



Shaping Tomorrow's  
Built Environment Today

## **MINUTES**

### **PLANNING COMMITTEE MEETING**

**May 21, 2024  
10:00AM – 11:00AM**

*Note: These minutes are the official record of minutes voted on and approved by the Planning Committee at the June 11, 2024 meeting.*

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**May 21, 2024**

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**PRINCIPAL APPROVED MOTIONS**

Planning Committee Meeting

**May 21, 2024**

<b>No. – Pg.</b>	<b>Motion</b>
1-2	The minutes from the April 23, 2024 meeting of the Planning Committee as presented be approved.

**ACTION ITEMS**  
Planning Committee Meeting  
**May 21, 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 staff 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	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  
**May 21, 2024**  
**10:00AM – 11:00AM ET**

**MEMBERS PRESENT:**

Steph Kunkel, Chair  
Trent Hunt, Vice Chair  
Devin Abellon  
Doug Cochrane  
Rupesh Iyengar  
Billy Austin  
Michael Patton  
Madison Schultz  
Chad Smith  
Jonathan Smith  
Sheila Hayter  
Dunstan Macauley  
Corey Metzger  
Heather Schopplein  
Chandra Sekhar  
Buzz Wright

**STAFF PRESENT:**

Vanita Gupta, Staff Director, Marketing  
Lizzy Seymour, Staff Director, Membership  
Kirstin Pilot, Staff Director, Development  
Stephanie Reiniche, Staff Director, Technology  
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 May 21, 2024.

**ASHRAE VALUE STATEMENT**

Ms. Kunkel read the value statement.

**ROLL CALL**

Roll call was done. Members and staff were in attendance as listed above. A quorum was present.

**REVIEW OF AGENDA**

Items *TC 6.10 Request* and *PLC Annual Conference Dinner* were added to new business.

**APPROVAL OF MINUTES**

Mr. Hunt moved and Mr. Smith (Jonathan) seconded that,

**(1) The minutes from the April 23, 2024 meeting of the Planning Committee as presented be approved.**

**MOTION 1 PASSED (7:0:0, CNV)**

**ACTION ITEMS**

Action items 3-5 were reported as complete. Action items 1, 2 and 6 were reported as ongoing.

**SUBCOMMITTEE REPORTS****Strategic Plan Development Subcommittee**

Mr. Abellon reported on behalf of the subcommittee. He shared that a workshop was held with representatives of McKinley Advisors to review the status of the upcoming strategic plan. PLC leadership and council leadership for this year and next year were in attendance. Currently, the plan is slated to have four emerging strategic priorities noted below. Each strategic priority is currently set to have their own strategic objectives:

- Accessibility  
Increase Accessibility of ASHRAE content and resources.
- Impact – Focused Engagement  
Pursue impact-focused engagement: targeting stakeholders to support a strong workforce and maximize utilization, adherence, and trust of ASHRAE's standards and guidelines.
- Agility  
Foster agility in industry responsiveness and content production and delivery.
- Industry Leadership  
Position ASHRAE as an industry leader in advancing solutions to meet decarbonization objectives.

McKinley Advisors is intending to have a draft for Planning Committee review ready by the end of the month. Will be meeting with Mr. Macauley and Ms. Cruz (Megan) to ensure we are still in alignment with the current timeline. Requested the committee review the draft strategic plan once made available. Draft strategic plan will then be revised per PLC comments for presentation to the BOD on June 21<sup>st</sup> at the Annual Conference.

**Implementation and Innovation Subcommittee**

Ms. Schultz reported on behalf of the subcommittee and shared that they have begun working on more mind maps. Assignments for current mind map activities were made and reported as below:

- Rupesh/Heather - Standards Committee
- Rupesh/Heather - DLs
- Rupesh/Trent - BEQ FG
- Andres/Sheila - CIBSE
- Jonathan/Madison - PubEd
- Jonathan/Madison - DEI
- Jonathan/Madison – GAC

The subcommittee's goal is to have all mind mapping activities done by the Annual Conference. Ms. Schultz also brought attention to three additional groups that would also like mind maps done, however, no assignments have been made to those groups (Technical Activities Committee, Communications Committee, various technical committees). Both Mr. Smith (Chad) and Ms. Kunkel volunteered to perform mind mapping for one or more of the unassigned groups.

To align upcoming presidential messages with the strategic plan, Ms. Schultz also provided an update regarding recent TRAC activities. She shared that Mr. McQuade has identified six initiatives as a focus for his presidential message and year. They are noted below:

- Initiative 1 - Roadmap to IEQ & Energy Balance
- Initiative 2 - Owner IEQ Resources
- Initiative 3 - Informational Video Series
- Initiative 4 - Tech Hours
- Initiative 5 - 2025 IEQ Conference
- Initiative 6 - Design Competition

#### **Validation and Documentation Subcommittee**

Mr. Smith (Chad) reported on the activities of the subcommittee and noted that the 1<sup>st</sup> version of the online MBO submission form was tested last month. Comments have been shared with the IT department and the form is currently being restructured to appear identical to the excel document originally used to collect MBOs. The subcommittee is planning to have the form ready for presentation to the committee by or at the June 11<sup>th</sup> meeting for use during the next Society year.

In terms of MBO tracking for the current Society year, the subcommittee is working with the staff directors to update items noted in the one-page dashboard used to highlight MBO traction.

Mr. Patton, the subcommittees liaison to the MP committee, is continuing ongoing conversations with MP regarding the membership survey. The subcommittee will be seeking to expand the MP liaison position next year to become more involved in the questions related to the Membership Survey. Unsure exactly what this will look like moving forward, but it will be necessary to make sure Planning is able to hear the voice of the membership.

#### **NEW BUSINESS**

##### **TC 6.10 Request**

Ms. Kunkel notified the committee that she received a request from TC 6.10 Fuels and Combustion to revise Initiative 1 in the current 2019-25 strategic plan as presented below:

“The pace of change in building design, development, construction, and operation is increasing rapidly, driven by increasing global challenges associated with increasing building related GHG emissions. By 2030, all new buildings must be built to achieve net zero operational GHG life cycle emissions, with all existing buildings retrofitted to net zero emissions standards by 2050. ASHRAE must work with building industry partners to accelerate innovation, define global best practices, and develop technical guidance, standards, training, and other tools to support building decarbonization, when and where feasible, while assuring high levels of indoor environmental quality, sustainability, and resilience.”

Mr. Hunt read the full request as presented in **ATTACHMENT A** for the committee's ease of understanding. The committee was asked to review to determine a proposed action. A summary of the discussion is below:

*Looking at the change, as of next month, we will have one year left on the current plan. Don't see how this change can be incorporated.*

*This is stemming from a misunderstanding of the word decarbonization as it is sometimes confused with electrification. Decarbonization is always feasible. Not sure if this is relevant.*

*The change appears to be redundant this late in the game. We should be happy that we have a TC reaching out regarding the strategic plan. Wish all were as proactive.*

*The preface to their change and the change as displayed don't align as they are confusing electrification and decarbonization. We should celebrate the fact that the TC read the plan and reviewed it. Should use as an example.*

*This feedback has identified a scope gap. We might need to include education on what decarbonization is. Glad they reached out.*

*Is there a reverse feedback opportunity here? Maybe we should have a chat with the TC Chair regarding where we are in the plan and provide an update regarding this.*

*Either the PLC Chair or Vice Chair will follow -up with the TC.*

*This is an important point as far as 'when and where feasible'. They may not be adding to the last sentence but maybe to the goals of 2030-50 as far as net zero initiatives. Would be in favor of reaching out to determine true intention as they may not have been trying to address decarbonization in any way.*

*Adding the clause would dilute the sentence as it would not reiterate the decarbonization effort but give an exit route to not incorporate such efforts. "When and where possible" gives the choice of no intention as it may not be possible as a pretext.*

*It would be good to mention this to McKinley Advisors. Important we recognize all sides of ASHRAE whether we agree or not.*

*There is one year left in this plan. This is feedback we can use as we fine tune the next plan. One of the next focuses of the upcoming plan is industry leadership. We would defer to the CEBD to define that portion of it, but it is good feedback.*

*From a strategic standpoint, what's the relationship with the role of the CEBD and TCs in regard to these items that we are discussing? Which group would drive the action that came from this request? What does the feedback loop look like for the strategic plan? What is our plan for soliciting feedback from the TCs like this? It's a real balancing act. Reaching out to too many people may have undesired consequences. We do want to consider everyone's input but we need to be thoughtful regarding the manner in which we collect feedback from the Society.*

*Do we typically approve the strategic plan on Sunday at the Winter Conference? If it's done Sunday, we can send out the plan to the TCs who typically meet Monday through Wednesday of the conference.*

*I would suggest not sending the plan after BOD approval. There is a method for how we distribute the approved strategic plan. We can circulate the draft plan for input before it is approved by the BOD. It's a balancing act as the BOD has to establish the plan, make plans for implementation, etc. The TCs are*



*important; we just need to be thoughtful about getting the plan out and how we get their input. Maybe it's the councils who should get the draft plan and then they can figure out how to engage the necessary groups.*

*When can we give the councils to the draft plan?*

*Council leadership attended the recent strategic plan workshop and were aware of what has been developed thus far. A draft will be received later this month for review/ revision ahead of the 2024 Annual Conference. Intent is for the new strategic plan to be announced at the 2025 Winter Conference.*

*The final version of the strategic plan will be delivered to the BOD in December.*

*This would allow the feedback period to be between the 2024 Annual Conference and the 2025 Winter Conference. We can engage the TCs then.*

*If we present the draft version of the plan to the BOD on Friday of the 2024 Annual conference at the PLC meeting, will we be able to send it to the councils and committees by Sunday for possible discussion during their meetings?*

*It's possible, however, we would need to see how things develop on the day of presentation of the draft version of the plan.*

#### **PLC Annual Conference Dinner**

Mr. Hunt notified the committee that as with the Winter Conference, a PLC dinner is currently being scheduled for Friday night at the Annual Conference. Options were provided to the committee with comments received that the location should be within walking distance and that Leaders Participants are welcome to attend.

Ms. Kunkel shared that the dinner is a no ticket event that is considered as pay as you order.

#### **FUTURE MEETINGS**

Ms. Kunkel reminded the committee that the meeting on June 11<sup>th</sup> will begin covering items that are normally addressed during the Annual conference. This is being done as the BOD will attend the meeting in Indianapolis to hear the presentation of the draft strategic plan.

Noted that McKinley will be in attendance for presentation of the draft strategic plan but will not be shadowing as done in Chicago. Asked the committee to share any feedback for McKinley and it will be shared at a later date.

#### **ADJOURN**

The meeting was adjourned at 10:49 a.m.

Respectfully Submitted,



Steph Kunkel

Attachments: A. TC 6.10 Fuels and Combustion Request