



American Society of Heating, Refrigerating and Air-Conditioning Engineers, Inc.

MINUTES

BOARD OF DIRECTORS WEBINAR/CONFERENCE CALL MEETING

April 21, 2011

Note: These draft minutes have not been approved and are not the official, approved record until approved by the Board of Directors.

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Board of Directors Webinar/Conference Call Meeting
April 21, 2011

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Principal Motions

Board of Directors Webinar/Conference Call Meeting
April 21, 2011

No – Pg. Motion

1 - 2 That funding for a navigational overhaul of the current ASHRAE website be approved.

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Action Items

Board of Directors Webinar/Conference Call Meeting
April 21, 2011

<u>No – Pg.</u>	<u>Responsibility</u>	<u>Summary of Action</u>	<u>Status</u>
1 - 3	Werkema	Send SRC input on rules for a proposed new Building Energy Quotient Committee to Mr. Underwood.	_____
2 - 3	Underwood	Complete the bEQ business plan by April 30.	_____
3 - 3	Bellenger	Send the bEQ business plan to Board members by the second week of May.	_____

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MINUTES

BOARD OF DIRECTORS WEBINAR/CONFERENCE CALL MEETING

April 21, 2011

MEMBERS PRESENT: Lynn G. Bellenger, President
Ronald E. Jarnagin, President-Elect
Thomas E. Watson, Treasurer
William P. Bahnfleth, Vice President
Sheila J. Hayter, Vice President
Ross D. Montgomery, Vice President
T. David Underwood, Vice President

Spencer Morasch, Region I DRC
Guy Perreault, Region II DRC
Kevin W. Fallin, Region III DRC
T. Randall Jones, Region IV DRC
R. Lee Millies, Region V DRC
Tina M. Brueckner, Region VI DRC
Patricia G. Kempf, Region VII DRC
Kenneth M. Fulk, Region VIII DRC
Richard M. Rose, Region IX DRC
Jack H. Zarour, Region X DRC
Erich Binder, Region XI DRC
William W. Malphus, Region XII DRC
Wichai Laksanakorn, Region XIII DRC
Walid Chakroun, RAL DRC

Michael J. Brandemuehl, DAL
Hugh F. Crowther, DAL
Timothy C. Dwyer, DAL
Eckhard A. Groll, DAL
Charles E. Gullledge III, DAL
Wayne R. Reedy, DAL
Karen C. Thrasher, DAL
Samir R. Traboulsi, DAL
Thomas E. Werkema, DAL

STAFF PRESENT: Jeff Littleton, Executive Vice President
Gloria Cofer, Executive Assistant to Board of Directors
Claire Neme, Administrative Assistant

MEMBER ABSENT: Tina M. Brueckner

GUESTS PRESENT: Costas Balaras
Tim Wentz
John Harrod
Richard Bowman
Michael Burgess
Ashok Virmani
Roberto Aguilo
Pat Graef
Steve Kennedy
Cindy Simmons
Carolyn Kettering
Claire Ramspeck

CALL TO ORDER / ATTENDANCE

President Lynn G. Bellenger called the Board of Directors meeting to order at 9:00 a.m. on Thursday, April 21, 2011. Members and guests attended as listed above.

APPROVAL OF AGENDA

There were no changes to the agenda.

APPROVAL OF WEBSITE RE-DESIGN PROJECT (Attachment A)

It was moved by Ms. Hayter and seconded

- (1) that funding for a navigational overhaul of the current ASHRAE website be approved.

Ms. Hayter referred to background and fiscal impact in Attachment A and explained that ASHRAE had acquired new content management software in January from Bridgeline Digital. Since that time all website content has been transitioned to the new software, and staff is now ready to begin the re-design of the site. The first phase, to begin May 1 and end by August 15, will consist of analysis of current user navigation patterns. The second phase is the actual re-design, which will consist of layering of content, content structure and linking, and graphic design.

Ms. Hayter noted that the Bridgeline proposal was for \$135,000 and will be funded from the capital budget. Funding of phase 1 in the amount of \$50,800, will come from the 2010-11 capital budget, which the Board has already approved. Remaining funds in the amount of \$84,700 will come from the 2011-12 capital budget, which will be addressed during Board consideration of the 2011-12 budget in Montreal.

Mr. Werkema asked if public relations notices about this project would be sent to members as well as to a broader audience. It was noted this could be done and ASHRAE should not lose this opportunity. Mr. Binder added that if users will need new software in order to access the new website this should be included in the PR notice.

Mr. Fulk asked for clarification of the amount of funds to be spent in the current fiscal year, and Ms. Simmons responded that the amount would be a majority of the \$50,800 for phase 1.

In response to Mr. Zarour's question about whether a beta version of the re-designed website could be tested, Mr. Littleton indicated this could be done if the Board wanted to participate.

Mr. Morasch asked if Bridgeline would also maintain and upgrade the software, and Mr. Littleton confirmed this, noting that ASHRAE has an ongoing contract with Bridgeline for these services.

MOTION 1 PASSED. (Unanimous voice vote)

NOTICE OF BUILDING ENERGY QUOTIENT (bEQ) MOTION (Attachment B)

President Bellenger reported that a motion to create a new standing committee for the Building Energy Quotient program was being presented at this time as the 60-day notice required by the rules in order for the Board to vote on what would be considered a major structural change at the upcoming Society meeting in June.

Mr. Underwood presented the following motion:

That the Board of Directors approve the formation of a standing committee named Building Energy Quotient Committee (bEQ) effective July 1, 2011. This committee reports to the Board of Directors.

He indicated that a committee was needed to manage the bEQ enterprise. Responding to a question about the fiscal impact, he stated the estimate was \$13,000 for 2011-12. Mr. Littleton indicated additional funds would be needed for bEQ business operations.

Mr. Werkema as SRC chair indicated that SRC would review the proposed committee rules for consistency with rules for other committees and this input would be sent to Mr. Underwood.

AI 1

Mr. Brandemuehl asked if there were plans for the committee to report to a council rather than directly to the Board at some time in the future. Mr. Underwood responded by indicating bEQ would be a new program for ASHRAE unlike other programs and the committee would need a direct line to the Board for marketing purposes.

Ms. Bellenger indicated once the bEQ business plan was complete it would be sent to the Board for review prior to the June meeting. There was agreement that Mr. Underwood would complete the business plan by April 30 and it would be sent to the Board by the second week of May.

AI 2

AI 3

EXECUTIVE SESSION

The Board of Directors met in executive session from 9:30 to 10:58 a.m.

NEXT MEETING

Ms. Bellenger announced the next Board meeting was scheduled for Friday, June 24, 3:00-6:00 p.m. during which time there would be separate Board meetings of ASHRAE and NEBB followed by a joint meeting.

CLOSING COMMENT

Ms. Bellenger thanked all Board members for their attendance and participation in the meeting.

ADJOURNMENT

The meeting was adjourned at 11:00 a.m.



Jeff H. Littleton, Secretary

gfc/2011-04-28

Distribution: Board of Directors
Staff Directors

Attachments: A. ASHRAE Website Re-design
B. Notice of Motion – Building Energy Quotient Committee

ASHRAE Website Re-design

Motion: That funding for a navigational overhaul of the current ASHRAE website be approved.

Background:

The redesign will improve the layout design, search capabilities, enhance performance, and serve as a more valuable resource for member interaction.

In January, ASHRAE acquired new Content Management Software for the ASHRAE website. All content from the previous Content Management Software has been transitioned to the new site – approximately 17,000 pages of content. However, this change only involved moving the content. ASHRAE is now ready to embark on a redesign of the website to better meet member and visitor needs. The plan to move forward is comprised of two stages. Stage one consists of analysis of current user navigation patterns, interviews with members to determine desired web site destinations, and competitive analysis versus other sites. This phase is expected to begin on May 1 and to be completed by August 15. Stage two is to complete the redesign: layering of content, content structure, content linking, and graphic design. This stage is targeted for completion by January 1 [REDACTED]. The firm selected for the work, Bridgeline Digital, has supplied the Content Management Software to ASHRAE and has won numerous awards for web design with a broad list of clients. The firm has offices globally, including an office in Atlanta.

Fiscal Impact:

The proposal from Bridgeline totals \$135,500 and is separated into two phases: 1) discovery phase costs at \$50,800, and 2) redesign phase costs at \$84,700. All of the costs associated with the project are considered capital expenses. The discovery phase will begin during the current 2010-11 fiscal year and funds from the discretionary capital budget will be used. Currently ASHRAE has used \$112,000 of the \$200,000 discretionary capital budget. The remaining portion of the website capital costs will be used during the 2011-12 fiscal year and be addressed during budget motions in Montreal.

NOTICE OF MOTION

Motion: That the Board of Directors approve the formation of a standing committee named Building Energy Quotient Committee (bEQ) effective July 1, 2011. This committee reports to the Board of Directors.

2.XXX.XXX Membership

The members of this committee shall be as follows:

Chair: A Vice President of the Society

Vice-Chair: A Vice President of the Society

Voting Members: One voting member from each council and 3 members at large

Non-Voting Members: Consultants as required

Members at large should be considered for their broad business and marketing experience as well as their representation of building owners and/ or government agencies. All committee members are appointed by the President.

2.XXX.XXX Responsibilities

2.XXX.XXX.X

This committee is responsible for the bEQ enterprise activities as determined by the Board and for coordinating the activities of all three councils regarding the ASHRAE Building Labeling program.

2.XXX.XXX.X

This committee shall review its Rules of the Board. Each change recommended by this committee shall be approved by the Board.

2.XXX.XXX.X Activities: This committee is responsible for the business planning, training and marketing of the programs of this enterprise. This committee has the overall responsibility to determine technical developments that are required to support these activities. This committee has the responsibility for directing the development of marketing programs to determined target audiences.

2.XXX.XXX.X Manual of Procedures: This committee shall maintain a Manual of Procedures, which may include interpretation of Society policy as it pertains to this committee's activities.

2.XXX.XXX.X Fiscal Authority: This committee manages the operations of itself within the policies, procedures and budgets approved by the Board of Directors. Separate Board approval must be sought for any new program exceeding \$100,000 in annual expense.

2.XXX.XXX. Meetings: This committee shall meet at every regularly scheduled meeting of Society and is authorized to meet two additional times per year. Meetings shall be called by the chair or 1/3 of the voting members of the committee.

Background: This motion is required to establish the committee responsible for the technical, training and business activities of this new commercial enterprise of ASHRAE. As this is a significantly different approach by ASHRAE to influence the reduction of building energy consumption by the building community beyond our traditional membership, a new body is needed to coordinate activities of all three councils' involvement in this market. There are three activities currently being supported by this program, namely, grass roots member potential business activity with direct support from ASHRAE, improved technology to support the labeling process, and marketing to entities outside of ASHRAE.