

NEWH, INC. GOVERNING BOARD MEETING MINUTES

February 4, 2021
Virtual Zoom Meeting

Executive Committee	Christine Tucker Sandy Banks	Jennifer Wellman Christine Wasmer	Monica Meade Lanee Burns	Helen Reed Tara Witt	Jonathan Young Cynthia Guthrie
Board of Directors	Dallas Bentley Brittany Spinner	Vanessa Vaughan Deaderia Morris-Bowman	Kelly Gaddes Alexandra Jones	Tory Knoph	
Chairs	Leslie Anderson Teri Schell	Debbie McKelvey Miriam Tamayo	Stephanie Deshaies	Penny Shelton	Natalie Sheedy
House of Delegates	Demi Melissinou Kristin Kubala Carolina Coelho Courtney Callahan	Libby Bull Michelle Purcell Heather Scott Denise Ganson	Natasha Gomez Leena Nacy Caroline Cundall	Tara Hebert Karen Rains Annette Lucille	Korrin Howard Janine Peluffo Julie Kaufmann
NEWH Ambassadors	Matt DeShantz	Jordan McInturf	Tara Chung	Michelle Finn	Barry Sullivan
Chapter Presidents/ Regional Steering Chairs	James Adamson Sarah Churchill Jennifer Farris Penny McPeak	Kiko Singh Jenelle Francois Edgar Gutierrez	Courtney Crosby Rittner Hufford Kelly Irvolino	Benjamin Wells Laura Carter Enrico Cleva	Courtney DiBlasi Elfand Chris Schafer Kary Maybury
NEWH Inc. Staff	Shelia Lohmiller Jena Seibel	Susan Huntington Diane Federwitz	Julie Hartmann Brenda Peterson	Hillary Eggebrecht Trudy Craven	
Guests	Rita Bancroft Kristy Bohne Shawn Dave William Ferry Sabina Holguin Beth Katz Patricia Lopez Raquel Miller Cara Palumbo Criscione Silvia	Rebecca Bertrand Barbara Bradley Paula Cavallin Jennifer Delmas Lynn Fisher Katie Hudson Erica Puccio Martha Vlahakis Athena Slejko	Kim Bingham Morgan Brodey Marisa Corso Kortney Edge Todd Fuller Robyn Isom Kim Kedem Dan Lynn Marla Myatt Kathryn Quinn	Sheri Black Sara Brookshire Mark Cunningham Jolene Enns Levar Jackson Josh Kennett Rega Maiwandi Sara Nelson Deidre Schwartz Diane Smith	Mary Boadway Keisha Byrd Ngahuia Damerell Eric Fernandez Linda Hinojosa Debanshee Kalani William Loloey Terry Nielsen Kristina Scott Matthew Spenny
Not in Attendance	Nicole Brindle Fernando Diaz Taylor Hoesley Johanna Malen Stacey Olson Sean Tanner	Valentina Castellon Gretchen Gilbertson Dawn Larsen-Garner Roger Mathis Gwendoline Theodet Julie Zanella Stacy Shoemaker Rauen	Kathryn Clark Bimal Patel Melissa Knock Manuela Kennedy Trisha Poole Amanda Tomlinson Shana McCullough-Downing	Anastasia Davis Kelli Groh Elissa Murry Alison Gasser Shannon Vance	Melissa Davis Anne Hiter Chelsea Lawrence Timi Mustapha Gabe Rodriguez Jessica Vos

The meeting was called to order by President, Christine Tucker at 10:33 am ET. Roll call taken via Zoom registration report and a quorum was established.

Call to order / Establishment of Quorum / President's Welcome – Christine Tucker

Discussion-Christine Tucker: Call to Order

- Housekeeping: will be taking attendance via Zoom registrations; if you signed in with a phone number, please email phone number, name and chapter to info@newh.org; meeting is being recorded; voting on motions will be done using yes or no options, those who get to vote on official motions are VP and Directors on IBOD

Discussion-Christine Tucker: Establishment of Quorum

- The minutes were presented and a motion was made to approve the November 5, 2020 minutes as presented and was accepted.

Discussion-Christine Tucker: President's Welcome/Welcome to new Board Members

- NEWH has done very well financially, in good position; \$1M less in income in 2020 due to no regional tradeshow, will remain very frugal so we remain healthy; we will continue to offer membership support
- Thank you to our Corporate Partners; welcome 2 new CPs –Fil Doux Textiles and Chapman Hospitality Lighting
- Awarded more than ½ million this year in scholarships; just below \$7 mil US in scholarships
- Asking for EC and BOD to try to commit to attending 2 Zoom calls per month; different events include PerspectiVe, Chapter Chats, BrandED Virtual, NEWH Cares, EDOonline, and UK/EU La Pause (<https://newh.org/chapter-regional-events/>)
- Asking for an effort to submit board reports, many missing

MOTION TO APPROVE MINUTES

Date: February 4, 2021

Motion Number: 1

I, Fernando Diaz, move to approve the November 5, 2020 minutes as presented / as corrected.

Motion seconded by: Sandy Banks

VOTE COUNT:

STATUS OF MOTION:

YEA: 21 NAY: 0 ABSTENTION: 0 Carried: Defeated:

Financial Report/Presentation of Budget and Motion to Accept – Sandy Banks / Susan Huntington

Discussion-Sandy Banks

- We want to reiterate we are very strong but not without being very diligent in watching every penny going in and out; we have some losses because of Covid-19 and not being able to do regional tradeshow and fundraising in person; we will be scrutinizing travel and any expenditures that are not approved; other than that we are healthy at this point in time

Discussion – Susan Huntington

- We are doing ok financially; to help balance expenses this year, we are going to pay student travel out of scholarship account; very stringent on travel expenses this year, please be mindful when booking airfare and hotels; we encourage chapters to keep scholarships at ¼ of funds so we have reserves; we appreciate everyone's help in keeping budget balanced

MOTION TO ACCEPT 2021 BUDGET

Date: February 4, 2021

Motion Number: 2

I, Sandy Banks, move to approve the 2021 budget as submitted.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

STATUS OF MOTION:

YEA: 21 NAY: 0 ABSTENTION: 0 Carried: Defeated:

International Report – Tara Witt / Caroline Cundall / Gwendoline Theodet / Enrico Cleva

Canada – Tara Witt:

- Both chapters doing their best to do online programming; Ontario doing online events, listed on chapter event page; Toronto awarded 2020 TopID and scholarship winners, well received with virtual backgrounds, presentation

United Kingdom – Caroline Cundall:

- Have been doing online events all year; small but good followings; larger followings for webinars – joined with Paris and Milan; online presence is important part of what we are doing with invitations, online feedback
- This year we have 5 important events planned; TopID would normally be February but moved to June; last year not able to do scholarships due to lockdown at schools and furloughs, 2 scholarships with online judging this year; started out year with 2 big events - hotel tour and TopID event

Paris – Ngahuia Damerell:

- Not much to report, still a little group of 16/17
- Best thing is webinars united with UK and Milan, has helped us grow on Instagram & Facebook; stimulating conversations, well received, thinking of doing French webinars this year

Milano– Enrico Cleva:

- Nothing special besides we are in first year of existence; have done good job, over 60 members
- Haven't done any live events yet, looking forward to doing something in person
- Working with European chapters on webinars and programs, very hard to plan during pandemic; for now, we will continue to be online for a few months
- Made video to give TopID awards, very successful for our designers and members
- Working on targeting 70 members before summer; Chapter is flourishing, very happy

Leadership Conference – Monica Meade

Discussion-Monica Meade:

- LC is set for February 17-19, 2022
- Contract for keynote speaker, hoping to be able to announce in the next month
- Look forward to seeing everyone in person in Seattle
- Put together social media campaign, will go out to everyone to create excitement along with instructions
- Asking everyone to do video, similar to TikTok; start video campaign with Miami, will then collect videos from all chapters going up east coast to Europe, ending in Seattle; idea is you will want to share something about your city, landmark (i.e. double decker bus, Eiffel Tower); have fun and show excitement about going to LC; no sound on videos, we will add music; 20 second video clip; deadline May 1, will highlight sponsors; at end everyone will get sticker "Seattle or Bust"

Membership – Vanessa Vaughan

Discussion-Vanessa Vaughan:

- Sharing preview of results from membership survey conducted at end of 2020; working with Chris and Shelia to find best way to share results
- Last question on survey – "What our members value most about NEWH" - shows we are still able to provide a sense of community and

relationships

- Survey question – “Types of virtual events you would like to attend in 2021” – small group networking, lots of good ideas; reinforces what we are doing in terms of variety
- Survey question – “How do you perceive presence of NEWH on social channels” – would like to look at which chapters are getting good response and take look
- Survey question – “How do you rate the NEWH.org website experience” - good experience with website but room for improvement
- Will share more insight with everyone; at chapter level, you can use survey monkey to send out to chapter members to gain more insight; reach out to Diane at Inc. for survey monkey

Board Training/Strategic Planning – Jena Seibel / Trudy Craven

Discussion-Jena Seibel:

- For board training, started with mandatory calls typically held live in December and January and have recorded all calls, those are now available, reminder to board to have directors review and complete Q&A and return; due by Sunday, February 7, 2021
- If you are a VP, you may want to look at positions you oversee, first part of training is same for everyone so you can skip
- Board training schedule shared – these will all be virtual in 2021 (p. 14 of board packet); for Trudy’s email information, please contact Jena
- 2022 – will likely have an option to continue virtual board training
- If you have a new group and want additional training, reach out to Jena; in future, if you want in person training, it will be available
- Working on updated board training virtual presentation with recorded sessions available (vision and mission of NEWH by Shelia)
- If you see you are required or you are questioning what is required, contact Jena

Discussion-Trudy Craven:

- Had pleasure of being with NY chapter board (on groundhog day), using Zoom is a bit strange but came out on end of it ok; eager to keep plowing the field

Regional Tradeshows / Virtual Showcase – Jena Seibel

Discussion-Jena Seibel:

- Dallas RTS has moved 3x, now scheduled in March 2022; about 80-90% were happy we rescheduled, we have to think about hosting things ethically and the liability to host an event of that size
- Bethesda in June 2021 and Houston in October 2021 at this time; just reached out to hotel in Bethesda to see how things look
- Atlanta will be rescheduled for 2022
- The venues reschedule their biggest events first and we hold on and wait for available dates; Jena will keep in touch with chapters who would normally have a show, please be patient, we are working on the schedules
- Working on a virtual resource – minimize to carpet, lighting, etc.; A&D can go back and look at current and past; low cost for exhibitors to attend; in process of planning

Website Refresh / Zoom Content – Christine Tucker

Discussion-Christine Tucker:

- Shelia shared prototype of what we are working on; highlighting TopID images; we want everyone to know NEWH is all about people, not just a design organization; faces of NEWH (anyone in our membership database with picture will show, reminder to add/review/update photo if needed), upcoming events, menu bar is same but shows differently so it is easier to navigate
- Kudos to Diane for spending hours every day updating our website (90% of updating is done in-house)
- Working on EID page – Deidre and Lanee are collecting content, their contact info will be on the web page or reach out to Inc. office; EID image by Hillary; EID training will be held Wednesdays in March – we will be spreading the word

Report on Breakout Sessions

Break-Out Session Overview:

Reports:

Finance/Fundraising-Kelly Gaddes:

In attendance: Sandy Banks, Mary Boadway, Courtney Callahan, Sarah Churchill, Mark Cunningham, Linnae Eastwood, Jennifer Farris, Kelly Gaddes, Natalie Goodman, Edgar Gutierrez, Korrin Howard, Kelly Knowles, Kristin Kubala, William Loloey, Demi Melissinou, Leena Nacy, Cara Palumbo, Erica Puccio, Gabe Rodriguez, Maggie Roncato, Athena Slejko, Rose Smart, Sean Tanner

- Spent time talking about fundraising ideas and what different chapters were doing
- Virtual vs live events – some are moving towards live events as soon as March/April, varies by location
- Fundraising dollars still difficult, sponsorships are hard due to budget cuts
- Virtual ideas: Cookbooks, online bingo, masks designs, galas (Atlanta), telethons, invite ID winners, silent auctions, drive-in events, escape rooms, talent shows
- Virtual events – celebrity chef and wine tasting – ingredients/wine brought in ahead of time and enjoyed together
- cameo.com – you may be able to get a celebrity to join and charge for event

Education, Continuing Education, EID, Green Voice Education, EOnline-Dallas Bentley:

In attendance: Dallas Bentley, Barbara Bradley, Lanee Burns, Gary Cardono, Laura Carter, Trudy Craven, Annette Culhane, Stephanie Deshaies, Rebekah Ellis, William Ferry, Jenelle Francois, Sabina Holguin, Susan Huntington, Kim Kedem, Lisbeth Linert, Jordan McInturf, Deaderia Morris-Bowman, Natalie Sheedy, Penny Shelton, Kiko Singh, Diane Smith, Barry Sullivan, Chris Tucker, Christine Wasmer, Brian West, Jon Wilkins, Jonathan Young

- Asking what type of virtual events have you done or are you planning for students?
- Heard from Kim, Student Relations in NY – mentoring events, professional workshops, student portfolios online permanently; Diane mentioned emerging talent section on NEWH website - could get more student info on that page
- Lanee in LA mentioned virtual portfolio review very successful; also very successful in Atlanta
- Jonathan from UK chapter mentioned trying to link TopID firms with student scholarship award winners
- NW chapter had experience with mentoring, hard to match people; design village – pro development marketplace, allows students and principals to talk
- Houston chapter does resume workshops with students, planning Q&A workshop with pro in industry and include students; virtual sessions for students
- Reiterated so much of educational content is recorded on Zoom; if you have compelling Zoom videos, there is an opportunity to use in future, reach out to Inc. office to ensure video is saved
- Continuing education (Barbara Bradley – Continuing Education Director) looking at what different chapters are doing, reviewing CEU's and content; personal and business development are key
- Green Voice – reshaping committee, looking for director; had virtual event end of January with award winner, fantastic educational conversation; hoping GV can return to live events but want to keep a portion virtual; looking for judges for applications, contact Jennifer Wellman; would love to have more people join committee
- New business – EID – Deidre and Lanee discussed how to bring students in; Atlanta has large black student population, important to look at where diversity is most present, how to reach students at those universities and ensure hospitality is on their radar, can we dig deeper in to HS population; Atlanta chapter is adopting single HS; ensure we are highlighting diversity that exists within NEWH already; if you do not have EID director in chapter, please try to fill position with right person because they will be part of EID committee and will bring ideas and info back to chapter

Scholarship-Morgan Brodey:

In attendance: Kim Bingham, Morgan Brodey, Sara Brookshire, Libby Bull, Kortney Edge, Julie Hartmann, Rittner Hufford, Debanshee Kalani, Beth Katz, Julie Kaufmann, Josh Kennett, Annette Lucille, Megan Markham, Zachery Mundt, Terryl Nielsen, Brooke Pearsall, Rebecca Rotar, Kristina Scott, Jena Seibel, Brittany Spinner, Jeanne Starling, Jennifer Wellman, Ben Wells

- Scholarship process – detail about training on how to review scholarships as well as making changes to form; actual financial need of students is maybe confusing, how to help define who actually needs money; goal is more consistent direction
- Student events – mentoring events and taking advantage of student relations director, get student relations director on chapter, gets word out further; discussed mentoring sessions and keeping students engaged during and after scholarship reviews; explain value to students who think we are only interior design – we are a whole hospitality network

Development, Leadership Conference, Chapter Membership- Vanessa Vaughan:

In attendance: - Leslie Anderson, Angelle Bevier, Kristy Bohne, Keisha Byrd, Enrico G. Cleva, Carolina Coelho, Marisa Corso, Courtney Crosby, Shawn Dave, Jolene Enns, Kim Faith, Diane Federwitz, Eric Fernandez, Michelle Finn, Lynn Fisher, Denise Ganson, Gretchen Gilbertson, Sergio Grazioli, Cindy Guthrie, Tara Hebert, Sloane Hosten, Kelly Irvolino, Robyn Isom, Levar Jackson, Alexandra Jones, Tory Knoph, Cyril Laborbe, Jason Levy, Dan Lynn, Rega Maiwandi, Kary Maybury, Penny McPeak, Monica Meade, Marla Myatt, Sara Nelson, Janine Peluffo, Brenda Peterson, Michelle Purcell, Karen Rains, Chris Schafer, Teri Schell, Matthew Spenny, Vanessa Vaughan, Martha Vlahakis, Valli Wiggins

- Discussed membership and how we communicate value of membership, non-members and members have same access to virtual events
- NEWH is committed to assisting those who need help with membership fees
- Membership directors should have recap of all the great and interesting events held; how do we bring all this together and remind everyone how awesome NEWH is as an organization
- Milano/Italy chapter – how they attracted so many new members, initiatives they have taken – celebrate TopID designer with professional video to highlight winners; also have started to work on new program to create curated list of hotels recommended by designers within NEWH, outside main city in Italy, attractive to hotel owners
- Discussed ideas for design firm membership; part of survey, “what benefits are important to design firms”, idea to have national membership level, elevated status, form committee to go over design firm membership committees as well as hotel owners/management so we can grow membership within specific areas; contact Vanessa if interested in joining committee

MOTION TO FILL THE DIRECTOR/SOCIAL MEDIA POSITION ON THE NEWH, INC. BOARD OF DIRECTORS

Date: February 4, 2021

Motion Number: 3

I, Helen Reed, move to move to appoint Tory Knoph to the position of Director/Social Media to the NEWH, Inc. Board of Directors.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

STATUS OF MOTION:

YEA: 21 NAY: 0 ABSTENTION: 0 Carried: Defeated:

Old Business / New Business – Christine Tucker

Discussion-All:

- Vanessa Vaughan - If you plan to send anyone to LC (scholarship recipients) make sure you are thinking of it in 2021 budget (registration and airfare paid in 2021, hotel in 2022)
- Per Jena Seibel, if you don't get reimbursed until after LC and you don't have the means to pay for expenses up front, Inc. can help out
- Cynthia Guthrie - Shout out to Dallas chapter on 30-year anniversary
- Linda Hinojosa - really good feedback on different opportunities within hospitality industry, myriad of opportunities available in industry, reaching out to HS students to get hospitality on the radar; student relations, scholarship, membership...synergy on how we all work together is really important to bring future blood in to chapter

MOTION TO ADJOURN

Date: February 4, 2021

Motion Number: 4

I, Cynthia Guthrie, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:04pm ET.

Motion seconded by: Monica Meade

VOTE COUNT:

STATUS OF MOTION:

YEA: 21

NAY: 0

ABSTENTION: 0

Carried:

Defeated: