

**Executive Committee
Conference Call Minutes
January 3, 2014**

Present:					
	Trisha Poole	President		Shelia Lohmiller	Executive Director
Guest:					
	Karen Gutowski	LA-President			
Absent:					
					Quorum = 5 (50% + 1)

- Reach out to young leaders and find ways to make them feel more connected in our organization
- Challenge across entire organization, chapters work hard
- Have a focus group at January meeting in LA, pull young people together, find out what they're looking for
- Idea of a mentorship program, asked Sandy Banks to lead position, great ideas and energy
- We can't do it without the involvement of the chapter, need input and to decide if we can accomplish the task
- Simple focus format, 1 or 2 rooms, ask questions and allow comfortable amount of time to answer, can record on video
- Need attendees in a list, need help from chapter
- Would like a mix of individuals
- Would need to be the night before, being in LA may want to do right after the tradeshow
- Different people come to NEWH for different reasons
- Always ask designers what they need, we have many older people coming but challenges getting younger people there
- Looking for everyone across the board to attend, grab designers, architects, procurement (referred, light on the vendors)
- Truly looking for their answers
- What interests them, what makes them gravitate towards board
- LA has two people from Gensler on the board this year
- Personally going into 25 key design firms to invite them, foreseen problem is that everyone is swamped
- 12 people per room, max 24
- Explain Tradeshow, Owners Roundtable; need an incentive to get them there
- Dry Bar (do hair/make-up), \$10 Starbucks gift card, can they give us a break on the price
- Look at TopID winners, invite them to focus group
- Confident we can get 12, 24 might be too much
- LA demographic is older, need to reach new young designers
- Ask for junior designers and purchasing assistants and students that are close to graduation
- The design community shuns NEWH primarily in LA
- Majority people do not know how to network
- Need to be relative to people, not sure that we are, they need to get something out of it
- We want to be exciting and relevant
- Having hoteliers at events has been a big request
- We need to reach out and expand our options

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- Need owners, developers, hoteliers (at events, higher profile, more active)
- Trying to reach out through our history and legacy, our core group is the historical group at events, we need to reach out
- Used to be that we had great young people on the board, some members put the younger ideas down and it's turned the idea down
- Trying to have activities in the motion studio, make it more enticing to the younger crowd
- Discouraged that our Pub Crawl idea was turned down
- The Galas were amazing, it was more of dynasty, that's not what people want to do now
- People don't want to pay \$50 to park their car to go to an event
- We've been told that our membership dues are too high, Junior designers say it's high
- The rate for the area is not high, don't feel embarrassed about it (chapter is just trying to understand the situation and decide how to interact)
- Would like to update the logo
- When you get big ideas reach out to EC, see if it's been done before, brainstorm with us if we can structure it better vs. losing the idea potentially
- Lots of fun ideas, some people don't understand how to do it (within the board)
- Gensler is a chapter level business in other chapters, they receive 2 members free and 4 members at half price (company pays for membership)
- Need to promote chapter level business memberships
- Focus group participants that are not members, we could give them a trial 1-year membership
- No extra effort involved, would be a great benefit
- Need to do a better job of putting together events with energy and excitement
- Panel discussions (owners that were in town for ALIC) when special events are happening, draw in the power brokers to participate in events
- Have events at more intriguing locations
- Share idea with board, build the excitement
- We're trying to support the organization as a whole with the study; LA Chapter will benefit from it
- Provide a town car from office to event and back to office for Junior designers (working on promotion)
- Trying to overcome any obstacles prior to event
- Move forward, pressure to commit participants
- Shelia will ask Jena for a room
- Can't have alcohol with students present
- \$30,000 CP sponsor sold out, \$15,000 sold out, waiting list has been developed
- Meet on Monday evening, will share specifics
- Same location, in a meeting room
- Last hour of tradeshow is a cocktail reception, hold at 7:00 so that they can leave with everyone else at 8:00, need at least an hour
- EC committee meets twice per month, quarterly and twice per year with strategic meetings, keeping goals on track
- Looking at other unique ways to build advisory councils
- High level professional group that meets and discusses NEWH goals, future and mission
- Let us know where support is needed
- Thank-you gift could be both membership and a take away item

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January 17, 2014**

Present:					
	Trisha Poole	President		Dina Belon	VP Sustainability
		President Elect		Julian Brinton	VP Int'l Relations - UK
		Secretary		Julia Marks	Past President
	Fernando Diaz	VP/Finance		Helen Reed	Executive Advisor
	Andrea Thomas	VP/Education		Shelia Lohmiller	Executive Director
	Cynthia Guthrie	VP/Membership		Jena Seibel	Deputy Director
Guest:					
Absent:					
	Philip Byrne	VP Events			
	Chris Tucker	VP Int'l Relations - Canada			
					Quorum = 5 (50% + 1)

Trisha Poole called the meeting to order at 11:30 AM EST.
Roll was taken by Jena Seibel. A quorum was established.

- Board meeting agenda is the same, email sent last night with link to the packet
- Refresh your memory of what the agenda is, special election is in, ballots are in
- Secretary: Andre Sims, Sales Rep from RH Contract from Chicago Chapter
- Expansion: Andy; sent Jason Stock with First Finish from DC Chapter an email asking if he changed his mind, Shelia will try to reach him over the weekend
- Fundraising: Will speak with Ron McDaniel before meeting to find out if he will step of for position
- No comments on special election (will not take nominations from the floor, will make statement at beginning of meeting)
- Leadership is set, nothing to share
- Leadership marketing collateral agreed upon on last call
- 1,000 postcards will be printed, take to IBOD, ALIC, Inc. office, will take to future tradeshows, put in new member packets and mail to industry people
- Need artwork for website vector file of logo, images Polly used that Shelia may not have
- Will send email out with Leadership postcard
- Goals/Board report: everyone has their packet, let Fernando update budget details
- Thank-you to everyone for updating budget areas
- Balanced budget, slash expenses by 10%, some funds from Leadership council and admin was removed
- Across the board we had to reduce to balance the budget, you may see in your report adjustments, please review report, address concerns privately
- Shelia added \$750 for Green Voice video
- New category under development called Leadership Council; something new trying to develop
- Want to pull in executives, developers and hoteliers to give us input how to get more individuals involved in NEWH

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- Will select four council members from Leadership speaker groups, have council members at Milliken experience, discuss strategic planning and ideas
- Live able budget, Fernando went through line by line, we may even be in the black a bit more
- Strategic planning: only have flight information from Fernando, use spreadsheet that was sent out, Julia, Andrea and Dina have not booked yet, book before meeting next week
- HD Breakfast ICON honorable mention and Simmons Smart Scholarship winner presentation (FR One to be awarded at BDwest)
- Share Simmons award location with Susan Burnside
- Criteria is the event needs to be special and important enough to draw people in, if it's about only awarding the scholarship it's sad to say but people will not come
- We need a branded annual event that people can plan for
- Ideas: Young leaders awards, developing group of bright stars for the future, something that ties into students coming into the industry
- Fernando will prepare a similar packet like he did for New York and bring to Milliken
- Andrea: judges lined up for Sustainable Design Competition, Barbara Best-Santos, Melissa Pyell, Becca Dobosh-all have been very responsive
- Need bio and headshot of individuals for website
- Julian: strong first board meeting last night

Andrea Thomas made a motion to adjourn; seconded by Dina Belon at 11:55 AM EST; all in favor