



Shaping Tomorrow's  
Built Environment Today

**MINUTES**

**PLANNING COMMITTEE MEETING**

**March 19, 2024  
10:00AM – 11:00AM**

*Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the April 23, 2024 meeting.*

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**March 19, 2024**

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**ACTION ITEMS**  
 Planning Committee Meeting  
**March 19, 2024**

<b>No. – Pg.</b>	<b>Responsibility</b>	<b>Summary</b>
1-1	Smith/ Sepulveda	Provide an update regarding automation/use of an online mechanism for collection of Council and Committee MBOs with Marketings' assistance.
2-1	Patton	Discuss reformatting suggestions of the Membership Survey with MP as noted during the 2024 Winter Conference PLC meeting and other survey items of note. Determine if there is another method for distributing the survey.
3-1	Schultz	Work with Marketing to determine how mind mapping activities may be crystalized so that ASHRAE stakeholders may be able to access.
4-1	Kunkel/ Hunt	Review the PLC MOP and update as directed by SRC using MOP Template.
5-1	Hunt/ Macauley	Add the word version of the reviewed PLC MOP to Basecamp for comment by the committee.
6 <i>Assigned after Mtg.</i>	All subcommittees	Review and provide comments regarding feedback presented in the results from the Strategic Plan Feedback Form to determine if any action should be taken by the Planning Committee.

**MINUTES**  
Planning Committee Meeting  
**March 19, 2024**  
**10:00AM – 11:00AM ET**

**MEMBERS PRESENT:**

Steph Kunkel, Chair  
Trent Hunt, Vice Chair  
Doug Cochrane  
Michael Patton  
Madison Schultz  
Sheila Hayter  
Dunstan Macauley  
Heather Schopplein  
Buzz Wright

**STAFF PRESENT:**

Vanita Gupta, Staff Director, Marketing  
Stephanie Reiniche, Staff Director, Technology  
Mark Owen, Staff Director, Publications  
Kirstin Pilot, Staff Director, Development  
Craig Wright, Staff Director, Finance  
Candace Denton, Sr. Manager, Board Services  
Chandrias Jolly, Manager, Board Services

**CALL TO ORDER**

Ms. Kunkel called the meeting to order at 10:01 a.m. on March 19, 2024.

**ASHRAE VALUE STATEMENT**

Ms. Kunkel read the value statement.

**ROLL CALL**

Roll call was done. Members and staff in attendance as listed above. A quorum was not present for this meeting. As a result, only updates regarding current committee tasks were given and no business was conducted.

**REVIEW OF AGENDA**

The agenda was reviewed and accepted as presented.

**APPROVAL OF MINUTES**

Ms. Kunkel reported that since a quorum was not present, minutes from the February 20, 2024 meeting will be approved at the upcoming PLC meeting in April.

**ACTION ITEMS**

Action items 1-5 were reported as complete. Action items 2-4 were reported as ongoing.

## **SUBCOMMITTEE REPORTS**

### **Strategic Plan Development Subcommittee**

Ms. Kunkel reported on the activities of the subcommittee on behalf of the co-chairs. She reported that the subcommittee will be conducting the strategic planning session with the BOD this week. Items for BOD review were sent ahead of the session by McKinley Advisors. Noted that the subcommittees and PLC leadership will be having frequent touch points with McKinley in the coming weeks as work continues regarding the development of initiatives for the 2025 – 28 strategic plan.

In preparation for this week's strategic session, the staff directors also had the chance to meet with McKinley to provide feedback regarding strategic plan activities. Interviews with stakeholders, and other external key industry participants are ongoing; 21 interviews have been conducted so far. All interview feedback has been shared with the BOD.

### **Validation and Documentation Subcommittee**

Ms. Kunkel reported on the activities of the subcommittee on behalf of the co-chairs. She shared current activities of the group based on an email sent by Mr. Smith (Chad) ahead of the meeting. Highlights are noted below:

#### Online Council and Committee MBO Submission Form

We have coordinated with ASHRAE IT regarding the online Council and MBO Submission form. A test version of the form will be available in mid-April. Intent is to have a final version of the form ready for presentation by the 2024 Annual Conference. Will involve marketing as needed. Staff to keep database of information that we will serve as historical reference of MBO submissions.

#### Membership Survey

Received the data on all the open responses from members who completed the membership survey in the fall for review. Currently discussions about different methods of distributing survey. Also reviewing the distribution of responses among professions and noted that the response rate of engineers exceeds all other categories. MP investigating ways to grow responses from other professions.

#### MBO Distribution

The subcommittee is working on evaluating MBO distribution and their alignment with the current strategic as well as doing an additional round of solicitation of any other feedback for the upcoming plan.

Mr. Patton provided additional details regarding the conversation he had with the chair of MP pertaining to the members survey format.

He shared that MP has an idea of including a shorter survey that integrates with the renewal process of ASHRAE memberships. It would be mandatory and would expand through different professions and locations. As far as timing, they are not sure that they can get it into the latest renewal cycle as the communications for renewals are sent periodically throughout the year. There was discussion regarding an exit survey for members who resign from ASHRAE. Still trying to collate and come up with a larger sample size. Mr. Patton notified the committee that he will be attending MP meetings moving forward as well as any meetings regarding the membership survey.

Mr. Schopplein asked for clarification as she believed that exit surveys were already being done for individuals who have let the ASHRAE membership lapse.

Ms. Gupta notified Ms. Schopplein and the committee that membership exit surveys are in place and responses are shared with MP Committee as an informational item.

### **Implementation and Innovation Subcommittee**

Ms. Schultz shared that she has coordinated with Ms. Kunkel regarding ongoing mind mapping activities as noted during the last PLC meeting. An additional list of groups that would like to conduct mind mapping activities has been generated. Will be recruiting more people to assist these committees.

Ms. Kunkel noted that coordination for the last MBO assigned to I&I is still to come. Noted below:

*Provide a minimum of 3 innovative ideas to increase the value in ASHRAE membership.*

She also notified the committee that Mr. Kopocis will no longer be serving as the co-chair of the I&I subcommittee due to ongoing health-related matters. He has requested to still be involved via email communications. As he will be limiting his availability for ASHRAE duties, Mr. Smith (Jonathan) will now serve as co-chair of the I&I Subcommittee.

### **PLC MOP**

Ms. Kunkel provided an update regarding activities related to the PLC MOP.

Noted that the current committee information from the previous MOP was put into the MOP format that SRC requested. Shared that Mr. Hunt and Mr. Macauley were planning to take another look at this to address SRCs intent of non-duplication efforts.

**ACTION ITEM – Once reviewed, Mr. Hunt will add the word version of the PLC MOP reviewed by he and Mr. Macauley to Basecamp for comment by the committee.**

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### **FUTURE MEETINGS**

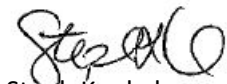
Ms. Kunkel reviewed future meetings of the committee.

Notified the group that the originally scheduled April 16<sup>th</sup> meeting has been moved to April 23<sup>rd</sup>. The primary focus of this meeting will be for Ms. Schultz to conduct and record mind mapping training to be used when assisting committees in their brainstorming activities.

### **ADJOURN**

The meeting adjourned at 10:24 AM.

Respectfully Submitted,



Steph Kunkel