

Board of Directors Meeting Minutes

Monday, November 22, 2021, 12:00pm – 1:30pm
Zoom Video Conference Call

Attendees

P Jessica Figenholtz (President)	P Chey-Wen Taylor (Director)	P Jeremy Gentile (Assoc. Dir.)	
P Drew Deering (Pres-Elect)	<input type="checkbox"/> Arathi Gowda (Director)	P Justin Banda (Assoc. Dir.)	
P Mindy Viamontes (Sponsorship)	P Enrique Suarez (Director)	P Bob Magruder (Affiliate Dir.)	
P Tim Tracey (Honors/ Awards)	P Natalie Hicks (Director)	P Chris Carpenter (Affiliate Dir.)	
P Laura Garcia (Advocacy)	P Julie Hacker (Director)	<input type="checkbox"/> Nyah Tsai (Student Dir.)	<u>Key</u>
P Jason Golub (Secretary)	P Lynda Dossey (Director)	P Jeff Jeno (IL Delegate)	P Phoned in
P April Hughes (Past President)		<input type="checkbox"/> Terran Wilson (IL Delegate)	■ Present
P Manuel Hernandez (Treasurer)			<input type="checkbox"/> Not Present

Staff

P Joan Pomaranc (Program Director)	P Steve Riforgiato (Membership Manager)
P Allison Garwood Freedland (Program Manager)	<input type="checkbox"/> Wendy Daniels (Accounting)
P Kirstin Osgood (Development and Sales Manager)	P Jen Masengarb (Executive Director)
P David Cordaro (Communications Manager)	

Meeting Minutes

- Welcome** This meeting was held as a web-based video call due to the Coronavirus pandemic. Jessica welcomed everyone and reviewed the proposed agenda.
- Approval of the October Meeting Minutes**
ACTION: Julie H. motioned to approve the October meeting minutes. Enrique seconded the motion. The October meeting minutes were unanimously approved.
- President Report**
SUMMARY: Jessica started with introducing the two new staff members (David and Kirstin) and allowed time to introduce themselves to the full board.

Holiday party is December 7th at Cosentino. This year the party and meeting are being separated to allow focus on membership, award winners, firm of the year, and young architects. The Annual business meeting will be held virtually on December 14th. Afterwards we will have a debrief to decide if the format is acceptable moving forward. To date 40 tickets have been sold.

By-laws updates have been sent to all membership. Jen noted that AIA has not received any feedback or comments to the latest edits and communications.

The Strategic plan has begun rolling out to membership. Jen and David are working on graphical packages along with ESC to confirm that the big picture of the plan is clear and a focused message is depicted. Graphics will included in the meeting on December 14th.

Jessica asked that the final 2021 AIA Board meeting is located in person at AIA's office for lunch.

4. Executive Director Report

Jen reported on the new employees who have since joined since the last Board meeting. Jen is working with Chatfield for the part-time bookkeeper role once Wendy leaves. Wendy has agreed to stay on and help onboard/train the new person once hired. The other open position will be an office manager and member services coordinator role. The idea would be to utilize a non-profit specialized staffing agency to find the candidates to interview. The next position to be filled will be the Programs manager role and evaluate what we need for growth to help fill Kacey's position and how it aligns with the strategic plan. The idea would be that moving forward, a dedicated individual would be utilized as a separate role for the A'22 conference part time.

The 2021 annual report will be distributed at the end of the year, inclusive of a high level summary of accomplishments of 2021.

A'22 conference updates- A very large committee group has been organized with 6 sub-committees working toward deadlines and goals for the conference. Jen asked that all the board help by volunteering for a committee to drive home the success of the A'22 conference.

5. First Vice President Report

SUMMARY: Kirstin has met to discuss the Foundation with the Foundation representatives. 2022 nominating committee has released the slate and ran through the new ExCom and Board up for vote. A'22 conference continues to evolve with ongoing meetings with National as well as local committees.

6. Strategic Plan Updates-

Maureen Durack from ESC joined the call to help guide the different committees. Maureen asked that the groups take some time to update the tracker before the end of the year as Board members transition off the board or into different positions.

Education and Programs

They reported- Justin, Enrique, Jeremy, Jen, Joan, and Allison makeup the committee. The group continues to move through goals and action items but feel they continue to work in the information gathering and documentation period. Working group is working with KCs on providing 2022 calendar of events and CEU forms.

Structure

Tim reported – By-laws updates have been distributed and will be voted on after the annual meeting. A link will be sent virtual for each member to vote within 2.5 days after the meeting. Since voting will not be complete until after the Board meeting in December, new Board members will attend the January meeting. MOU with the Foundation conversations continue. The group is in a support role of the BPC and looking forward to connecting two areas.

Advocacy

Laura reported- A draft is in place of Advocacy Action Matrix, informally a decision tree, a two-page document to better assess any current event and policy that we are asked to respond to publicly. This is a tool or set of guidelines, not a policy, used to setup a timeframe of what, when and how to respond. A version will be provided to membership to help understand the process and a way to bring it to the Board. Both documents may be provided on the website in the future. Updates are being made to the document tab but the next meeting will review those updates.

Communications

Jen reported- Jeff, Wei and Jen, looking to cross pollinate events for other organizations- local, industry wide, etc. The group wants to evaluate -Who do we promote and why? Looking at a similar decision tree model as the advocacy group with a scale to determine promotion of other organizations. Now that David is onboard, the member communication, eblasts, e-communications, social media have all been ramped up over the past several weeks. The engagement with members on social media has changed. The newsletter and e-communicaitons will begin to evolve and change heading into next year. Next step will be to bring David into the working group and get further involved.

Development

Mindy reported- The committee is wrapping Kirstin into the group. Sponsorship was a big focus previously and look to help advance advertising and foundation donations moving forward. Kirstin will help pull those three things together. Making good progress on what these three areas are and how we approach them differently moving forward. Kirstin will continue to meet with sponsors from years past to better understand value and

Membership

Jason reported- The group is outlining questions for large firm visits to focus on the associate aspect of membership – pros vs. cons. As well as non-member surveys for Jen’s use in firm tours as well as the Board to utilize when going back to our respective firms to get responses and more information. One questions we are working through is how do we create specific benefits that are exclusive to the associate membership and not given away for free to non-members. The committee will continue to evaluate Fellowship and will begin to interact with nominating committee in early 2022 to begin to better understand the nomination process

7. Committee Report – Honors and Awards

SUMMARY: Tim reported- Tim sent an email for the distinguished service awards updates. Since 1955 the Board has the ability to recognize certain individuals or organizations. Tim has received two separate emails from Board members on the same individual to be recognized as a recipient of the Distinguished Service Award. Linda mentioned a group to be recognized. April recommended an individual to be recognized. The board discussed several recommendations and voted on the 7 nominations. The Board agreed on one recipient of the Distinguished Service Award. The group discussed potential Presidential Citations award winners.

8. AIA IL delegate

SUMMARY: Not discussed

9. Transform Update

SUMMARY: Not discussed

10. Committee Report – Finance Committee

SUMMARY: Manny reported- Our budget is in the black and noted that this year the job board has been a big contributor. Next month the 2022 budget will be reviewed and focused on with staff for accountability and ownership of their individual department buckets. The group reviewed the current budget and revenue from Designight. Lynda asked is we needed to complete a full financial audit as discussed last year, Drew noted it should occur at the beginning of next year with the new bookkeeper. Drew also added that a certification with National occurs soon and needs to include the audit.

11. Committee Report – Personnel Committee

SUMMARY: Not discussed

12. Committee Report- Education and KC committee

SUMMARY: Not discussed

12. Student update

SUMMARY: Not discussed

Documents Distributed: See the November 2021 Dropbox folder for all documents.

Meeting adjourned

Next Meetings

Board Meeting – 12/15/2021 meeting (12pm – 1:30pm)

ExCom Meeting –12/08/2021 @ virtual meeting (8am – 9:30am)