



MINUTES
BOARD OF DIRECTORS MEETING

Tuesday, February 23, 2021

Approved by the Board of Directors on April 20, 2021.

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Tuesday, February 23, 2021

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ACTION ITEMS

Board of Directors Meeting

Tuesday, February 23, 2021

No. - Pg.	Responsibility	Summary of Action	Status
1 - 3	Mr. Littleton	Clarify how salaries and benefits are applied to the Winter and Annual Conferences and define the impact to the budgets.	



MINUTES

BOARD OF DIRECTORS MEETING

Tuesday, February 23, 2021

MEMBERS PRESENT:

Chuck Gulledge, President
Mick Schwedler, President-Elect
Farooq Mehboob, Treasurer
Don Brandt, Vice President
Bill Dean, Vice President
Tim McGinn, Vice President
Bill McQuade, Vice President*
Jeff Littleton, Secretary
Chris Phelan, Region I DRC
Jeff Clarke, Region II DRC
Dunstan Macauley, Region III DRC
Steve Marek, Region IV DRC
Doug Zentz, Region V DRC
Rick Hermans, Region VI DRC
Chris Gray, Region VII DRC
Randy Schrecengost, Region VIII DRC

Tyler Glesne, Region IX DRC
Devin Abellon, Region X DRC
Russell Lavitt, Region XI DRC
Robin Bryant, Region XII DRC
Apichit Lumlertpongpana, Region XIII DRC
Andres Sepulveda, Region XIV DRC
Ahmed Alaa Eldin Mohamed, RAL DRC
Wade Conlan, DAL
Ken Fulk, DAL
Katherine Hammack, DAL
Jaap Hogeling, DAL
Sarah Maston, DAL
Chandra Sekhar, DAL
Adrienne Thomle, DAL
Ashish Rakheja, DAL

*Indicates member was not present for the entire meeting

GUESTS PRESENT:

Ginger Scoggins
Steven Sill
Ronald Gagnon
Mark Tome
Eileen Jensen
Reinhard Radermacher

Dru Crawley
Art Giesler
Kishor Khankari
Corey Metzger
Vikram Aute
Chris Wilkins
Richie Mittal

STAFF PRESENT:

Candace DeVaughn, Manager - Board Services
Chandrias Jacobs, Coordinator - Board Services
Joyce Abrams, Director - Member Services
Vanita Gupta, Director - Marketing
Kim Mitchell, Chief Development Officer
Mark Owen, Director - Publications & Education
Stephanie Reiniche, Director - Technology
Craig Wright, Director - Finance & Admin. Services

Alice Yates, Director - Government Affairs
Tony Giometti, Sr. Mgr. - Conference Programs
Lizzy Seymour, Manager - Conference Services
Vickie Grant, Manager - Region Activities
Daniel Gurley, Manager - Membership

CALL TO ORDER

Mr. Gulledge called the meeting to order at 10:00 am.

CODE OF ETHICS

Mr. Gulledge read the code of ethics commitment. He encouraged all in attendance to read the full code of ethics and core values available online.

ROLL CALL/INTRODUCTIONS

Roll call was conducted. Guests and members in attendance as noted above.

REVIEW OF MEETING AGENDA

Mr. Gulledge reviewed the meeting agenda. There were no changes.

2021 VIRTUAL WINTER CONFERENCE AND FEEDBACK & 2021 VIRTUAL ANNUAL CONFERENCE SCHEDULE AND PLANNING

Presentation included in ATTACHMENT A.

Mr. Schwedler stated that CEC had done outstanding work over the last year and a half with the transition to virtual conferences. He asked Mr. Metzger to communicate the BOD's appreciation to the committee.

He yielded the floor to Ms. Seymour and Mr. Giometti.

Ms. Seymour reviewed some of the consistent themes from the post-conference survey. Among other things, attendees requested:

- more networking opportunities
- more interactive sessions
- more live sessions for attendees in different time zones
- condensed committee meeting schedule

Ms. Seymour reported the live virtual conference was reduced to three days. In addition, the number of live sessions were tripled. She continued that a new semi-live format was used - presenters pre-recorded presentations but answered questions live. During the virtual winter conference there were also interactive sessions with smaller groups. She added that there were also several social events, including a BOD mixer.

Ms. Seymour reported that a less restrictive and more condensed committee meeting schedule was used at the Winter Conference, as opposed to the Annual Conference.

The sponsorship program for the Winter Conference was expanded significantly from the Annual Conference. The conference received \$82,000, gross, in sponsorships.

Ms. Seymour reported that registration for the conference was just over 1,800. About 47% of registrants registered in the last 10 days before the conference. She continued that company packages continue to be very popular, accounting for about 1% of registrants. She reported that attendee

engagement was up and that 94% of registrants participated in the live conference. More information will be provided once staff can dive deeper into the analytics.

Mr. Giometti reported that he would be providing a brief overview, sharing anecdotal stories and a behind the scenes look from the CEC and staff perspective. He reported that multiple presentations were turned in late, such that nearly 200 PowerPoint presentations were turned in at or just before the final deadline. In total, nearly 350 presentations were reviewed and presented.

He reported that having more live sessions was very labor intensive. The benefit was the conference had the feel of a face to face conference.

Sessions related to the pandemic were very well attended.

Mr. Giometti reported that despite a few challenges, the virtual conference went very smoothly and was comparable to a typical Winter Conference.

He reported that additional guidance is needed on commercialism in the virtual world. Diversity of panel participants could be improved as well.

He thanked the BOD for their feedback. He reported that a meeting was planned with CEC and the Executive Committee to discuss initial planning of the virtual Annual Conference.

Ms. Hammack stated that she has heard feedback from members that the virtual meetings are difficult to balance with work requirements. She continued that although there are benefits to being virtual, there are drawbacks for those that can't attend a meeting spread out as widely as both the Annual and Winter virtual conferences have been.

Mr. Hogeling added that there is an issue with meeting times. He inquired if this is having an impact on our global membership participating in the virtual conferences.

Mr. Crawley added that his meetings started January 4th and ended February 11th. He stated that his employer is supportive of his participation, but he would expect that not all companies support that level of work interruption.

Mr. Sekhar stated that he appreciates Ms. Hammack's comments and would support reducing the overall window of time for the virtual conference, but the challenge is to accommodate the multiple time zones of our global Society.

Ms. Thomle stated that she would like to see the committee meetings condensed to four weeks. She added that the Honors and Awards presentation was very well done.

Several members had questions about registration for the virtual Annual Conference. Ms. Seymour reported that more discussion is needed in regard to Annual Conference registration prices. Staff is investigating the industry standards.

Ms. Seymour reported that registration for the virtual Winter Conference is still open and registrants can view recordings of the live sessions as well as the on-demand sessions. Online access is available for 18 months. So far, only two people have registered post-conference for the virtual Winter Conference.

Staff will clarify how salaries and benefits are applied to the Winter and Annual Conferences and define the impact to the budgets.

Mr. Metzger thanked the BOD for making the decision regarding Phoenix as early as possible. He stated that it was extremely helpful to staff and volunteers and is greatly appreciated.

SBA PPP LOAN UPDATE

Mr. Gulledge reported that the Society's second PPP loan was accepted quickly, and the funds have already been deposited.

Mr. Littleton reported that the only difference between the first and second PPP loan is that the potential application of the money is expanded slightly. The Society received \$2 million and will have to choose whether to apply the funds over an 8- or 24-week period. He stated that he is confident that the full loan amount will be applied.

He reported that the forgiveness application for the first PPP loan has been submitted. SBA requested additional information, which was submitted. Society should receive a final answer on forgiveness by March 30th. If the first loan is not forgiven, Finance should be engaged regarding the second loan; it may be an indicator that the second loan may not be forgiven, and the BOD may want to consider paying it back immediately.

Mr. Littleton reported that the second PPP loan is not reflected in the budget. It will, however, be reflected in the next iteration of the balance sheet, but not on the profit/loss balance sheet statements.

Mr. Mehboob reported that Finance is currently meeting with councils and committees to finalize the budget and will be brought before the BOD for approval.

2021 RESEARCH STRATEGIC PLAN

Mr. Schwedler reported that Mr. Radermacher was Technology Council's first choice to lead the committee and he has done a fantastic job. He thanked Mr. Radermacher for all his work as well as the hard work of the entire committee. He thanked him for being willing to lead this initiative.

Mr. Radermacher reported that in November 2019, a committee of Technology Council was charged with updating and coordinating the Research Strategic Plan. Over 700 responses were received in response to a call for feedback.

He continued that the plan has six initiatives - resilience, understanding EQ, sustainability, tools and applications, HVAC components, and education and outreach.

Final committee approval of the plan was February 12, 2021.

Mr. Littleton reported the Research Strategic Plan is approved by Technology Council and is attached to the agenda as an information item for the BOD. He stated that this is the BOD's opportunity to provide input before the final plan is presented to Technology Council for approval.

Mr. Radermacher stated he would appreciate input from the BOD and would be happy to reconvene the committee to address any points raised.

Mr. Hermans congratulated Mr. Radermacher and his committee on a great plan. He stated that he was very enthusiastic with what has been included.

Mr. Hogeling stated that he was disappointed that 'indoor' was dropped from environmental quality. He is in favor of using IEQ to show that the majority of the Society's business is dealing with the indoor environment. He felt that it was crucial to clearly define 'net zero' in the document. He also stated that he expected some attention to the fact ASHRAE industry standards are prescriptive and essential to new innovations.

Mr. Radermacher addressed comments on the inclusion of carbon as a metric. He stated that in the year and a half that the document was developed, carbon came to the forefront more than it was initially. The intent of the team was to broaden the interest areas of ASHRAE. The group felt that it was time to change from IEQ to EQ because of changes to outdoor venues, like air-conditioned spaces that are open to the environment.

Mr. McGinn stated that the committee has done a great job. He stated that the group was tasked with aligning research initiatives with the Society Strategic Plan, which does not address carbon as a metric. Technology Council will be working with the group to possibly realign the plan and address decarbonization as a priority for Society.

Ms. Maston reported that Planning Committee will be discussing any pivots that need to be made to the Strategic Plan. She stated that decarbonization will be a part of that discussion. BOD members were asked to send any other suggested topics of discussion to Ms. Maston.

Mr. Gulledge thanked Mr. Radermacher for participating in the meeting. He stated that he hoped that some of the insightful strategic perspective of the BOD is incorporated into the final plan. He thanked Mr. Radermacher and the entire team on behalf of the BOD for the fine work they have done.

EXECUTIVE SESSION

Executive session was called at 11:22 am.

Open session reconvened at 12:04 pm.

UPCOMING MEETINGS

Mr. Gulledge reported that a late March BOD meeting will be scheduled soon. The meeting will take place after appointments and the spring ExCom meetings.

ADJOURNMENT

The meeting adjourned at 12:04 pm.

A handwritten signature in black ink, appearing to read 'J. Littleton', with a horizontal line extending to the right.

Jeff H. Littleton, Secretary

ATTACHMENTS:

A. 2021 Virtual Winter Conference Overview and Feedback Presentation



2021 Virtual Winter Conference Wrap up

Lizzy Seymour, Manager of Conference Services

Tony Giometti, Senior Manager of Conference Programs

23 February 2021

Agenda

- 2021 Virtual Winter Conference by the Numbers
- 2021 Virtual Winter Conference: Highlights – Technical Program
- 2021 Virtual Winter Conference: Highlights – Committee Meetings
- 2021 Virtual Winter Conference: Sponsorships
- 2021 Virtual Winter Conference: Lessons Learned
- Looking Forward



2021 VWC by the Numbers: Compared to VAC 2020 (1)

2020 Virtual Annual Conference	2021 Virtual Winter Conference
<p>June 29-July 2, 2020 4 Days, Mon-Thurs, 12:00 – 5:00 p.m. ET 20 total live events</p> <p>(12) Live Technical Sessions Seminars, Panels, Debates, Workshop No concurrent sessions</p> <p>(8) Live Special Events</p> <ul style="list-style-type: none">• (4) Leadership Moments: State of Society, Secretary's Report, BOD Retirement/Installation, Presidential Address• (4) Virtual Happy Hours: YEA, MP/WIA, BOD and Member Band	<p>February 9-12, 2021 3 ½ Days, Tues-Fri, times vary per day 66 total live events</p> <p>(38) Live Technical Sessions Seminars, Debate, Workshops (2) blocks per day of (4) concurrent sessions</p> <p>(14) Live Special Events</p> <ul style="list-style-type: none">• (1) Women in ASHRAE keynote• (1) Social Event: Escape Room• (2) Technical Tours• (6) Honors and Awards Presentations• (3) Student Program sessions• (1) Member Band Encore Performance <p>(14) Interactive Sessions via Zoom 2-way interaction between presenters and attendees</p> <ul style="list-style-type: none">• (5) Sponsor Technology Demos• (3) Forums• (6) Round Tables and Meet Ups



2021 VWC by the Numbers: Compared to VAC 2020 (2)

2020 Virtual Annual Conference	2021 Virtual Winter Conference
(313) Committee Meetings Over an 8-week period	(468) Committee Meetings Over a 5-week period
(84) On-Demand Sessions Seminars and Conference Paper Sessions	(85) On-Demand Sessions Seminars and Conference Paper Sessions
(84) 20 min Live Q&A Chats For on-demand Seminars and Paper Sessions	(27) 20 min Live Q&A Chats For on-demand Conference Paper Sessions only
(71) Downloadable Conference Papers	(85) Downloadable Conference Papers
(1) Conference Sponsor (no kiosk) \$2,000 gross sponsorship	(14) Conference Sponsors with sponsor kiosks \$82,000 gross sponsorship
2,563 Attendees	1,804 Attendees
\$99 Member Rate	\$249 Member Rate



2021 VWC by the Numbers: Registrations

1,809 total registered attendees

- Surge of registrations during the last 10 days
- Company Packages popular
- Coming soon: Analysis of 1st-time attendees and 1st-time virtual attendees



2021 VWC by the Numbers: Attendees (1)

Total Unique Attendees per Day					
	Day 1	Day 2	Day 3	Day 4	Total Registrations
2020 VAC	1,326	1,077	839	779	2,592
2021 VWC	1,164	1,158	1,015	--	1,809

2021 VWC by the Numbers: Attendees (2)

	Unique Attendees Week of Live Event	Percentage of Registered Attendees
2020 VAC	1,821	70%
2021 VWC	1,694	94%

2021 VWC by the Numbers: Financials

	Attendance	Total Revenue	Profit/Loss After Expenses	Profit/Loss After Expenses including Staff Salaries/Benefits
FY21 Budget (Chicago F2F)	2835	\$1,446,700	\$399,800	\$216,500
FY21 Forecast	1849	\$370,500	\$198,900	\$25,100
Actuals as of 2/19	1809	\$351,700	\$163,600	-\$10,200
2020 VAC Actuals	2592	\$194,800	\$76,700	-\$129,700



2021 VWC: Highlights – Technical Program

- Great expectations ... met, but bumpy road to get there
- Not the only ASHRAE show in town
- More live programming = more like a F2F conference
- High engagement by attendees during concurrent sessions
- War stories and peace offerings
- To be continued



2021 VWC: Highlights – Committee Meetings

- Fewer restrictions on timing
- Most TCs and PCs
 - Zoom
 - Scheduled and coordinated by Meetings Staff
- Most Standing Committees, Councils, and BOD
 - GTM
 - Hosted by Staff Liaisons
- 34% of committee meetings held during “Chicago” dates
- Weekends available but not widely utilized



2021 VWC: Sponsorships

Reminder...

Thank you to our sponsors! Visit the Sponsor Kiosks to interact with our conference sponsors.

Honeywell

Armstrong
CEILING SOLUTIONS

R32

EBTRON
a measurable difference!

Automated
Logic

CO2METER.COM
ELECTRONIC CO2 SENSORS

Ecochillers

GPS
Engineering Air for a Cleaner World™

MITSUBISHI ELECTRIC
Changes for the Better

turboalgor
Analyt-IQ

ONICON
Air Monitor

Phoenix Controls

rosenberg

VAISALA



2021 VWC: Sponsorships

- **New:** Partnership/Synergy with ASHRAE Journal
- 14 Conference Sponsors: Base sponsorship with kiosk + add-ons
- \$82,000 Gross / \$65,600 Net to ASHRAE
- Staff Sponsorship Team and Event Sponsorship Subcommittee
- Fun offerings to attendees
- Thank You Packets to Sponsors for follow up and retention
- Currently soliciting feedback from sponsors and attendees



2021 VWC Lessons Learned: Technical Program

- Adding new program features for programming = plus for attendees
- Offering different presentation types = minus for speakers
- Requires different communication with speakers and chairs
- Need new commercialism guidance
- Match programs with appropriate virtual format
- Refine schedule for 'early' and 'late' scheduled sessions
- Consider recommending speaker changes on AWM sessions



2021 VWC Lessons Learned: Conference Logistics

- Communication and Coordination are key
- The number of live sessions and events has to be managed
- Platform functionality needs to match demand
- Rehearsals are crucial!

2021 VWC Lessons Learned: Gathering Feedback

- Attendee evaluations
- Feedback from you
- Feedback from CEC and other Committees
- Feedback from Sponsors
- Feedback from Staff



Looking Forward: 2021 Virtual Annual Conference

- Dates
- Program
 - Determine number of live sessions and which ones to approve
 - Review On-Demand Sessions
 - Consider separating live Q&A for paper sessions and the Research Summit
- Schedule
 - Screen program submittals with session chairs/speakers/TCs
 - Set schedules with vendors and establish deadlines for speakers
- Committee Meetings
- Sponsorship Strategy



