

Meeting Minutes

Attendees: Diantha Korzun (DK), Christian Witzet (CW), Michael Hoffman (MH), Elise Woodward (EW), John Nunnari (JN), Lorin Starr (LS), Vada Seccareccia (VS), Lisa Rovner (LR), Stephanie Zurek (SZ), Elizabeth Cox (EC), Eric White (EW2), Rich Connell (RC), Diane Harp Jones (DHJ), Phillip Cerrone (PC), Paul Bourbeau (PB), Judy Johnson (JJ), Katie Weatherbee (KW), Chris Walsh (CW2), Lisa Rovner (LR)

12:11pm meeting called to order

Minutes from the 10/29/14 AIANE board meeting were approved

President's Report and Goals for the Upcoming Year (DK)

- National Repositioning - DK spoke about the AIA National repositioning effort and how it aligns with the AIANE mission statement. She also spoke about building connections among executive directors and the New England chapters to create the greatest benefit to members.
- Forward Thinking - We need to be forward thinking in our objectives.
- Budget – We need to keep focus on the AIANE budget in order to keep AIA New England viable.
- Chapter Reports – We need to continue to find ways to share information and bring it back to the chapters
- How is AIANE relevant? – We need to keep focus on our mission and how we server the New England chapters.

National Directors' Report (MH)

- AIA National has launched the LookUp campaign in the hopes to penetrate the potential market at a high level and get the word out about architects. It is a campaign aimed at clients. The goal is to create a general awareness of architects, currently running ads on the Sunday morning news television programs. The campaign will have a 3-year roll-out.
- The Strategic Council met in New Orleans. The AIA is transforming, and is back up to over 80,000 members.
- The AIA has recognized that it wears too many hats and needs to focus on specific issues: prosperity, knowledge, and the pipeline of professionals from high school to licensure.
- Currently, New England has no voice on the Board of Directors.
- EW asked what information we should send to the Strategic Council. MH responded that there are specific things that are impeding the advancement of the profession, e.g. Federal contracts cap architectural fees at 6% of the project cost. MH asked how AIA National can support the efforts of the SGN, and said that they are working on reducing redundancy.
- DHJ asked if MH was interested in being elected to the Board of Directors, and if so, how can AIA New England support those efforts. MH stated that the Board of Directors has the final authority for decisions and the strategic council doesn't deal with the budget. The goal of the Board of Directors is to make sure that priorities are transparent and moving the institute forward.
- LS asked who is represented on the Board of Directors, and from which other regions.
- DHJ inquired about the election timing. MH will be getting information. It is an open election at AIA National Convention. If MH declares as a candidate from the Strategic Council, he would be elected by the Strategic Council.
- CW asked how AIA New England sets itself up to have a consistent voice; otherwise, big population centers will rule the Board and Council.
- MH stated that the election at convention will elect 3 Strategic Council members for 3 year, 2 year, and 1 year terms. Each subsequent year will elect one delegate. It will be important to lobby big states such as California and New York, and regional interests are less at stake than firm-based interests are. There is also no one from the academy on the Board of Directors.

- EW asked about building a coalition to support candidates. LS said that the extra burden should fall to AIA National communications to make sure that everyone is informed.
- DK asked if MH needed a formal endorsement from AIANE. MH stated that this was not necessary, and people are looking for effectiveness at every level.
- MH asked those attending Grassroots to visit AIA headquarters and see how they have physically reorganized. He also stated that they are revisiting the website strategy to maintain a consistent brand.

Policy & Procedures Review / By-Laws Discussion

- Members of the group asked if the AIA New England By-Laws and Policies & Procedures could be forwarded to the group for review.

Sponsorships

- DK presented the preliminary sponsorship ideas for AIA New England. The sponsorships would be to help close the budget gap. They would consist of 8 sponsorships at \$250 each, and asked that each chapter president get 1 or 2 sponsors. The sponsors would get a website ad, a logo on the AIANE design awards and conference materials, and an ad in chapter newsletters.
- EW asked if there was a way to limit the number of sponsorships available. LS stated that the only value was the conference and awards program. Eric stated that the BSA ad rates are much higher than \$250. DHJ asked what we are giving the sponsors that provides value.
- EW stated that sponsorship might be a good idea if it provides an opportunity that is fair to chapters, doesn't burden the host chapter, and if there is a full sponsorship package.
- DHJ stated that she had just found out that the amount to be given to AIANE from the AIANE Design Awards and Conference proceeds is now \$3500, an almost 2-fold increase from last year. LS asked if it would be possible to identify a sponsor for the event every year.
- VS presented ideas for creating the value proposition of AIA New England by first reviewing the mission statement developed last year. The reviewing AIANE current activities, what our current services are to members, and what our services are to build public awareness on the members' behalf. *(See attached slides for the specific items discussed.)*
- EW stated that the AIANE awards is a way to shine a brighter light on the accomplishments of New England architects and is the best way to build a value proposition. MH commented that it provides public awareness of exemplary design and that we need to develop the connective tissue between the AIANE board and national.
- EC asked what we were currently doing to promote the design awards. The group discussed that there should be greater opportunities for knowledge sharing and improved dissemination of information, such as sending the meeting minutes out to chapters. VS mentioned that the website should be a clearinghouse of information and a portal to other chapters. It should also be used to promote the design awards program.

Grassroots

The summary of talking points is available for download, and AIANE will be meeting up for dinner in DC.

RAD Report

- KW attended the meeting of RADs and YARDs in New Orleans. They discussed the knowledge communities, advocacy – specifically the design services act, and the rebranding of “interns.” The term that is currently most preferred is “associate architect.”
- NAC has one voting member on the Strategic Council and one on the Board of Directors. Any associate member can apply to these positions. In the past, you would lose your position when you become licensed.
- KW is planning to have a face-to-face meeting with the emerging professional directors, RADs, and YARDs from the other chapters.

YAF Report

EC attended the meeting in New Orleans to bring together the National Associates Committee and the Young Architects Forum to strengthen collaboration with the College of Fellows. They discussed how to leverage COF mentorship. Please send any ideas on this to EC.

AIA New England Conference & Design Awards

- The AIANE Conference and Design Awards will be held on October 30th. The Conference will consist of just a single speaker prior to the Design Awards presentation. The speaker presentation will be held at the University of Hartford and will be free of charge. The Awards Presentation will be at the Yoselof Gallery in the private dining facilities.
- AIACT has created a Wordpress template for the design awards submissions and the people's choice voting that they hope others will be able to use. The jury for the design awards will be from AIA Philadelphia. AIACT will be seeing publication of the awards winners in the Hartford and New Haven business journals and would like to reach out to other business journals in New England.

Financial Report/ Budget Review

DK to send around budget background information

Chapter Reports

The component representatives presented chapter reports. Please see the submitted reports attached to these minutes.