



MINUTES

EXECUTIVE COMMITTEE MEETING

Tuesday, April 30, 2024

Approved by the Executive Committee on June 22, 2024.

TABLE OF CONTENTS
Executive Committee Meeting
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CALL TO ORDER	2
VALUE STATEMENT	2
ROLL CALL/INTRODUCTIONS	2
REVIEW OF MEETING AGENDA	2
NATIONAL IAQ STANDARD PROGRAM AND STRATEGY	2-3
FLOW OF ROUNDTABLE REPORTS	3
COMPANION PROGRAMS AT SOCIETY CONFERENCES	3-4
PROPOSED NEW MOU – IFHE (INT’L FEDERATION OF HEALTHCARE ENGINEERING)	4-5
OLD BUSINESS	5
PROPOSED NETWORKING PUBLICATION (ASHRAE YELLOW PAGES)	5
UPCOMING MEETINGS	5
EXECUTIVE SESSION	6
ADJOURNMENT	6

ACTION ITEMS

Executive Committee Meeting

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No. - Pg.	Responsibility	Summary of Action	Status	Goal Date
1 – 5	Littleton	Conduct an in-depth review of IFHE’s mission and vision and provide ExCom with a recommendation on a potential new MOU with the organization.		
2 – 5	Membership Model Ad Hoc	Review the written report on the proposed <i>ASHRAE Yellow Pages</i> and provide ExCom with a recommendation on next steps.		



MINUTES
EXECUTIVE COMMITTEE MEETING

Tuesday, April 30, 2024

MEMBERS PRESENT:

Ginger Scoggins, President
Dennis Knight, President-Elect
Bill McQuade, Treasurer
Billy Austin, Vice President
Wade Conlan, Vice President
Ashish Rakheja, Vice President
Chandra Sekhar, Vice President
Jeff Littleton, Secretary

GUESTS PRESENT:

Bill McQuade	Bassel Anbari
Sarah Maston	Bryan Holcomb
Ken Fulk	Charles Bertuch
Dave Yashar	Carrie Brown
Doug Cochrane	Devin Abellon
John Constantinide	Joe Sanders
Ken Fulk	Karishma Page
Lauren Flynn	Kishor Khankari
Pat Marks	Mahroo Eftekhari
Scott Peach	Richie Mittal
	Sherry Abbott-Adkins

STAFF PRESENT:

Candace Denton, Sr. Manager - Board Services	Daniel Gurley
Chandrias Jolly, Manager - Board Services	Ragan McHan
Vanita Gupta, Director – Marketing	
Lizzy Seymour – Director – Member Services	
Mark Owen, Director - Publications & Education	
Kirstin Pilot, Director - Development	
Stephanie Reiniche, Director - Technology	
Alice Yates, Director - Government Affairs	
Craig Wright, Director of Finance	

CALL TO ORDER

The meeting was called to order at 9:00 am.

VALUE STATEMENT

Ms. Scoggins read the value statement and advised that the full code of ethics, core values, and diversity statements were available online.

ROLL CALL/INTRODUCTIONS

Roll call was conducted; members, guests, and staff were in attendance as noted above.

REVIEW OF MEETING AGENDA

Ms. Scoggins reviewed the meeting agenda. There were no changes or additions.

NATIONAL IAQ STANDARD PROGRAM AND STRATEGY

Mr. Littleton reported that Society had an exciting opportunity to move forward with the post-pandemic vision of Society having a dedicated IAQ national standard that is adopted into law.

He reported that Ms. Yates had reached out to several firms that provide legislative and regulatory guidance. K&L Gates is one firm that provided a proposal; that proposal was attached to the agenda and representatives from the firm were present.

Ms. Page from K&L Gates thanked ExCom for the opportunity to present. She expressed excitement at the opportunity to work with Society.

She reported that K&L Gates was a fifty-person lobby shop within a law firm. K&L Gates worked with ASHRAE in a coalition effort related to Standard 90.1.

Ms. Page presented to the group; the full presentation was attached to the agenda.

Ms. Scoggins opened the floor for discussion. A summary of that discussion is below:

The standards listed in the presentation focused on IAQ and not IEQ. However, Society has been moving more towards a more comprehensive approach in IEQ.

(Ms. Page) The initial task is for us to focus on the standards listed in the presentation. To the extent that there is an interest in broadening the scope, that can be addressed in the future.

Sense that as the footprint of a proposed legislation is expanded, more people are impacted, and it becomes more difficult. Will Society create a comprehensive standard first? If so, how long would that take? Once the initiative gains traction, how would Society prevent other parties from jumping into the game and maintain control?

(Ms. Page) Initial take is that we will focus on the standards listed in the presentation. The broader an initiative, the more opportunity there is for an initiative to become diffuse. Timing is an interesting question – suggest that we focus on ensuring broad base support. A lot of prep work goes into ensuring broad base support. Anticipate this initiative would take a couple of

years, if not longer. Control would be ensured by building out strong coalition support, led by ASHRAE.

Standard 90.1 had federal pre-emption. Would a similar approach be taken with this initiative? If so, do you foresee pushback from the states?

(Ms. Page) Game planning is necessary based on potential political outcomes next year. The issue of pre-emption has been a challenging one, but we do believe that will be our objective.

When would this start?

(Ms. Page) Planning should start as soon as possible. Planning is important and is what stakeholders are doing ahead of the election.

Ms. Scoggins advised that final decision regarding this initiative belonged to the BOD. She suggested that this item be added to a future BOD agenda.

She thanked Ms. Page for her time and thanked the group for their good discussion.

It was suggested that the BOD be provided background on where this initiative began.

FLOW OF ROUNDTABLE REPORTS

Mr. Sekhar reported that the flow of roundtable reports was discussed via email about 6 weeks prior. There was consensus that the CRC roundtable reports needed to be prepared in time for discussions to be had amongst the councils and committees at the Winter Meeting. Details on timing still needed to be finalized.

The report and proposed plan were shown on screen and was attached to the agenda.

Ms. Scoggins expressed her opinion that the proposed plan seemed a bit onerous. She suggested that someone on the Member Services team could consolidate the reports.

Mr. McQuade asked what body was responsible for developing the roundtable questions each year. Is there a way to incorporate this into the CRC report?

Mr. Rakheja expressed his opinion that the Planning Committee should be the custodian of the entire process, from conceptualization of questions to reports.

Mr. Sekhar stated that ExCom has representation from all three councils and that ExCom should receive a summarized version of the roundtable reports.

Ms. Scoggins suggested that more planning was needed. She asked that the group review the process again and develop a process where roundtable reports are consolidated into a format that groups can act on.

COMPANION PROGRAMS AT SOCIETY CONFERENCES

Ms. Scoggins reviewed email correspondence from Ms. Seymour that was attached to the agenda. She opened the floor for discussion. A summary of that discussion is below:

This came to light at the recent Region VIII CRC – 45 companions registered for the CRC and paid companion fees but only about 5 took advantage of the meals. From a planning standpoint, meals were set to include all 45 companions.

This item is included in the Program Review Working Group document. The working group is leaning towards recommending that the brunch be continued and that the companion lounge be merged with the members' lounge. The group agrees that there is a pretty high cost per person for these events.

My spouse's experience resonates with what has been discussed here. She enjoyed the brunch and meet and greet but was unaware of the lounge.

Doesn't make sense to spend this amount of money on the same 40-45 people. Agree with previous comments – members and companions see the greatest value in the brunch.

The plan for the upcoming Annual Meeting is to host the companion brunch; there will not be a meet and greet and the member and companion lounges will be merged. This plan cuts costs but offers the same benefits to members and their companions.

Would reduce costs about \$17,400:

Meet and Greet Cost - \$3,800 Winter and \$3,800 Annual – approximately 100 per person

Spouse Lounge - \$5,000 Winter and \$4,800 Annual – approximately \$12 per day per person for 5 days

Sounds like we might have a communication issue and Society may not be communicating what is provided to companions.

Ms. McHan addressed what the companion registration fee would provide moving forward. She stated that starting in Indianapolis, Society would no longer charge a companion fee. The companion fee had been used to help offset the cost for the meet and greet and companion lounge. Without those two items, Society no longer needs to charge a fee.

The companion brunch will be an invite only event. All current BOD companions and presidential member companions will receive an invitation and be asked to RSVP to attend the brunch.

The registration has allowed for one companion registrant in the past. That one registration included spouse lounge access and meet and greet only. The registration has never included social event tickets. Attendees will need to purchase tickets for social events for their companion. The process will be the same as it has in the past.

ExCom members receive one complimentary ticket to each social event for their companion. The complimentary tickets are coded in the system when an ExCom member uses their registration code. Presidential members receive a complimentary companion ticket to the President's Lunch only.

PROPOSED NEW MOU – IFHE (INT’L FEDERATION OF HEALTHCARE ENGINEERING)

Ms. Scoggins reported that Tim Wentz reached out about a possible new MOU with IFHE. She opened the floor for discussion.

Members of ExCom were not familiar with the organization. Mr. Littleton volunteered to put together a profile of this group.

There was consensus that ExCom would do a more in-depth review of IFHE’s mission and vision to see if an MOU would be a good fit.

Mr. Littleton will conduct an in-depth review of IFHE’s mission and vision and provide ExCom with a recommendation on a potential new MOU with the organization.

AI - 1**OLD BUSINESS****PROPOSED NETWORKING PUBLICATION (ASHRAE YELLOW PAGES)**

Mr. Rakheja reported that at the Winter Meeting there was a discussion of developing a global ‘Yellow Pages’ of Society’s membership network around the world. There was support for the idea, but it was still very vague. ExCom tasked the group to develop a recommendation.

He reported that this could be an opportunity for additional revenue streams as well. It was suggested that Society could test the market by developing a networking publication of consulting engineers. This test market could then receive information promoting ASHRAE products and services and membership. If a \$10 yearly membership were charged, the potential revenue for Society would be \$20,000 to \$30,000 annually.

He reported that the group conservatively estimated an additional revenue opportunity of \$250,000 to \$500,000 annually.

He stated that there would likely be regulatory challenges with the initiative. Many chapters and regions have similar programs that are successful. He expressed his opinion that the idea should be explored further and suggested that the Membership Model Ad Hoc could do so. He also suggested that Pub & Ed Council could investigate possible products and services related to the publication.

Mr. Austin reported that the group discussed the possibility of expanding a current Society publication, possibly the AHR Expo edition of the *Journal*, to create these listings and advertisements.

Mr. Fulk spoke on behalf of the Membership Model Ad Hoc Committee as chair. He stated that he was hesitant to add this initiative to the group’s plate. He expressed his opinion that the initiative was not specific to the group’s charge. However, he stated that he would be happy to take on this initiative if that was the will of ExCom. Would consider this initiative as secondary to the group’s primary charge.

The Membership Model Ad Hoc will review the written report on the proposed *ASHRAE Yellow Pages* and provide ExCom with a recommendation on next steps.

AI - 2**UPCOMING MEETINGS**

Ms. Scoggins reviewed upcoming ExCom meetings. She advised that the May meeting would need to be changed.

EXECUTIVE SESSION

Executive session was called at 10:03 am.

Open session reconvened at 10:24 am.

ADJOURNMENT

The meeting adjourned at 10:24 am.

A handwritten signature in black ink, appearing to be "JH Littleton", with a horizontal line extending to the right from the end of the signature.

Jeff H. Littleton, Secretary