



Shaping Tomorrow's
Built Environment Today

Minutes

Development Committee
Winter Meeting – Las Vegas
January 30, 2017

Members Present:

Tim McGinn, Chair
Chuck Gullede, Vice Chair
Erich Binder, Dev Cmte Member at Large
Darryl Boyce, COF Member
Darcy Carbone, RP Chair
Walid Chakroun, Coordinating Office
Ken Cooper, LMC Member
Derek Crowe, RP Vice Chair
Jim Fields, Foundation Vice Chair
Maureen Grasso, Dev Consultant
Bill Harrison, Foundation Chair
Darin Nutter, Scholarship Trustee
Tom Watson, Foundation Vice Chair
Jim Wolf, Dev Cmte Member at Large

Guests:

Sheila Hayter, Society Treasurer
Jeff Lydenberg, Planned Giving Consultant
Walter Law, Foundation Trustee
Chul Kim, Student Member
David Underwood, Presidential Member
Kris Tan, Leadership U
Scott Martin, RP Vice Chair

Staff:

Jeff Littleton, ASHRAE EVP
Kim Mitchell, Chief Development Officer
Margaret Smith, Development Manager
Patricia Adelman, Development Manager
Megan Gotzmer, Asst. Mgr of Development
Meredith Gunter, Development Assistant
Kristin Gokce, Asst. Mgr of Marketing

Members Absent:

Mark Miller, Dev Cmte Member at Large
Rhamy Morrison, RP Vice Chair

I. Call to Order, Roll Call, Introduction of Guests

The Development Committee meeting was called to order at 9:45 AM.

McGinn welcomed all members of the Committee and guests.

II. Review Agenda

Revisions or Additions to the Agenda

There were no additions or changes to the agenda.

III. Approval of Development Committee Minutes

November 14, 2016 Meeting Minutes

Gulledge moved

Harrison seconded

(Motion 1) That the minutes from the November Conference Call be approved.

MOTION 1 PASSED Vote 11:0:0 CNV

IV. Approval June 27, 2016 Meeting Minutes

Cooper moved

Boyce seconded

(Motion 2) that the Development Committee approve the minutes from the Annual Meeting in St. Louis.

MOTION 2 PASSED Vote 11:0:0 CNV

V. Review Action Items

June 27, 2016 Meeting

McGinn reviewed Action Items from the Annual Meeting in St. Louis. He announced he and Cooper worked together to review the MOP and made changes that will be reviewed later in the meeting.

Mitchell announced that the Job Description has been slightly modified and will be discussed later in the agenda.

VI. Gifts of Foreign Currency

After much discussion leading up to the meeting about gifts of foreign currency,

Gulledge moved

Boyce seconded

(Motion 3) That the Development Committee accept the *Gifts of Foreign Currency Policy* (effective July 1, 2017) to be included in the *ASHRAE Gift Policies, Guidelines & Procedures Manual*.

MOTION 3 PASSED Vote 11:0:0 CNV

Discussion: Gulledge further summarized the policy as accepting only US Dollars except in the case of the RP Campaign, where Canadian Dollars would be accepted since it is deposited and spent in Canada. The creation of this policy involved Canadian members and it was well received by them.

McGinn asked for further explanation of how this policy would act for research endowments created in US Dollars, but spent in Canada. Gulledge assured him there would be no impact since money raised in Canada is spent in Canada.

VII. Financial Reports

A. ASHRAE Foundation

Harrison delivered the financial report for the Foundation. The balance of the assets as of June 30, 2016, was \$12,333,818 and the balance as of December 31, 2016, was \$12,836,056, showing an increase of total assets in the amount of \$502,238. This increase in assets consisted of contributions of \$177,012, plus unrealized gains of \$505,019, interest/dividends of \$100,496, less expenses/annuities paid/miscellaneous of \$280,289. The Foundation supports ASHRAE programs with a total of \$455,123 consisting of funding ALI - \$50,000, Society scholarships - \$179,000, chapter scholarships - \$20,500 research - \$107,623, the general fund - \$90,000 and honors and awards - \$8,000.

B. RP Committee

Carbone reported RP currently stands at \$681,255, based on mid-January numbers. Compared to last year to date, the total is down 4.3% due to scholarship money that had come in last year but not this year. Carbone announced RP accepts the proposed gift acceptance policy in regards to the gifts of foreign currency. She announced the RP Committee also passed a motion to change the official name of the committee to simply "RP Committee." This will be taken to Member's Council on Tuesday.

C. COF

Boyce announced the College of Fellows is reviewing their Scope and Purpose to figure out the best way to move forward with new initiatives, including a mentoring program with YEA. Boyce mentioned that \$305 has been raised so far this year. Cooper added that the Fellows conduct their Fundraising in the spring, so the number will increase soon.

Development staff will continue to look for ways to better coordinate the various fundraising asks. In addition, (A11) the annual fundraising calendar will be shared with the Development Committee.

D. LMC

Cooper announced that the Life Members are about \$4,000 above where they were this time last year with their fundraising and a final solicitation will be going out in the spring.

E. Scholarship Trustees

Nutter announced that the Scholarship Trustees will be meeting on Tuesday, January 31. They will be reviewing 50 undergraduate engineering student applications for Society Scholarships. This includes Regional, Chapter and University-Specific Society Scholarships. There will be 24 scholarships available. In Long Beach, they will be reviewing student applications for Undergraduate Engineering Technology, High School and Freshman Scholarships. There will be nine scholarships available.

On Sunday during the Student Program, eight scholarship recipients were present for a group photo and after the program ended, Ben Oliver, the 2009-10 Reuben Trane scholarship recipient, was interviewed about his experience of receiving the scholarship and his involvement with ASHRAE. Ben is currently Student Activities Chair. And, Chuck Curlin, Scholarship Trustee Chair, was also interviewed about his experience as a Scholarship Trustee.

VIII. Chief Development Officer Report

Mitchell announced the Donor Wall located at ASHRAE Headquarters was updated this fall. Smith expanded by explaining a fourth panel was added to include our Heritage Society Members which recognizes anyone who has a planned gift. She also mentioned the existing panels were updated with new donors. Mitchell mentioned the electronic, web-based part of the wall could be seen in Registration.

Mitchell asked members of the Development Committee to raise their hand if they generally attend their CRC each year. She said that she attends at least one CRC a year and gathers information on which chapters might be interested in establishing a chapter scholarship. Some of the new scholarships that have been discussed are as a result of those leads. She asked the members of the Committee to do the same thing at their respective CRCs and to pass the leads on to her.

McGinn asked Carbone if RP felt it was important to reach out to chapters with healthy bank accounts and ask about starting a chapter scholarship. Carbone responded by saying it is talked about at Centralized Training, and some chapters are receptive while others are not.

Mitchell continued her report by announcing ASHRAE has a prospective donor who is considering an endowment gift of \$250,000. He is interested in supporting a program or activity that supports ASHRAE's strategic initiatives. He is especially interested in supporting something that takes place outside of North America. Mitchell asked the Development Committee to think about ideas that can be presented to him soon.

McGinn assigned Gulledge and Fields to head up a reviewing task force **(A12)**. The ideas mentioned involved supporting something in line with the presidential theme, something supporting developing economies, and producing several small scholarships instead of one large scholarship. McGinn mentioned major donors like to see quick action and this is the type of thing the Development Committee will need to think about so donors do not always have to wait for the next meeting.

IX. Unfinished Business

A. Review Development Committee MBOs

McGinn reviewed the list of MBOs and reported their status.

B. Development Committee MOP

Section 2.2 of the Development Committee MOP was discussed: The term for a member representing a specified committee, board or group shall be coincident with their term on the respective committee, board or group. The Committee agreed to eliminate the line, "but in no case longer than three years." In some cases, an ExCom member of one of the represented groups will remain on the group's ExCom for longer than three years necessitating their inclusion on the Development Committee for more than three years.

This was first presented as a motion, but it was then decided that a motion was not necessary.

C. Campaign Subcommittee Report and Discussion

Boyce reported that, based on the Feasibility Study, it is clear that we need more work on the proposed campaign objectives (i.e., "What are we raising the money for?") and we need a scaled back dollar goal if we try to launch a campaign within the next 6 – 12 months.

Once the findings had been reviewed with the Development Committee (November 14, 2016) and Campaign Subcommittee (November 2, 2016), a webinar was scheduled with ExCom on January 5, 2017, to review the Final Report with them. Luke Driscoll presented the Final Report. McGinn and Boyce discussed some of the overarching issues, especially those related to determining the campaign objectives and a campaign timeline.

During the webinar, McGinn asked Tim Wentz to consider appointing a group (ad hoc) to work with the Campaign Subcommittee on campaign objectives to ensure that we are on target. It was suggested that this group would need to have representation from the Planning Committee and various other committees/councils. Wentz agreed that this would be a good approach.

Boyce outlined two possible courses of action as a result of the information gained from the Feasibility Study:

- Select 2 – 3 specific programs/projects/initiatives that are aligned with strategic priorities that will have a total cost of between \$5,000,000 and \$7,500,000 and plan a very focused capital campaign to begin within the next 6 – 12 months and to have a duration of approximately 18 – 24 months.
- Shift into traditional major gifts fundraising mode to build the base of major gift donors and work on strengthening the fundraising and organizational infrastructure in anticipation of launching a more comprehensive capital campaign with funding opportunities that line up with the initiatives in the new Strategic Plan (set to launch in July 2019).

Boyce and McGinn reported that ExCom had agreed to increase the Development staff by two positions and that Mitchell needed to work on improving the infrastructure that supports fundraising efforts.

Boyce told the Committee that McGinn, Mitchell and he would report on the Feasibility Study findings and discuss next steps with the BOD on Wednesday (February 1, 2017).

After much discussion about a possible motion to take to the BOD, it was decided that this should go to the BOD as an information item and their input should be sought.

X. Other Business

A. Next Meeting – Long Beach, CA – June 26, 2017

XI. Adjournment

Development Committee adjourned at 11:54 AM.