

# **AIANE Regional Quarterly Board Meeting**

## **BSA**

**March 5, 2014**

### **Present:**

Martha Montgomery AIA	AIANE President (WMA)
Judy Johnson AIA	Treasurer, AIANE; President, AIAME
Diantha Korzun AIA	President Elect, AIANE (VT)
Derek Osterman Assoc. AIA	RAD (BSA)
Peter Kuttner FAIA	COF Liaison (BSA)
Richard Quinn FAIA	COF Liaison (CT)
Lorin Starr	Exec. Director, AIAWM
Ann Fienman	Managing Director, BSA
Diane Harp Jones	EVP AIACT
Carolyn Isaak	Exec. Director AIANH and AIANE
Jen Zolkos	Executive Director, RI
Alan Lagocki	President, AIACT
Shannon Alther AIA	President, AIANE
Vada Seccareccia, Assoc. AIA	President, AIARI
Michael Hoffman AIA	Regional Director
Tori McGovern	student

1. President called the meeting to order at 12:02. Martha introduced herself, and others made introductions.
2. Minutes from the last meeting will be reviewed at the next meeting.

### **3. President's Report**

Martha had sent the mission statement prior to the meeting for everyone to review. She passed around index cards for people to write comments, whether we are on task, need to review, change our purpose, etc. We should take a look to see if our mission is accurate. For instance, is it AIANE's mission to interact with architecture schools? This might be one thing that should not be in the New England mission.

### **4. National Directors Report**

Michael Hoffman talked about the AIA National Board. It is in transition as a result of the repositioning effort. It is not totally clear how things will end up.

The board is discussing:

- How to build value

- How to push value of architecture...and evidence based design

- Lots of discussion about new business opportunities and Contract Documents going into the Cloud. National believes this will be a solid revenue stream in the future.

- Spirited discussions about revenue sharing

The National Board, now 45-55 people, will be split into two groups, The official BOD with fiduciary responsibility for the Institute will include 11-15 people. A Council (30-52 people) will be made up of the rest of the board of directors that currently sits. This group will be concerned with strategies, vision, and an outward focus. The relationship between the two is still not clear, and what the Council can actually do is not clear. It will meet only one, two times a year. Work will be at conferences and through email and phone conferences.

Does this gut regional representation? The feeling on the current board is that it does not.

Vada commented that it seems that Council should continue to be a representative body. Also, there is a question as to whether or not The Council will have a voice. What is the mechanism of representation on the Council?

The other change is that the BOD will include 4 elected officers and the rest will be made of 3 from the Council and 3 at large members elected by AIA membership.

The new governance structure will be presented at Grassroots, and hopefully sorted out by Convention. PK thinks we will have something to vote on at Convention.

When this does change, then everyone on the current BOD will resign, then some will be shifted to Council, some to BOD. Should be smooth unless there are people who refuse to resign.

Ongoing discussion. Nominating committee vs regional elections to board members allows proactive way to fill certain needs on the board.

#### **5. Repositioning:**

AIA has performed an Advancement Team to set up communications between members, components, and repositioning people. It is to get discussion going and getting people organized who can answer questions.

The Advance Committee created a change Network. Regions already have a couple of Ambassadors. Change Network made up of people on the Advancement Team and the Ambassadors who are getting other people to be in the Network. The idea is that these are ripples...and so will spread through the membership.

The 3 main Repositioning goals:

- Elevate public awareness

- Advocate for the profession

- Create and expand the sharing of knowledge an expertise to ensure a prosperous future for our members.

AIA has put together a Score Card to track how we are doing on this.

The Board conducted a Communication Audit last fall...MH says there have been references to it. Satisfaction higher than one might expect. AIA has higher level of support and value in academic community than people expected. Study shows there is a have high level of satisfaction in the AIA, and also a high level of membership; 65% of architects are members. The results of the audit...are they online?

## **6. Grassroots:**

Board is having call session Wed. morning...So we will meet for a Regional meeting Wed afternoon and in case there is information for us.

## **7. College of Fellows:**

Dick Quinn and Peter Kuttner. They will have an actual report at the next meeting. Locally, trying to beef up the BSA committee of Fellows. Program initiatives focus on mentoring and finding Fellowship candidates. They serve as advisors.

The Fellows in general are trying to do some valuable work.

BSA and CT can offer Fellows to mentor people from smaller components. The submission process is very different now, so need a mentor who has gone through it recently.

## **8. RAD**

Derek: Restructuring of Board is happening with NAC as well. But it is not quite ready to share. Derek has prepared a call for replacement for 2016-17. He will submit call to us for approval, then send out to everyone. Need to pick someone heavy in communications or advocacy to be appropriate with any Board changes being made.

Derek was invited to join the National Board of Directors of NAC. Feel they can be most effective talking about the National Design Services Act that AIA is promoting to Congress. Working to come up with story that would create an impact.

Derek gave a pug for contributing to ArchiPac.

The marketing and communications team at National were mostly let go last year. The idea was that communication has not been effective, so need something new. So under Kathy Compton, Sandra Coil is new Director of PR. New team in place who will make change and implement it and hopefully things will change for the better.

EP Summit: In Jan a group went to Albuquerque to work on four issues: licensure, education, career development, and firm culture. People attending were leadership Fellows, educators, EPs, officers, and staff at AIA.

## **9. Member Resource Task Force**

The Task Force did present to the board in December. They will meet again March 19 at Grassroots. Revenue sharing was discussed, nothing definite for new policy was put out there. One piece of information from the CACE meeting last Aug, said that money from Contract Documents, all electronic forms, would end effective end of 2015. At the Dec board meeting, it was decided to freeze revenue share at 2013 levels through 2015. Also voted to allow no new chapters to form unless they have 100 members. (Note: At Grassroots we learned that the frozen revenue share was at 2013 dollar amounts, not percentage level, which everyone was led to believe. This makes a vast difference in the amount of revenue share to the components, and there is a lot of dissatisfaction with the decision and how it was presented.)

Meeting was adjourned at 3:00 pm.

**Next meeting, June 4, 2014, noon, at BSA.**