

NEWH, INC. GOVERNING BOARD MEETING MINUTES

4 May 2020
Virtual Zoom Meeting

Executive Committee	Christine Tucker Monica Meade Shelia Lohmiller	Fernando Diaz Tara Witt Trudy Craven	Sandy Banks Jonathan Young	Jennifer Wellman Cynthia Guthrie	Christine Wasmer Trisha Poole
Board of Directors	Brittany Spinner Kelly Gaddes	Dallas Bentley Alexandra Jones	Mary Ann Thornam Helen Reed	Vanessa Vaughan	Debbie McKelvey
Chairs	Penny Shelton	Leslie Anderson	Stephanie Deshaies	Michelle Purcell	
House of Delegates	Laura Carter Anne Hiter Roger Mathis Leena Nacy	Valentina Castellon Melissa Knock Timi Mustapha Karen Rains	Jenelle Francois Kristin Kubala Demi Melissinou Chris Schafer	Natasha Gomez Dawn Larsen-Garner Elissa Murry Shannon Vance	Kelli Groh Johanna Malen Shana McCullough-Downing
CP Ambassadors	Matt DeShantz	Jordan McInturf	Michelle Finn		
NEWH Inc. staff	Jena Seibel	Brenda Brown	Susan Huntington		
Chapter Presidents	James Adamson Edgar Gutierrez Janine Peluffo	Carolina Coelho Kelly Irvolino Teri Schell	Courtney Crosby Tory Knoph Benjamin Wells	Caroline Cundall Kary Maybury	Courtney DiBlasi Elfand Bimal Patel
Guests	Kim Faith Rebekah Ellis Jennifer Delmas Annette Lucille Ron Smith	Julie Kaufmann Sara Churchill William Loloey Gary Cordono	Erica Puccio Levar Jackson Brooke Pearsall Enrico Cleva	Morgan Brodey Jeanne Starling Sheri Black-Flynn Silvia Criscione	Demi Fitzgerald Josh Kennett Anna Paola Tassi Sergio Grazioli
Not in attendance	Libby Bull Tara Hebert Stacy Shoemaker Rauen Amanda Tomlinson Jennifer Farris Jessica Wasmer Northover	Sarah Churchill Korrin Howard Gabe Rodriguez Teri Urovsky Taylor Hoesley Julie Zanella	Anastasia Davis Rittner Hufford Barry Sullivan Nicole Brindle Manuela Kennedy	Alison Gasser Chelsea Lawrence Sean Tanner Kathryn Clark Heather Scott	Gretchen Gilbertson Stacey Olson Andrea Thomas Melissa Davis Jessica Vos

The meeting was called to order by President, Christine Tucker at 10:38 am EST. Fernando Diaz, took roll and a quorum was established.

PRESIDENT – CHRISTINE TUCKER

Discussion-Christine Tucker:

- Welcome guests
- NEWH continues to focus on our mission; very proud of how we have been developing strategies; how do we all stay connected?
- Beyond COVID19 – new addition to website; each week we refresh and try to get 2 designers and 2 vendors and one purchaser for input; how you're operating, what you're doing; try to keep it positive; every Tuesday refreshed; if you have information to submit, please send to Shelia
- Thank you to NEWH, Inc. staff who have been very busy
- Postings on Career Network are free with trying times currently happening in our industry.
- CEUs are online; there is a blog to enter comments; also working on chapter templates asking how they are doing events via Zoom; best practices
- NEWH Now – new initiative we hope to continue; features: staying connected (call on Fridays every 3 weeks) w/ chapters; chapter president and chapter executive; will provide a link; calls are meant to be positive and share information; not mandatory; Chapter Chats every Wednesday; select 2-3 chapters each week to give climate in each area; started with NY and Milano to discuss hot spots; Q&A; Manufacturers Mondays; feature our CPs; first one is May 11

Discussion-Trisha Poole:

- Beyond Magazine – people are interested in designers perspective in what will things look like after COVID19; engage TOP ID firms (current member); went back to 2013 and invited them all to submit their designs that they feel will respond to what hospitality will look like in the future; special edition magazine; limited edition, standalone, full of designs; looking to get 8 judges that will judge entries and pick top 20 to publish; cover illustration; can enter multiple categories; 50 page magazine; we have received positive feedback; will be published in July; will be mailed out no charge to US, Canada, UK, Paris and Italy databases
- NEWH purchased ZOOM; Susan from NEWH, Inc. is contact
- Welcome Hillary Eggebrecht from NEWH, Inc. new scholarship contact
- What should chapters be doing? Respect local guidelines; no large groups over 50; majority of networking will be online; fundraising will be a bit relaxed this year; mandate to raise 40% funding is not huge priority; if you have events with large contracts, contact Inc. for questions on how to reschedule

Discussion-Jena Seibel:

- Regional tradeshow status – concern is legality of being able to host shows; decision has been made to look at upcoming shows and reschedule to 2021; Dallas, Bethesda; willing to work with you about 60-90 days prior w/ no cancellation charges; conclusion we will be having a lot of shows next year starting in April and likely each month; please hold information as we will be emailing all participants vendors when we have rescheduled dates secured; exploring option of virtual tradeshow
- Relook at scholarship fund you budgeted; never give more than 50% of funds; may want to revote how much to give out

Discussion-Christine Tucker:

- LC scheduled for Feb 2021; had meeting with Westin Seattle; rescheduled to Feb 17-19, 2022; this will bump LC to even years moving forward; questions can be directed to Jena and/or Monica;
- ICON of Industry – in an effort to celebrate as we should be, we are postponing until 2021; nominate on NEWH website; think about vendors that are icons

The minutes were presented and a motion was made to approve the January 24, 2020 minutes as presented and was accepted.

MOTION TO APPROVE MINUTES

Date: May 4, 2020

Motion Number: 1

I, Fernando Diaz, move to approve the January 24, 2020 minutes as presented.

Motion seconded by: Monica Meade

VOTE COUNT:

STATUS OF MOTION:

YEA: 42 NAY: 0 ABSTENTION: 0 Carried: Defeated:

VP/FINANCE – SANDY BANKS**Discussion-Sandy Banks:**

- Financial policy – do not spend money; we are quite healthy at this point in time but due to cancellations and reschedules, most of our money making events will not be happening
- All of us will be monitoring our budget to ensure we stay healthy
- Travel will be brought to complete stop
- Stay vigilant when putting together chapter programs and zoom activities try to reach as many people as possible to retain membership
- Not a normal way of conducting business, please reach out if you have concerns

Discussion-Shelia Lohmiller:

- Those that paid for booth or LC sponsorships, we will give them options; keeping the \$ for rescheduled show is best for us, will try to make it most desirable
- We are not invoicing CPs at this time
- Key is not to drain accounts for chapters; goal is minimal expense
- We do have ability to charge for events on zoom, Julie Hartman is contact
- If chapters want to give scholarship, consider giving no more than 25%
- Founders Circle May 14th will be done virtually; very good response by CPs

Discussion-Jena Seibel:

- Can add verbiage to contracts; have to show audience cannot attend; reduction in F&B minimum if attendance is reduced due to pandemic; contact Jena with any questions regarding clauses you may wish to add to contract
- Culinary event will be moved

INTERNATIONAL REPORT – CHRISTINE TUCKER**Paris – Christine Tucker:**

- 14 members
- Excellent event in January
- Growing chapter in midst of COVID
- Went from 3-14 members
- Doing very well

Milan – Enrico Cleva:

- Founding meeting was January 31st so chapter is still a digital chapter and board due to COVID
- At about 20 members, growing each week
- Just organized an event digital online zoom event on April 9, over 70 attendees
- Challenging time to ask for membership fees
- Another event on May 13 in partnership with real estate association, presentation on book on hospitality
- Working on program to gain memberships
- Want to be the base for US members who are attending events in Italy
- First day of opening after almost 2 months of lockdown; Milano was hit very hard with COVID; we are seeing the end

UK – Caroline Cundall:

- Started year incredibly well, hotel tour sold out in a few days
- 2nd event TOP ID incredibly well received
- Have been looking at a few events coming up
- Virtual Yoga event, have sponsor to cover cost of instruction
- Educational walk-through of supplier once a month will be discussed at board meeting
- Idea of doing socials with members

Canada – Tara Witt:

- Everything is great in Canada
- Vancouver chapter has done great job of virtual networking

- Toronto is looking to do similar thing
- We are looking to put together national event where east coast and west coast will come together.

STRATEGIC ISSUES – TRUDY CRAVEN

Discussion-Trudy Craven:

- Understanding where are you, where are you going, how are you going to get there
- With life being so disrupted, we did a good job of knowing where we are and what we need to do
- Completely transforming the way we interact for events

BREAK OUT: Group Discussions Overview/Reports

Break-Out Session Overview:

Reports:

Finance/Fundraising-Sandy Banks:

- Discussed culinary event; Kelly had great idea – get call organized for event to see how we are going to move forward; since this was something to support culinary and restaurants have been hit so hard, to support restaurants in this event; pair up with charity and be paid a fee (40%); date is under discussion; May 22 call celebrity chef call planned
- Discussed setting up one master list for all events; all of our events are on master list under NEWH.org
- Anyone from anywhere can join virtual event
- Discussed charging for some of events; getlively.org has service fee; Venmo was suggested so need to investigate how to charge – Susan will investigate
- Put out to suppliers to get involved by supporting designers/NEWH

Education-Chris Wasmer:

- Reviewed programs under Education
- ED Online-Dallas Bentley; what it's about, how it's becoming something incredibly useful, where we were in the process, reaching out to obtain content (CEUs, COVID-19, white papers); ED Online page on NEWH.org; online submission form; Michelle Purcell wants to get her chapter involved; next step creating proof of content site; demonstrate to stakeholders what value is; targeting specific individuals, narrowing list then moving on to larger group of people, manufacturers is greatest audience, top id, purchasing companies, educators, CPs first right of refusal; glossary page for those that are new to industry
- Rocky Mountain CEUs 3 have been completed, doing weekly
- Mentoring – huge interest on chapter level; basic templates that can be shared; review board resources for chapter to use; virtual portfolio review; other culinary online events
- Green Voice design competition, taking older competition that was easily understood, hoping to be ready by end of May

Scholarship-Jennifer Wellman:

- Touched on updates on changes due to COVID; 25% of scholarship funds instead of 50%
- P/Kaufmann and Fabric Innovations are still providing scholarships
- Financial need should be #1 reason you are awarding scholarships
- How to promote and award scholarships this year
- Promoting awards – profiling of student recipients, student of the week, featuring on social media and pages
- Chapters are still moving forward
- Zoom announcements with professors
- Having past students mentor new students
- Clever fundraising ideas instead of big events
- Phoenix gold event in fall; mail in raffle, online auction, internship paired up with TOP ID, best practices – Brittany to reach out to all chapters and get 3-5 ideas on how to promote scholarship and get award out and how they award recipients, will give deadline and compile info and put on board resources, add to it on annual basis.

Development-Morgan Brody:

- Membership and marketing materials, revamping tri-fold NEWH information; if anyone has suggestions please forward to Vanessa hello@vanessa-vaughan.com
- Also revamping welcome packet for new members
- Social media – Helen Reed is trying to get information; quote, chapter, why membership is important and valuable to you, video is preferred, will go on social media to promote membership - Helenreeddesign@gmail.com
- Encourage auto-renewal of membership
- Concentrating on maintaining members due to COVID
- linked in <https://www.linkedin.com/groups/893047/>;
- DC does a great job with social media, check out what they are doing
- BDNY is still on, NYU conference is moved to right after BDNY
- Our message is not to cancel everything, just be healthy and be smart with what you do
- Look at redoing attendance and F&B contract minimums when rescheduling

MOTION TO APPOINT BOARD MEMBERS

Date: May 4, 2020

Motion Number: 2

I, Cindy Guthrie, move to appoint Brittany Spinner to position of director of scholarship on NEWH, Inc.

