

# NEWH, INC. GOVERNING BOARD MEETING MINUTES

Thursday, June 3, 2021  
Virtual Zoom Meeting

<b>Executive Committee</b>	Christine Tucker Fernando Diaz Sandy Banks	Jennifer Wellman Monica Meade Lanée Burns	Helen Reed Tara Witt Jonathan Young	Cynthia Guthrie Trisha Poole	<b>EC Guests</b> Enrico Cleva Deidre Schwartz	<b>Strategic Advisors</b> Trudy Craven
<b>Board of Directors</b>	Brittany Spinner Dallas Bentley	Vanessa Vaughan Kelly Gaddes	Alex Jones Deaderia Morris	Tory Knoph	<b>CP Ambassadors</b> Matt DeShantz Jordan McInturf	<b>Media Ambassadors</b> Michelle Finn
<b>Chairs</b>	Leslie Anderson Barbara Bradley	Stephanie Deshaies Debbie McKelvey	Penny Shelton			
<b>House of Delegates</b>	Leslie Anderson Nicole Brindle Libby Bull Mark Cunningham	Kortney Edge Denise Ganson Natasha Gomez Edgar Gutierrez	Tara Hebert Julie Kaufmann Tory Knoph Kristin Kubala	Annette Lucille Kary Maybury Demi Melissinou Leena Nancy	Janine Peluffo Karen Rains Heather Scott Penny Shelton	Athena Slejko Jessica Vos Tara Witt Jonathan Young
<b>NEWH Inc. Staff</b>	Shelia Lohmiller	Susan Huntington	Hillary Eggebrecht	Diane Federwitz	Julie Hartmann	Brenda Peterson
<b>Guests</b>	Phoebe Beachner Rebecca Bertrand Kristy Bohne Jaymie Borhardt Morgan Brodey Elizabeth Bull Claire Callis Laura Carter	Sergio Cassarini Paula Cavallin Courtney Crosby Caroline Cundall Jennifer Delmas Kim Faith Kevin Fitzgerald Christina Fluegel	Todd Fuller Dawn Garner Sergio Grazioli Erica Harmelin Jennifer Hayden Linda Hinojosa Casie Idle Kelly Irvolino	Levar Jackson Josh Kennett Kelly Knowles Tara Leddington William Loloey Hannah Markham Crystal McCain Raquel Miller	Zachery Mundt Marla Myatt Keaton Payne Lauren Pelusio Erica Puccio Michael Sautner Chris Schafer Kristina Scott	Alicia Sheber Criscione Silva Ashley Skrabut Joemy Vega Benjamin Wells Jon Wilkins Nicolette Wilkins
<b>Not in Attendance</b>	Rachel Berman Courtney Callahan Valentina Castellon Tara Chung	Carolina Coelho Alison Gasser Gretchen Gilbertson Korrin Howard	Jonathan Kaler My Nguyen Michelle Purcell Stacy Rauen	Jason Reynolds Rebecca Rotar Natalie Sheedy Teri Schell	Barry Sullivan Mariam Tamayo Gwendoline Theodet	

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.

### MOTION TO APPROVE MINUTES

Date: June 3, 2021

Motion Number: 1

I, Fernando Diaz, move to approve the February 4, 2021 minutes as presented.

Motion seconded by: Trisha Poole

VOTE COUNT:

STATUS OF MOTION:

YEA: 13 NAY: 0 ABSTENTION: 0 Carried:  Defeated:

### President's Welcome – Christine Tucker

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

- 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 "raise hand" option, those who get to vote on official motions are EC members and Directors on IBOD.
- Thank you to everyone for joining our fourth IBOD Zoom meeting
- Covid is still topic of day, hoping we are coming out of it on the other side and we start to see some in person activities
- NEWH, Inc. office has done an amazing job in our online presence; excellent participation and content; as people are heading back to work, we appreciate input on how to keep things going
- Can find links for missed events on the NEWH website (<https://newh.org/chapter-regional-events/>)
- Chapter events are recorded but soon after deleted due to space, you need to reach out to Susan Huntington at time of event or shortly after if you want the recording saved to Vimeo
- Just came off Strategic Planning; thanks to Zoom we included Directors, VPs and Chairs; these sessions help our growth and understanding of how we are moving forward; help of Trudy Craven has been immense
- Welcome Deidre Schwartz to her role of VP/Education; jumped into role ahead of schedule; if you had a chance to read the Board Report, she did a nice synopsis on what Education's focus is; she is from AZ chapter
- Welcome Rachel Berman as Green Voice Chair; NY chapter
- Welcome Teri Schell, SC chapter; Lodging Chair; we have not done a good job marketing the program; it is a viable program and a benefit to our membership; Lodging falls under Membership under Monica/Vanessa; Brenda is support from NEWH, Inc. office
- Welcome Miriam Tamayo, Chicago chapter, Co-Chair of Design Link; under development; hoping to launch this year
- Welcome Jason Reynolds, newest Corporate Partner Ambassador; from Moen/House of Rohl; Chicago chapter; part of EID Committee
- Tara Chung is one of our new Brand Ambassadors; with Marriott; DC chapter; instrumental in helping w/ BrandED program
- Kavitha Iyer is our newest Brand Ambassador from IHG; DC chapter
- Hoping we see everyone at BDNY, our first in-person event and IBOD meeting

## MOTION TO APPOINT BOARD MEMBERS

Date: June 3, 2021

Motion Number: 2

I, Cynthia Guthrie, move to appoint Deidre Schwartz to the position Vice President/Education on the NEWH, Inc. Board of Directors/Executive Committee.

Motion seconded by: Fernando Diaz

VOTE COUNT:

YEA: 10

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated:

### Membership / Payment Information / Triannual Year Survey / EID Chapter Guidelines – Vanessa Vaughan / Diane Federwitz / Lanee Burns

#### Discussion-Vanessa Vaughan:

- Membership strategic planning was awesome; developed goals to retain and grow membership; we've definitely lost some members
- Members were given continuation during Covid
- Important to reengage our members
- Working w/ committee to outline benefits that come along with our membership; looking at free event format, thinking about where to differentiate value between member/nonmember
- Student/scholarship recipient engagement – need ideas on how to keep them engaged; how do we improve retention of recipients/students
- At chapter level, we encourage surveys to find out what programming is important; we have access to Survey Monkey account that Inc. office can help coordinate

#### Discussion-Chris Tucker:

- During Strategic Planning it was evident every discipline is interested in a survey; to ensure we are not sending out too many surveys, we will send 3 surveys per year (January 15, May 15, September 15); if you want to ask total membership a survey question, submit to Shelia by first of these months (January 1, May 1, September 1); surveys will be in sections (i.e. Membership, Programming); if someone doesn't want to complete entire survey, they can complete certain sections; these are Inc. level surveys; 1<sup>st</sup> survey will be in September 2021
- Each chapter can initiate their own survey to their own chapter; Trudy is key to assist with what the right questions are; reach out to Diane or Trudy on how to ask the right questions and get back information you can use

#### Discussion-Diane Federwitz:

- For chapter surveys, you can look at surveys other chapters have sent out and tweak so you don't have to reinvent the wheel; request through Diane; she will put it together and send to members and share link with you with results; reach out to Diane if interested
- For dues as of March 2020, we offered 6-month extension; after the extension, if they did not renew, the list was given to Shelia who personally reached out to offer an additional 3-6 months if needed; Brenda from the Inc. office has been calling members to try to touch base and get in contact with them
- As of March 2021, all members had been offered an extension; Inc. will be sending dues reports to chapters; will continue from month to month; includes synopsis of how we have handled dues in the last year; will include script so board members can reach out to past members; reach out to Diane w/ questions

#### Discussion-Lanee Burns:

- EID Committee has created guidelines for the chapters; thanks to Levar for helping lead the committee
- If you go to our website, go to Education, then to EID page; if you scroll down you will see chapter guidelines (<https://newh.org/equity-inclusion-diversity/>)
- Under the guidelines are things we always want our chapters to think about when planning events
- Definition of EID; EID video is available; event ideas are listed
- Think about and continue to broaden our chapters in relation to EID
- Be sure to inform chapters as there are some chapters who do not have an EID director
- Contact Lanee and/or Deaderia w/ questions; can use email link on bottom of web page

### Financial Report / New Payment Options

#### Discussion-Sandy Banks

- We are doing fine; our sponsors have been very supportive
- Our in-person fundraising events are not where we used to be; will gradually come back
- Financially healthy and hope to remain so

#### Discussion – Susan Huntington

- We are healthy but when you are looking at our healthy bank accounts, a lot of that money came in before Covid and is being held on the account and a good percentage is going to be paid out as expenses for upcoming tradeshow & LC; it is not just slush fund money
- We have a few new payment options
- We can now we can also accept funds via Zelle which is a payment app
- We can do direct deposit into our bank accounts (ACH)
- We also have a generic payment link that runs through our website; people can enter any dollar amount and add memo for what they are paying for; reach out to Inc. for link if you want to use it for chapter events
- No fee for Zelle or ACH but there is a fee for generic payment link if using credit card

#### Discussion – Christine Tucker

- Shout out to our Corporate Partners; they have stood by us and we still have waiting list; the value NEWH brings to them is so good that during these times, they have remained with us and it truly is a partnership; they pay the overhead to run this business and keep it going; they are a huge asset to NEWH

## Scholarship – Jennifer Wellman / Brittany Spinner / Hillary Eggebrecht

### Discussion-Jennifer Wellman:

- We have set up a training and have been going through chapters based on when your scholarship opens and closes; got through spring training; met with Sunshine, Orange County, San Francisco, Chicago, DC and Los Angeles
- If you already had your scholarship open and close, we will circle back around to you
- Will open trainings again in September; will cover confusion w/ judging form; smaller meetings sessions in open forum so you can ask questions and clarify issues
- Will discuss scholarship goals, tracking of recipients during breakout.
- When a student turns in application, they will automatically apply for membership
- When student applies for Inc. scholarship, they automatically go into the pool for all scholarships
- We are coming to close for Inc. scholarships (June 11), pass information along so students can get their apps in

### Discussion-Hillary Eggebrecht:

- As a reminder, last year we advised chapters to give no more than 25% of scholarship funds, same goes for this year
- Any fundraising \$ in 2021 goes towards 2022 scholarships; keep in mind when you are building budget
- Four chapters have awarded 2021 scholarship
- After your deadline, you have 30-60 days to select recipient

## Education Overview – Deidre Schwartz / Dallas Bentley

### Discussion-Deidre Schwartz:

- January to now and it's as if we were in planning and breaking ground phase up to 2<sup>nd</sup> quarter; as of now we are well into construction
- EOnline is moving along, will be testing the site in the next phase with about 20 pieces of content to ensure functionality is spot on
- Next phase involves reviewing existing content and soliciting more from our members and sponsors
- We are developing criteria for the content and will be discussing during breakout today
- Hope to recruit members to education committee to help us with this evaluation process and ensure established content meets criteria, is high quality and relevant to members
- Next step includes marketing of EOnline to our chapters and members; truly a member benefit we need to market effectively and frequently
- Continuing education content will be enveloped into EOnline; grow as robust database of valuable training and professional content for our members
- Ultimately will implement feedback mechanism by which to assess quality and relevance of all content
- Green Voice – we are very busy with revisions to the design competition; planning for BDNV GV session; big goal is to build team and we are well on our way; we have Friends of Green Voice started; have contributed Healthy Hospitality resource guide; looking for more members to join us

### Discussion-Dallas Bentley:

- Received working prototypes of EOnline sites; we may share during breakout, looks good

## Regional Tradeshows / Trunk Shows – Brenda Peterson / Chris Tucker

### Discussion-Brenda Peterson:

- We will be hosting two shows in person this year – Bethesda on August 31 and Houston on October 5
- We have been working with venues on layout; there will be a foot of space in between each booth; exhibitors will not be allowed to remove side panels from booth; will not allow non-exhibiting vendors to purchase badge to walk show floor in an effort to reduce numbers
- For 2022 we have Dallas on March 22 (rolled over from 2020), Atlanta on September 29 (rolled over from 2020); Orlando and S. Florida on October 18 and 20; working on Denver for first week of June; will be in Seattle in February for Product Showcase held in conjunction with the Leadership Conference

### Discussion-Chris Tucker:

- If your chapter wishes to have a Trunk Show, you cannot do one same year as RTS within chapter
- Suggesting 10-50 vendors max
- Must follow local restrictions/regulations
- Attendees will need to sign off stating attending at own risk
- Part of the reason NEWH is getting involved is we don't want to hurt our RTS; same vendors, same audience, want to provide structure; trying to offer NEWH structure and guidelines
- Put it in as fundraiser so chapters can make money; 2021 Covid exception to break even as a chapter; when market comes back to the new norm, there should be a profit
- Recommending in 2022 between \$300-\$500 for space for vendor
- We have huge restrictions on alcohol; someone needs to have license
- Offering best practices; ideally you offer to local member vendors
- Need it to be benefit to members; first priority for booth sales should go to members, 2nd to CP, 3rd to non-member vendors
- If you are interested in hosting a RTS, contact Jena via email; Jena has reached out to chapters who are coming up in the rotation; if you haven't heard from Jena, send email ([jena.seibel@newh.org](mailto:jena.seibel@newh.org))
- Inc. can help with marketing structure and email blasts; they will not be manning event (it is chapter event and chapter managed)
- Trisha Poole - Beyond trunk shows; if you are seeing successful vendor events, be sure to include NEWH in the process of getting back together again
- Shelia Lohmiller – We are implementing guidelines strictly to support NEWH and chapter fundraising; do it as a chapter event instead of

vendor event

- Monica Meade – may want to poll design community to ensure it works into their schedule, so you don't end up with "vendor fest"

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

### Canada – Tara Witt:

- Both chapters are anxiously awaiting reopening; still quite locked down as compared to US; as of this week, BC expects to be back to normal by September; rumor is that Ontario should follow

### United Kingdom – Caroline Cundall:

- Potentially lockdown is starting to ease w/ restaurants/bars opening; likely September for design offices and main offices in London; most people are still working from home
- Hoping by July we can start with small outdoor events
- Fundraiser planned for September, fingers crossed, will know by end of June
- Really good scholarship drive, more universities/colleges, more students are applying
- Waiting on in-person events; not getting as many participating on online events as we were getting during winter months; putting on hold until autumn

### Milano– Enrico Cleva:

- Growing in members steadily, 72 members; very happy!
- On hold waiting for reopening; by end of month, everything should be completely open
- Organizing webinar on June 9 about hospitality in small Italian towns; will invite everyone to join; will talk about secondary hospitality in small towns outside of everything; panelists will be in same place for first time in more than a year
- June 24th will be first live event, first meeting of all the chapter; announcing in just a few days, just for members
- Good programs for furniture show on September 5-10, Salon del Mobile; one of biggest furniture shows in the world; has been cancelled for last two editions, normally in April; will do many initiatives with NEWH; will hopefully host international NEWH members
- October hospitality show Host Milano; starting communications; hoping world will be open for that
- Starting scholarships, agreements with three universities, hoping can start first scholarship this year, still organizing
- On hold waiting for real events to happen
- Chris: Host guest invitation, will be email blast sent out this week; candidates for Host (October 22-26) are designers, purchasing and owners; great opportunity to attend, link will be sent; if you meet criteria for attending, contact Chris

### Paris – Chris Tucker:

- Currently 26 members; working on getting new members, lockdown challenge
- All of Europe is doing strategic planning training w/ Trudy this month; planned effort having Paris/Milan/UK together

## Leadership Conference – Monica Meade

### Discussion-Monica Meade:

- We will be announcing keynote speaker, Chase Jarvis, based in Seattle, renowned photographer, CEO of CreativeLive, an online class platform with experts in their field similar to master class; Creative Calling is the book he has done, great book; also has great blogs and podcasts
- Social media campaign – Hillary has received a couple videos from chapters; Miami (South Florida) video was shared as example of what we are looking for; main focus of videos is having fun, getting everyone excited about getting together
- We are looking for our host city for 2024, chapters from Central US can submit proposal by October 1 (Chicago, Cincinnati, Houston, Memphis, North Central); will get an email out to everyone; next host city will be announced at BDNY; we did East in 2019 with Miami
- Hoping everyone got "Seattle or Bust" sign, contact Hillary if you have not received
- Chapters and sponsors will submit videos; will all be put together as one video to show at LC; contest for video that wins will get a prize
- Reminder do not add audio to video, will be added by Inc.; videos are due tomorrow (June 4); extension is July 10 for those on lockdown; directions were included in email; please get them in as soon as possible
- Need to do big push for sponsorships

## Board Training/Strategic Planning – Jena Seibel / Trudy Craven

### Discussion-Trudy Craven:

- Board training not discussed due to time constraints
- Strategic planning in April and May; we did workshop with Executive Committee plus all directors and chairs; novel new adventure; seemed to work; we had everyone together for big introductory lesson and then over the next three weeks we had series of breakout meetings by discipline; wrap up session for everyone; will carry that method of operation forward with UK, Milan, Paris
- For Executive Committee in first half of August we will be setting up zoom meetings for progress review on goals
- November typically meet with Executive Committee in New York, may broaden session to include directors
- Working with one of the chapters in proposing new cadence for their strategic planning; zoom works well but needs to be done in pieces, will be what we move forward with
- Per Chris, job descriptions have been updated for VP, Directors and Chairs; now working on job descriptions for chapters

## Report on Breakout Sessions

### Break-Out Session Overview:

#### Reports:

#### Scholarship-Courtney Crosby:

*In attendance: Brittany Spinner, Jaymie Borhardt, Hillary Eggebrecht, Hannah Markham, Kristin Kubala, Elizabeth Bull, Courtney Crosby, Kristina*

*Scott, Kortney Edge, Josh Kennett, Jennifer Wellman, Crystal McCain, Kevin Fitzgerald*

- Judging process calls will resume in September; tutorial for scholarship directors; invite one or two chapters at a time; go through how to weight different categories; key things like checking financial need to try to avoid checks being returned from schools due to no financial need
- Goal to track past scholarship winners; how to keep them engaged; getting personal contact information versus school information; asking them to become members after they win; asking them to invite us to their end of year presentation/ceremony to further bond
- New initiative where students interview designers
- Foster relationship by pairing student with board member/mentor; get students to go to events by buddying up with board member
- Student event ideas: portfolio/resume reviews, mock interviews, speed dating where you partner firm with student, membership drive to offer headshots, how to develop social media presence, SF chapter had someone from LinkedIn come and give presentation to student population
- Possible upcoming exclusive event for scholarship winners only; Hillary is working on contact information; not a lot of details available
- Reaching out to students that may not be near a city with events (i.e., Canada); relying on student relations committee to identify and target these schools

#### **Education, Continuing Education, Green Voice education, EDonline -Dallas Bentley:**

*In attendance: Barbara Bradley, Penny Shelton, Deidre Schwartz, Michelle Finn, Laura Carter, Dallas Bentley, Julie Hartmann, Phoebe Beachner, Jordan McInturf, Stephanie Deshaies*

- Started off talking about EDonline for majority; showed working version of site from developers
- Group discussion asking questions regarding education; "when you think of education and NEWH, what comes to mind?"; it might not be what we think it is
- Phoebe from NY said when she thought of education, she thought of all the virtual events we had over the last year
- As we went through EDonline, which is an online resource library for educational content such as CEU's, articles, whitepapers, links, videos; what educational content are people seeking out?
- Michelle Finn hears design firms are always desperate for content that helps them start up and run their businesses, how do they get help with accounting, tax laws; opportunity for an area that is underserved
- Jordan McInturf had some feedback on the site; do we really know on NEWH side what pages are being clicked on by users; what are the page views, which pages are being viewed and how can we leverage that; we have analytics for EDonline so as we launch, we can help determine which information is relevant
- We need to market EDonline; expect to go live very soon
- If anyone has interest in EDonline, please reach out to Dallas or Penny Shelton

#### **Membership/EID- Deaderia Morris-Bowman:**

*In attendance: Vanessa Vaughan, Lanee Burns, Diane Federwitz, Kelly Knowles, Deaderia Morris-Bowman, Marla Myatt, Chris Tucker, Michael Sautner, Linda Hinojosa, Kim Faith, Trudy Craven, Raquel Miller, Sergio Grazioli, Karen Rains, Kristy Bohne*

- Goal is to have EID and membership to be combined; strengthen membership through diversity
- Make sure new student members are recognized at events, color code badges
- DIY events seem to be popular, opportunity to create something and take home with them, great networking
- Ultimately feeling wanted/valued is so important; people support more when they are part creating the event or part of the organization
- Goal is to make people feel more welcome via some type of buddy system

#### **Finance/Fundraising- Kelly Gaddes:**

*In attendance: Demi Melissinou, Fernando Díaz, Susan Huntington, Tara Hebert, Jessica Vos, Edgar Gutierrez, Sandy Banks, Claire Callis, Kelly Gaddes, Kary Maybury, Mark Cunningham, William Loloey*

- Fundraising events that have been working via zoom for many chapters that are not allowed to have in person; hotel tours, culinary events; charcuterie board event in LA
- Product Runway is going to happen in NY
- On US side of border, events are starting to take place in person, many outdoor events, some indoor
- Moving forward with fundraising on committees; sending email to each chapter fundraising to start quarterly calls via zoom; ideas on how we might reorganize to make them more valuable

#### **Conferences/Events- Morgan Brodey:**

*In attendance: Kelly Irvolino, Janine Peluffo, Benjamin Wells, Cynthia Guthrie, Erica Puccio, Alexandra Jones, Christina Fluegel, Kelly Irvolino, Denise Ganson, Cynthia Guthrie, Julie Kaufmann, Jennifer Hayden, Natasha Gomez, Enrico Cleva, Dawn Garner, Brenda Peterson, Morgan Brodey, Debbie McKelvey, Christina Fluegel, Trisha Poole-*

- Kudos to Monica/Alex; any suggestions/thoughts on Leadership Conference please reach out to them
- LC breaking boundaries large topic of discussion
- Panels already on docket, looking for more ideas; current panels are modular construction, trends disrupting our industry (i.e., Airbnb), how staff in hospitality setting are adjusting, training staff on covid or human trafficking, hospitality and technology and the impact, BrandED, procurement, writing smart specs, well design, cruising, sustainability, hospitality from an aging lens, state of the industry
- Keynote is Chase Jarvis; looking for a few more speakers
- Discussion regarding defining hospitality; breaking out to senior living, multi-family

#### **Communications, Social Media- Helen Reed:**

*In attendance: Lauren Pelusio, Paula Cavallin, Helen Reed, Matt DeShantz, Trisha Poole, Criscione Silvia, Caroline Cundall, Nicole Brindle, Tory Knoph, Annette Lucille, Erica Harmelin, Shelia Lohmiller, Heather Scott, Todd Fuller*

- Reiterated Heritage month, working with EID directors, happens in America; what do Canada and UK have?
- June is Pride month; international heritage month; focusing on highlighting travel networks and hospitality networks; if you have anyone to highlight let us know
- Sending heritage calendar and holiday calendar to everyone

- Pairing of chapters has been sent out, contact Hillary or Tory if you have not received; deadline for videos has been extended to July 10
- Templates in Canva, working on things to help social media directors; if you want tutorial email Helen or Hillary
- No music in videos unless music is royalty free, or you are paying for license to play it
- We encourage you to join NEWH events and post in stories
- How you can engage in social media and not have it take over your life, recommended to spend just a few minutes early in day and split work up by involving partners and other chairs

**MOTION TO ADJOURN**

Date: June 3, 2021

Motion Number: 3

I, Fernando Diaz, move to adjourn the NEWH, Inc. Board of Directors Meeting at 1:08 ET.

Motion seconded by: Cynthia Guthrie

VOTE COUNT:

YEA: 21

NAY: 0

ABSTENTION: 0

STATUS OF MOTION:

Carried:

Defeated: