

Minutes: AIA New England Quarterly Meeting

November 14, 2012, 12:00 pm

Architecture Boston Expo, Boston, MA

Present:

Phil Simon

Managing Director, Marketing and
Promotion at AIA

Russ Learned AIA

AIANE President (CT)

Greg Spiess AIA

AIANE President Elect AIANE (RI)

Glenn Gregg FAIA

College of Fellows Liaison (CT)

Lorin Starr

Exec. Director, AIAWM

Casey Nicholson AIA

RAD

Derek Osterbrook Assoc. AIA

RAD-elect

Nicole Martineau AIA

YAF Liaison (NH)

Mohamad Farzan AIA

Regional Director (RI)

Ann Fienman

Deputy Director, BSA

Diane Harp Jones

EVP AIACT

Peter Kuttner FAIA

BSA

Carolyn Isaak

Exec. Director AIANH and AIANE

Laura Wernick AIA

BSA President

Mike Davis FAIA

BSA VP

Martha Montgomery AIA

AIAWM, AIAMA

Michael Hoffman AIA

AIANE Secretary Treasurer (VT)

Dale Doller AIA

AIANH President

Jen Zolkos

Exec. Director, AIARI

Stephanie Degan-Monroe AIA

Pres-Elect, AIACT

Chris Walsh AIA

Central MA

1. President Russell Learned opened the meeting at 12:23 pm. He welcomed the group and introductions were made.

2. Minutes from August 22, 2012 approval moved by Dale D; Glenn G seconded. Approved.

PRESIDENT'S REPORT:

Russ thanked AIAVT for an amazing conference. At the business meeting during the conference we confirmed that Gregg Spiess will be president for 2013. Martha Montgomery will be Pres-Elect. Diantha will be secretary treasurer. Sho Ping Li will start here term as Regional Director in Jan. Micahel H. was elected to serve as Regional Director 2014-2016. The membership voted to add the YARD as a voting member on the AIANE Board. By law wording changes were made to accommodate the YARD position.

APPOINT COLLEGE OF FELLOWS REP FROM BSA:

Michael Hoffman nominated Peter Kuttner as the 2013-2015 New England COF board rep. Seconded by Greg Spiess. Approved. Russ Learned thanked Scott Simpson for his service for the past three years.

CONFERENCE REPORT:

AIAVT reported that the conference turnout was good for awards submissions (240 entries with 24 winners), and they had better than predicted registration count. They have received positive responses.

2013 ANNUAL MEETING:

Chris W reported that their next meeting is devoted to how they can put this together.

3. AIA POSITIONING

Phil Simon gave a review of the AIA repositioning process. LaPlaca Cohen and Pentagram are the two companies managing this. Practice of architecture is evolving. But we don't want to throw out core values beliefs and offerings. The position statement we end up will be the foundation on which we build the future.

Have done two rounds of member surveys and public surveys. Phil reviewed findings from the surveys, including:

- Architects thought the public didn't think highly of the profession. But the public said architects were nice people and were approachable.
- Respondents under 44 think architects are hard to find. Overall clients were only moderately confident they could find an architect to work with.
- Over half of respondents wanted help in navigating construction process.

Takeaways: Think beyond bricks and mortar. The process, dialogue, etc all add value.

See the bigger picture. The architect is the essential collaborator in the building process.

Architects are good for business. Bolster efficiency and economic returns.

Fuse practice with passion. Architects are both invaluable resource and an impassioned champion.

Demonstrate relevance. Focus less on the architectural process and more on how good design benefits the public's everyday lives.

Next steps: developing positioning statements, a set of concepts and messages that will enable AIA to best communicate why it is an indispensable resource. Expected for board meeting in December.

Finalization of position assets, creation of launch presentations, publication of guidelines, specs, and rule sets will occur Dec 2012-Feb 2013 to be ready for Grassroots.

More info: www.aia.org/repositioning

7. NATIONAL DIRECTOR'S REPORT.

Greg Ames: Sits on finance committee and he assures us that AIA is okay. ACD 5 project. Had student demos at board meetings. Current program will be fully supported during transition. Council of young professionals is ganging up on the board. We are reaping rewards from it. National 2017 convention is Orlando, 2022 Chicago. CE gravitating toward letting those who had been lapsed to start in by starting on new 18 credits, not having to do 9 credits before that. Will be decided in December. DHJ: If there is not a time attached to that it would be great to have it retroactive. Greg will mention to board. SD credits will be dropped as they are part of our culture now. Have discussed backing out of CE, but sense of board is that we are AIA members and we go another step, so have a more explicit requirement for ourselves than the regulatory board requires.

Vivien Li:

Successor has been appointed. Term is 2013-2016. Vivien said she very much enjoyed her term and that here in Boston architects are definitely perceived as offering value. Gratified to have served and salutes all of us for wonderful work we do. Vivien will be on Boston Architecture Foundation now.

9. RAD

Casey. RAD was not funded to go to annual meeting but Derek went. Derek introduced himself. Delighted to be serving. Thanked Casey for her incredible service. NAC fall meeting was in Minneapolis. Was a lot of excitement in the air. See attached report.

10. YAF LIAISON

Nicole Martineau: Glenn and Nicole have been talking throughout fall trying to position YAF: Advancement of profession; career advancement, value of design, value of licensure, starting your own firm, economy, and change. Trying to hone in on these in regions and states. AIA San Francisco has webinar on starting your own firm. She is participating in speed mentoring tonight. Simple to set up and she will push each state to do this. Trying to work on mentorship.

11. COLLEGE OF FELLOWS

Glen Gregg: Key for COF is the issue of providing experience to YAF. Need to define needs of young people. Forum to exchange information and answer questions is crucial. Still trying to find best way to do this. Lots of high energy with RAD and YAF and COF wants to help out. Idea of forming a form: really need to talk with people who have done this outside of your place of employment. You don't get it in day-to-day working.

4. FINANCIAL REPORT

CI presented financial report and discussed projected end of year numbers.

CI and the Ex Com held a phone conference to figure out goal on reducing the reserves and using them to keep dues down. Goal on dues: we need keep looking at budget going forward maybe go to \$3 AIA next year, \$ 4 Following year as we go through reserves. We hope to *not* go back to \$6 as they once were.

The 2013 budget includes funding for the YARD. Several other areas show slight reductions. Approval of the budget was moved by Dale, seconded by Chris W. Discussion: Greg Ames: Grassroots is not something static. Grassroots is a major format to know about the organization and it changes, so it would be good for the VP to go there so they are well prepared. Greg S: with repositioning it might be even more important for VP to go to Grassroots. Greg Ames amended the budget proposal to keep the funding for the VP to go to Grassroots; seconded by Mike Davis. Approved. Budget on table became \$28,909. Moved to approve as amended. Approved.

13. COMPONENT REPORTS:

SEE SEPARATE DOCUMENT WITH COMPONENT REPORTS.

14. RI DISASTER TASK FORCE REPORT:

Greg Spiess reported that RI was ready and the team was deployed after Hurricane Sandy. Worked with RIMA and RI building officials. Saw tremendous building destruction. Could happen to any of us. We're at a point in which we need to look at what others have done and be prepared for next disaster. Cooper Martin and Erica Gees at National are setting up more regional ATC training.

Greg said that insurance was the biggest stumbling block. They can advise others on this and how to take through state legislatures.

Phil Simon reported that National has created an op ed to get word out about volunteer efforts and the good shepherd laws. It looks like the NY State government is interested in championing this legislation in NY.

14. ADJOURN

Greg Spiess thanked Russ and Greg Ames for their service.

Casey moved to adjourn, Seconded by Nicole. Approved.

Meeting adjourned at 2:45 pm