ask colleagues to promote the event on their websites and via other media
- Cultivate media connections
- Cultivate connections at universities (via past professors, clients who are professors, etc.)
- Identify and encourage potential talent for the planning committee
- Identify and encourage potential speakers to submit RFPs

#### Pro Tours/BE Local events

- Each board members is challenged to organize one Pro Tour or BE Local event between now and the next board retreat in May 2015

#### Masters Series

- Identify potential teachers and topics while attending all BE events
- Let prospective teachers know what's involved, that there's a potential steady revenue stream for teachers who participate in this program
- Look at on-line learning offerings outside NESEA to gauge what works and what doesn't

Andy moved to adjourn and Phil seconded. Motion approved unanimously. Meeting was adjourned by Caitriona at 2:09 PM on Saturday, May 17<sup>th</sup>.

Addendum:

Potential event sponsors and conference exhibitors:

**Retail/NGO**

Boston Building Materials Resource Center  
HPD Collaborative (Pharos /HBN-Healthy Building Network) (MD)  
Springfield Eco Center  
Second Nature (ENEB Design) (MD)  
Utile (MD)

**Audit, etc.**

Retroficiency(CC)  
First Fuel  
Enernoc (CC)  
Cadmus (MD)

**Lighting**

Philips (MB)  
Cree  
FineLite (MD)  
Wolfer's  
Reflex (MD)  
National Grid's trade allies (MD)  
GE-ECO Imagination

**HVAC**

AON  
McQuay  
Mitsubishi  
Daikin  
VFDs?  
Fujitsu  
Urell  
Venmar (PK)  
Renewaite (PK)  
Taco  
Tarm Biomass (MB)  
Bloom Box  
Trane

**Boilers**

Peerless (AP)  
Easco (AP)  
Best (AP)  
Smith (AP)  
AO Smith (AP)

**Controls**

Aircuity  
Lutron

Siemens (MD)  
Honeywell  
Johnson  
Heat Timer (AP)  
Nest (CC)  
Schneider E (CC/RM)

### **Materials**

Stego (PK)  
Schuco (PK)  
475 product line manufacturers  
Benjamin Obdyke (PK)  
Mortair Vent (PK)  
Vaproshield (PK)  
Assa Abloy  
Hunter-Douglas (MB)  
Winter Panel  
Stone Soup Concrete  
Roxul  
Air-Krete  
Aeroseal (AP)  
Foamglas (Pittsburgh Corning)  
Preferred Building Systems (MB)  
Modular classroom (MD)  
Tremco  
Blue Homes (RM)  
BrightBuilt  
Porter Panel (PK)  
Home Depot  
Foard Panels  
Solatube (and other daylighting devices)  
Weston Solutions  
Living Roofs

### **Windows**

Loewen (RM)  
Universal  
Klearwall (CC)  
Pella (MB)  
Marvin  
Menck (MD, JM)

### **Renewables**

SunPower (RM)  
Suniva (RM)  
Sun Edison (RM)  
Surrette (RM)  
Solar Grid Storage (RM)  
Electrical cars (MD)  
Charging stations