

To: BSA Foundation Trustees
From: Laura Wernick FAIA, Chair
Re: Meeting Agenda
Date: Wednesday, December 6, 2017

Our next meeting begins at 12:00 pm to 2 pm on Wednesday, December 6 at BSA Space, 290 Congress Street, Boston. Lunch will be provided at 12:00 pm.

AGENDA

- 12:00 PM Call to Order
- Approval of October Minutes [VOTE]
- 12:05 PM Development Update
- 12:15 PM Nominations
- New Board Members
 - Executive Committee
 - Representative to the BSA Board
- 12:30 PM Recommended BSA advocacy agenda with 2018 BSA President Jay Wickersham FAIA
- 12:40 PM Strategic Update
- Goal 1
 - Goal 2
 - Goal 3 – including language recommendation:

Empowering individuals and communities to positively impact policy in Greater Boston through design focused dialogue and tools [VOTE]
 - Business Planning
 - Key goals and milestones for 2018
- 1:30 PM Review of 2017 and Board self-assessment
- 1:45 PM Other Business
- Grants review
 - Recommended dates for 2018
 - Thank you to outgoing Board Members
- 2:00 PM Adjourn

ENCLOSURES

October 2017 Minutes	p. 2	Board self-assessment	<i>To be handed at meeting</i>
2017 BSA Foundation Trustees List	p. 4	Statement of Values	p.
2017 Board Meeting Dates	p.	Development Report	p.
Foundation strategic plan	p.	Nominations	p.
Executive Directors Report	p.	Proposed BSA policy agenda	p.
Q3 Financial Report	p.	2018 Proposed meeting schedule	p.

Minutes from the October 11th Meeting of the Board of Trustees

- Present:** Trustees: Nadine Gerdts, Bennet Heart, Peter Kuttner FAIA, Anne-Marie Lubenau FAIA, Ted Touloukian AIA, Laura Wernick FAIA, Cathy Wissink, David Silverman AIA, Rickie Golden
- Staff: Ben Cohen, Billy Craig, Elliya Cutler, Michela Davola, Victoria McKay, Pamela de Oliveira-Smith, Eric White, Polly Carpenter FAIA
- Absent:** Mike Davis FAIA, Eric Krauss, Ken Willis, Rick Dimino, Steve Eustis, Kelly Sherman *on leave*
- Call to order:** Noting the presence of a quorum, President Wernick called the meeting to order at 12:10 pm and welcomed the Board.
- Minutes of prior meeting:** Upon a motion by President Wernick, it was:
VOTED to accept the minutes of the September 2017, Board meeting as submitted; Peter Kuttner FAIA motioned. Bennet Heart seconded;
- Unanimous.
- Q 2 Financial Update:** White discussed the reforecast of 2017 and proposed 2018 budget. 2017 looks like will finish the year in the black. The endowment is now at 2M. The ability to manage the expenses, particularly exhibitions is the difference. Board reviewed the proposed 2018 budget which has a deficit, primarily to bring on staff for the goals. The Finance Committee reviewed the budget and recommended some modifications and recommend the Board approve. Wernick discussed the need for a short term plan which addresses the 2018 deficit and a long term business plan of 3-5 years. Wernick asked for a vote to approve the 2018 budget;
Bennet Heart motioned. Peter Kuttner FAIA seconded;
- Unanimous.
- Strategic Discussion:** White outlined the work of Kelly Sherman to assist Carpenter in developing a plan for goal #1. They are to come back with a report for the December meeting, and the project is scheduled to be wrapped by the week of January. White also engaged Jim Kostaras to assist with planning goal 2. Scheduled to wrap by the beginning of January. We are also in the process of looking for candidates to focus on goals 2 and 3.
- Wernick discussed the proposed new wording for strategic goal #3. A task force of Wernick, Lubenau, Golden and Sherman was set up to clarify the language. Suggested wording included: "Empowering individuals and communities via access to design focused dialogue and tools to positively impact policy in Greater Boston".
- Identify Donors:** McKay presented the road map for potential donors, reminding the Board of the Fundraising Breakfast on December 12th. She encouraged all Board members to host and the table hosts to think beyond the immediate professional circle.
- Nominating committee:** There are three open positions: one architect and two non-architects. The Board reviewed and prioritized a list of potential names, and recommends White talk and meet.

Grants

Gerds said they are looking for one person to sit on the Grants committee. Silverman volunteered.

Adjourn:

Wernick requested a motion to adjourn, motion by Heart, seconded by Gerds, it was VOTED to adjourn the meeting at 2:15pm;

Unanimous.

Respectfully submitted,

Michela Davola
(on behalf of Steve Eustis, Secretary)

2017 BSA Foundation Trustees

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2017 BSA Foundation Board Meetings

Wednesday, January 11 – Board Orientation	Noon to 2pm
Wednesday, February 15 – Board Strategic Planning Workshop	Noon to 4pm
Wednesday, April 12 – Joint Meeting with BSA Board	Noon to 2pm
Wednesday, May 17 – Board Meeting	Noon to 2pm
Wednesday, June 14 – Board Meeting	Noon to 2pm
Wednesday, September 13 – Board Meeting	Noon to 2pm
Wednesday, October 11 – Annual Board & Budget Meeting	Noon to 2pm
Wednesday, December 6 – Board Meeting	Noon to 2pm

BSA FOUNDATION

www.architects.org/foundation Strategic Planning Process Map 2017 DRAFT

VISION:

By 2030, Boston is a model of a resilient, equitable and architecturally vibrant city and region.

MISSION:

To build a better Boston by:

BACKGROUND:

About the BSA Foundation, the Boston Society of Architect/AIA (BSA), and BSA Space.

The BSA Foundation, created by the BSA in 1971, is committed to engaging the public in appreciating design excellence and helping solve our community's challenges through design. In 2014, the Foundation expanded our focus to "build a better Boston by engaging communities, inspiring vision, and provoking positive change" through design. We deliver the mission through exhibitions at BSA Space, youth and family design education programs, cultural programming, community, and civic work.

The BSA is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1887, the BSA today has nearly 4,000 members and produces a diverse array of programs and publications, including ABX, and ArchitectureBoston the design ideas magazine. A chapter of the American Institute of Architects, the BSA is a nonprofit, professional-service organization for the design and building industry/profession.

BSA Space is Boston's center for architecture and design and is home to the BSA and BSA Foundation. We host exhibitions, public and professional. Visitors are invited to view their world differently, imagine new possibilities for improving their community, and learn achievable and remarkable ways to do it. The BSA Space opened in 2012 and is free and open to the public.

DELIVERY TOOLS:

YOUTH & FAMILY PROGRAMS:
Learning by Design
Kiddieul Family Design Days

COMMUNITY DESIGN:
CDC
Workshops & charrettes
Designing Boston & forums

EXHIBITIONS:
6,500 square feet of gallery space

GRANTS:
Distributed more than \$1million supporting community based design education.

CULTURAL PROGRAMMING:
Common Boston
AIA Guide to Boston App
Tour, Films

1. Engaging the public in the importance and power of design.

STRATEGIC GOAL 1: Ensuring access for every child in Boston to design education.

1. Expand design education programs to more neighborhoods.
2. Offer family design programs on more weekends.
3. Engage potential partner design education groups, local universities, state and local education leaders in a foundation to facilitate expansion of design education.
4. Develop design education coalition to meet with local city and state education administration to explore and develop design education for schools.
5. Develop and regularly offer design education training programs for educators and architects.
6. The exhibition (when appropriate) to youth design education goals.
7. Mobilize foundation and corporate support for education initiatives.
8. Align BSA Foundation grants to support design education.

MEASURES OF SUCCESS:

Annually
- children who have access
- level of understanding
- city and media recognition
Long-term
- Boston students engaging architectural design education programming using quality training
- Quality of Boston design

2. Inspiring vibrant neighborhoods & a more resilient & equitable city through design explorations with community-based audiences.

STRATEGIC GOAL 2: Providing access to design resources for every neighborhood in Boston.

1. Expand community design programs to more communities in need by developing a project selection process.
2. Engage public figures, community leaders, key institutions, architecture firms, and design schools to deepen our understanding of community needs and opportunities and explore how to build the infrastructure.
3. Engage related organizations to build a coalition focused on providing design, planning, and building resources in communities.
4. The appropriate exhibitions to addressing neighborhood design challenges.
5. Partner with local universities and others to develop assessment tools.
6. Mobilize foundation and corporate support for community initiatives.
7. Align BSA Foundation grants to support community resources projects.

MEASURES OF SUCCESS:

Annually
- neighbors using design resources to solve challenges
- quality of design projects
- city and media recognition
Long-term
- number of design resources for all neighborhoods and affordability of housing, resiliency, etc. for every neighborhood

3. Provoking change through strong collaborative efforts and strategic use of our resources, including BSA Space.

STRATEGIC GOAL 3: Effecting changes in policies that result in healthily and environmentally excellent design for everyone in Greater Boston.

1. Build structure to organize and grow design workshop/charrette programming
2. Deepen the impact of the Designing Boston (and related) programs.
3. Coordinate policy and growth agenda with the BSA advocacy agency.
4. Build a coalition of like-minded organizations to advance policies and growth that support equity, resiliency and design excellence.
5. Develop and implement coordinated communication strategies around policy and growth.
6. Provide high quality public programs that increase awareness of excellent design
7. Mobilize foundation and corporate support for the design policy and growth agenda.

MEASURES OF SUCCESS:

Quality of design in Boston
- number of design projects
- responsiveness of policies in media and other cases
- Level of city leadership support for policies

To: BSA Foundation Board of Trustees
From: Eric White, Executive Director
Re: Executive Director's Report
Date: December 6, 2017

Administrative

ABX/Greenbuild featured an exhibition of the work of the Foundation and Victoria and Michela hosted conversations. Work is beginning on a coordinated business plan between the BSA and Foundation. Both new positions, the Community Design Director and the Policy Director, are posted and remain open until December 15.

Financials

2017 financials are looking good and we remain optimistic about finishing the year in the black. Regrettably the personnel savings are due to an absence of a position that is currently posted and we look to fill in early 2018.

Civic/Community

Housing Innovation:

The winner of the Housing Innovation Competition has been announced to be the DREAM Collaborative. The BSA is working with the Housing Innovation Lab to promote the competition and the winner through press and social media.

Sumner Elementary School:

The Sumner School engagement project wrapped up with selection of the designer by the city of Boston (with Foundation and community input) and a presentation of 3 design schemes presented to the school community based on the hands-on design activities facilitated by the Foundation in the spring. Schoolyard renovation is currently on schedule to be completed by the fall of 2018.

National Park Service:

A kickoff interdisciplinary professional workshop was held on September 20, 2017 with over 60 attendees. Work shifts now to holding similar conversations with the neighborhoods and stakeholder groups identified as priorities by the National Park Service.

Exhibitions

Construction is completed and we're now getting ready to fill the gallery with 18 gingerbread creations in December. The BSA Design Awards exhibition is now up through January. 2018 large exhibits include a show on Mosaics, "NatureStructure," Construction, Gingerbread and the 2018 Design Awards.

Programs

Highlights of youth and public programming from the fall include successful partnerships with the Mary Baker Eddy Library for a family program during Fenway Opening Our Doors festival, Boston By Foot for architectural walking tours, and walkBoston with whom we cohosted a talk by artist Geert Vermiere titled 'Made of Walking'. Several Family Design Days also continue to draw young audiences.

Communications

Nearly 20 interviews and a membership-wide online survey have been conducted by Mil Niepold of the Mara Partners. This project is meant to help us understand what members currently value and includes questions about their understanding of the BSA Foundation. By January, the project will be concluded, reported to the board, and available for broad distribution among research participants. Initial survey results were presented at the October 27 VP Roundtable.

Standard communications channels include architects.org; Currents newsletter; targeted eBlasts; Twitter; Facebook; LinkedIn; Instagram; *ArchitectureBoston* magazine; *The Homeowners Project Handbook*; [WGBH Forum Network](#); [Boston Architecture Diary](#); and [The AIA Guide to Boston iPhone app](#).

Recent press

- Downtown View: What Makes Good Public Art?
(beaconhilltimes.com)
- BSA teaming up with Greenbuild for new ABX2017 to be held Nov. 6 to 10
(nerej.com)
- Kubik of Finegold Alexander Architects spearheads formation of disaster response network with support of BSA
(nerej.com)
- Building for Good: Construction Boston 2017
(northendwaterfront.com)

BSA Foundation	2017 Budget	Q3 YTD 2017		Q3YTD Actual	Variance for Quarters	Actual vs Budget - Variance for the year
		Budget	Actual			
Income Statement						
Revenues						
Investment & Fundraising Events	\$ 602,935	\$ 301,468	\$ 557,685	\$ 256,218	\$ (45,250)	includes BSA Support, Gingerbread
Marketing & Communications	\$ -	\$ -	\$ -	\$ -	\$ -	
Exhibitions	\$ 27,500	\$ 13,750	\$ 53,847	\$ 40,097	\$ 26,347	2017 revenue Autodesk sponsorship/exhibit for Salt Gallery
Programs	\$ 75,500	\$ 37,750	\$ 52,980	\$ 15,230	\$ (22,520)	
Human Resources	\$ -	\$ -	\$ -	\$ -	\$ -	
Accounting & Finance	\$ -	\$ -	\$ -	\$ -	\$ -	
Governance	\$ -	\$ -	\$ -	\$ -	\$ -	
Technology	\$ -	\$ -	\$ -	\$ -	\$ -	
Supplies & Operations	\$ -	\$ -	\$ -	\$ -	\$ -	
Total Revenues	\$ 705,935	\$ 352,968	\$ 664,512	\$ 311,545	\$ (41,423)	
Expenses						
Investment & Fundraising	\$ 100,500	\$ 75,375	\$ 47,528	\$ (27,847)	\$ (52,972)	
Marketing & Communications	\$ 12,000	\$ 9,000	\$ 1,458	\$ (7,542)	\$ (10,542)	
Exhibitions	\$ 152,500	\$ 114,375	\$ 90,709	\$ (23,666)	\$ (61,791)	
Programs	\$ 83,200	\$ 62,400	\$ 35,821	\$ (26,579)	\$ (47,379)	includes grants given out by Foundation
Human Resources	\$ 391,735	\$ 293,801	\$ 250,450	\$ (43,351)	\$ (141,285)	
Accounting & Finance	\$ 26,150	\$ 19,613	\$ 24,899	\$ 5,287	\$ (1,251)	
Governance	\$ 1,300	\$ 975	\$ 5,980	\$ 5,005	\$ 4,680	
Technology	\$ -	\$ -	\$ 56	\$ 56	\$ 56	
Supplies & Operations	\$ 18,350	\$ 13,763	\$ 5,489	\$ (8,274)	\$ (12,861)	
Total Expenses	\$ 785,735	\$ 589,301	\$ 462,390	\$ (126,912)	\$ (323,345)	
Net Operating	\$ (79,800)	\$ (236,334)	\$ 202,122	\$ 438,456	\$ 281,922	
Investment Expenses	\$ 7,800	\$ 5,850	\$ 2,675	\$ (3,175)	\$ (5,125)	Management fee at Fidelity
Investment Income	\$ -	\$ -	\$ 20,500	\$ 20,500	\$ 20,500	
Endowment Donations	\$ -	\$ -	\$ 45,975	\$ 45,975	\$ 45,975	
Grants awarded to Foundation	\$ 30,000	\$ 15,000	\$ 5,000	\$ (10,000)	\$ (25,000)	
Grant expenses	\$ -	\$ -	\$ 22,846	\$ 22,846	\$ 22,846	
Operating Surplus/Deficit Total	\$ (57,600)	\$ (227,184)	\$ 248,076	\$ 475,260	\$ 305,676	

BSA Foundation Values

We live in an amazing time of civic planning and we support intelligent planning, zoning and land use, physical and social connectors, to advance Greater Boston as a model healthy, resilient, equitable, accessible and architecturally dynamic region. We help bring together plans from around the region to encourage communities to work together, while integrating proposals that foreground the need for a thoughtfully designed public realm that results in more equitable and sustainable development.

Relationships & Convener

The BSA Foundation's ability to engage diverse people in Greater Boston, paired with the BSA's access to the great intellectual resources of the design profession provides the base of our work. It is through this and our partnerships with civic and community groups and government agencies that we are recognized as an effective convener bringing together distinct voices of our communities to help address the needs of our region.

Engage

We build public awareness of the importance of design in the environments where we live, work, play and learn. We are also a bridge between the design/building industry who serve as a resource in social action and the communities we serve and live in. We are most successful when we give people a voice to speak out for what they need and providing the tools and resources to attain their goals. These tools include our ability to draw upon the personal interests, learning styles and motivations of the participant.

Envision

We help the Greater Boston region, cities, neighborhoods and people define their future. We do this by providing people with the design skills required to explore the potential for what might be and the tools to make their dreams a reality. Using the design process we help people see the potential and build equitable and sustainable communities.

Design Excellence

We employ the principals of design excellence to transcend the limitations of individual projects, areas of expertise, and privileged interests so that we can find a common ground for positive change. While design excellence is difficult to define, we believe there are common principals that result in excellence. These include a strong relationship to the landscape and to the context in clear meaningful ways; enlivening open spaces; details and materials that bring design to life and scale them to the human body; and interiors that are shaped by the uses they accommodate and a connection to the surrounding community. These designs intensify the experience to create a shared sense of delight and emotional impact that transcends utilitarian concerns. Design excellence broadens our perceptions of personal and social possibilities and inspires our thinking about the world around us.

Equity & Social Cohesion

We believe that "flourishing spaces make for flourishing people" and the built environment can profoundly affect the inequity facing many in our region. The principles of diversity, inclusion and accessibility are fundamental to building just, fair and vibrant communities. Excellent design helps leaders and communities make informed choices to assure equal access to society's benefits for all people.

To: BSA Foundation Board
From: Victoria McKay, Managing Director, Advancement
Re: Development Report
Date: December 6, 2017

SUSTAINABLE FUNDING PROGRAM

Implemented by the BSA Foundation Institutional Advancement Committee (IAC)

IAC 2017 Members

Cultivation Team

Laura Wernick FAIA, Vice-Chair
Mike Davis FAIA, Trustee
Peter Kuttner FAIA, Trustee
Ted Touloukian AIA, Trustee

Pipeline Team

Jeanne Lukenda ASLA, LEED
Patrick McCafferty PE
David Silverman AIA, Trustee
Nedith Wikina
Jess Garnitz, Associate AIA
Milly Baker AIA
Vernon Woodworth FAIA

Staff members

Eric White (executive director)
Victoria McKay (managing director of advancement)
Michela Davola (development manager)
Polly Carpenter FAIA (senior mgr. of public prog.)
Pamela de Oliveira-Smith (managing dir. of comm.)

2017 Benchmarks:

1. Pipeline – **BSA Foundation Conversations**
 - January – 2 sessions – 6 and 7 attendees
 - February – 4 and 4 attendees
 - March – 1 session – 4 attendees (IAC attended Benevon training session)
 - April 3 sessions – 13 attendees, @ HMFH, @ Payette
 - DECISION TO HOST ONE REGULAR EVENING SESSION EACH MONTH
 - May – session cancelled
 - June – 1 session - 11 attendees
 - July – Session cancelled
 - August – 1 session – 8 attendees
 - September – 1 session – 12 attendees
 - October – 2 sessions – 24 attendees, @BSA, @ CRJA
 - November – 1 session – 11 attendees, @Stantec
2. Future FC Ambassadors –Bennet Hart, Gretchen Neely, Jon Pate
3. Number of Legacy Circle Members after Breakfast Fundraiser: 113
4. Cultivation/Stewardship—
 - a. In person conversations: Victoria meeting with all 2014 Legacy Circle Members
 - b. Reception: September 7, 2017: Legacy Circle Member reception with Curator Tour of Autodesk exhibit (12 attendees)
 - c. Communication:

- i. Direct follow up with all Foundation Conversation attendees and all cultivation luncheon attendees.
 - ii. Executive Director quarterly email with impact story and upcoming events sent to all Legacy Circle members and prospect.
- d. Cultivation: BSA Foundation is setting up a plan for donors whose pledges will be paid off in 2018. Victoria has begun meeting with same.

SPONSORSHIPS

BSA Foundation has met with GE and will be meeting with several other entities to discuss sponsorship opportunities. Staff has also met to discuss more opportunities for sponsorship through naming programs, spaces and other opportunities. An additional sponsorship prospect is Eaton Vance.

ASK EVENT

Annual Fundraising Breakfast will be held on December 12, 8:30 – 9:30 am at the MIT Media Center. Table Hosts are being solicited. Currently, 20 hosts are confirmed, in addition to three tables of staff and overflow invitees. Thanks to a generous group of donors, a challenge match has been set up and \$50,000 towards the goal of \$200,000 has been raised. Guests have been advised that the goal of the breakfast is to raise or exceed the additional \$150,000. This will be worked into the pitch at the event.

GRANTS

BSA Foundation staff is currently working on a grant opportunities matrix, tying private and public grant makers with future and recurring BSA Foundation programs and initiatives. Advancement and program staff have identified potential programs and initiatives for the winter funding rounds and are planning to apply for approximately ten grants between November 2017 and February 2018.

Grants Received-2016/2017:

- National Endowment for the Arts: \$20,000 to support Common Boston (2016)
- Massachusetts Cultural Council: \$500 to support Common Boston (new program to support all festivals across the state, provides webinars on data collection plus other tools) (2016 and 2017)
- Massachusetts Cultural Council Cultural Investment Portfolio (CIP) Project Grant: \$2,500 to support KidsBuild! (2017)
- Boston Cultural Council: \$2,000 for organizational support (2016)
- American Institute of Architects / Armstrong K-8 Initiative: \$2,500 to support, “We Design Together,” a new partnership with Boston Public Schools Early Childhood Department to support a kindergarten curriculum to start Fall 2017 (2017)

Grants Written:

- Massachusetts Cultural Council Cultural Investment Portfolio (CIP) Project Grant (\$2,500 for KidsBuild!) for 2018
- Barr Foundation’s Waterfront Initiative Concept Paper (\$80,000 for Waterfront Initiative) - declined
- Boston Cultural Council (\$5,000 for operating support for 2018)
- Boston Foundation Open Doors Grant (\$12,000 for study of Community Design Strategy for 2018)

BSA Foundation 2017 Nominations

The BSA Foundation wishes to acknowledge and thank those who are coming off the Board for their service, dedication and support: **former Chair, Mike Davis FAIA, Steve Eustis and Cathy Wissink.**

For 2018 Executive Committee:

Chair: Laura Wernick FAIA
Vice Chair: Anne-Marie Lubenau FAIA
Secretary: Ted Touloukian AIA
Treasurer: Eric Krauss

The nominating committee recommends returning Eric Krauss, Anne-Marie Lubenau FAIA and Laura Wernick FAIA to serve another three-year term on the board. Candidates for consideration for three Board positions (1 architect, 2 non-architect):



Patrick McCafferty PE

Patrick McCafferty is an Associate Principal with the international design firm Arup, and a Lecturer in Harvard's Graduate School of Design. He began his career as an American Scholar in Arup's London offices upon receiving undergraduate and graduate degrees in structural engineering from Cornell University. He specializes in the design of innovative and architecturally expressed structures. A professional engineer in five US States, his broad range of experience includes international project management and the engineering design of museums, performance venues, airports, stadia, mixed-use development, bridges, facades, and sculpture.

Patrick has active in the BSA and BSA Foundation. He served on the development team Institutional Advancement Committee, the Editorial Board of *ArchitectureBoston* Magazine and was twice named to the jury of the Harleston Parker Medal, the annual award established in 1921 to honor the most beautiful building in Boston, Massachusetts.



Meera Deean

Meera Deean is Boston Harbor Now's Director of Planning. In this role, Meera focuses on planning and urban design harbor-wide, helping cities, public agencies, nonprofits, and other stakeholders think holistically about the waterfront. Prior to joining the organization, Meera worked at Utile, Inc. on a range of urban and strategic planning initiatives from block-scale developments to citywide plans.

At the BSA she is also on the board of the Community Design Resource Center of Boston and the editorial board of ArchitectureBoston, and recently completed a three-year term as co-chair of the Boston Society of Architects Urban Design Committee. Meera holds a B.A. in art history from Williams College and an M.Arch. from Harvard's Graduate School of Design.



Haril Pandya AIA

Haril A. Pandya is a Principal at CBT and has over 24 years of professional experience in corporate office, hospitality, mixed-use, and retail projects. The leader of CBT's Asset Strategy and Repositioning Group, Haril specializes in providing holistic strategies, rebranding, and repositioning for corporate/commercial buildings and campuses in both urban and suburban contexts nationally and internationally. He is also a leader in CBT's Media Lab, the in-house hub for social media, brand graphics, and motion design capabilities. He is a recipient of the AIA's Young Architects Award and has been named to BD+C's "40 under 40" and Banker & Tradesman's "New Leaders" lists. He served on the Board of Directors for both the Boston Society of Architects and the Boston Center for the Arts. In addition, Haril is an accomplished touring musician and songwriter and has written and produced several films.

BOSTON SOCIETY OF ARCHITECTS STATEMENT OF POLICY PRINCIPLES

Introduction

Public policy advocacy reflects our core values as architects. As professionals, we have a duty to behave in a thoughtful way. We are supposed to put the interests of our clients ahead of our own interests – but most of all, we are supposed to put the interests of the public ahead of both. The BSA’s Constitution underscores these fundamental values; our organization exists “to promote the artistic, scientific and administrative competence of the profession; to encourage civic, educational and cultural activities; to forward the objects of the American Institute of Architects and to urge adherence to its ethical standards.”

The AIA code of ethics identifies certain key responsibilities for our public role:

- To respect and conserve our natural and cultural heritage, and strive to improve the environment and the quality of life within it [Ethical Standard 1.3].
- To uphold human rights in all of our professional endeavors [Ethical Standard 1.4].
- To use our professional knowledge and skill to design buildings and spaces that enhance human dignity and the public health, safety, and welfare [Ethical Standard 1.5].
- To act as stewards of the earth, by promoting sustainable design and development principles [Canon VI].

The need for clarity about our policy principles and agenda is especially pressing today. Major policy issues are facing the nation, Massachusetts, and Greater Boston. These include the implementation of Imagine Boston 2030 and Climate Ready Boston; and working on laws, regulations, and policies that will maintain Massachusetts’ role as a national leader in climate change, affordable housing, mass transit, social equity, and other issues critical to our buildings and communities.

The following policy principles represent and articulate the BSA’s positions and goals. They draw upon a range of documents, including the “Weave” (BSA / Foundation Strategic Plan), the Civic Task Force Statement of Principles, and consultation with current and past presidents, committee chairs, the executive director, and many other BSA members. They are intended to:

- Help the BSA become a more effective advocacy organization, so the outside world knows what we stand for.
- Provide clarity to BSA officers, board members, committee chairs, and staff in representing our positions. This will foster both continuity and innovation from year to year; as new leaders come on board, they will get the chance to revisit and reaffirm the principles, and set the next year’s agenda.
- Prioritize the use of BSA resources, and help the BSA coordinate more effectively with its partners – the Foundation and AIA-Massachusetts.
- Provide understanding and “ownership” among BSA members about our advocacy and civic engagement work: what we stand for, and what we have accomplished.

BSA policy principles

Two over-arching principles inform all of the BSA’s policy and advocacy activities:

1. **Design Excellence.** Common principles of excellent design include: a strong relationship to landscape and context; enlivening open spaces; details and materials that bring designs to life and scale them to the human body; and interiors shaped by the uses they accommodate and connecting to the surrounding

community. Design excellence broadens our perceptions of personal and social possibilities, and it inspires our thinking about the world around us.

2. **Social Cohesion and Equity.** Our work aims to build communities that address needs for social cohesion and equity. It is clear how profoundly the built environment shapes the inequities we see throughout the region. Planning and design can help communities make informed choices that address those inequities. Design excellence in the service of social cohesion and equity creates flourishing spaces and flourishing people.

Informed by these over-arching principles, we commit to using our professional knowledge and skill to address the following challenges:

3. **Environment and Climate Change:** Meet the challenges of environmental degradation and global climate change, and radically reduce and ultimately eliminate the carbon emissions associated with building construction and operation.
4. **Resiliency:** Plan and design for environmental resiliency, especially the risks of flooding caused by climate change and sea level rise that threaten all coastal communities in greater Boston.
5. **Housing:** Increase housing supply and reduce housing costs in greater Boston, especially at affordable levels, and thereby address inequality and strengthen our region's economic future.
6. **City and regional planning:** Participate in replanning the physical form of the Greater Boston region for economic and social changes in the next 10 - 30 years, with emphasis on jobs housing, transportation, education, and the civic realm.
7. **Improving practice:** Help architects and firms navigate the changing nature of practice; remedy patterns of racial and gender inequality within the profession; and expand public interest / pro bono design services.

Implementation

Each year the incoming VP / President-elect, working with the VP for Advocacy and a small task force, will (1) review, update, and reaffirm the BSA's policy principles, (2) review progress against the previous year's policy agenda, and (3) define the BSA's policy agenda for the following year. This will institutionalize the tradition of the BSA's "president's agenda," so that each agenda will have a continuing vitality, and it will embed that agenda within the organization's articulated policies.

The reviewed and confirmed policy principles and annual agenda will be submitted to the BSA Board for review and approval in the fall, to provide guidance for the incoming officers and board in the following year. The VP / President-elect and the VP for Advocacy will also be charged with coordinating the BSA's policy agenda with the agenda for the Foundation and the annual advocacy agenda of AIA-Massachusetts. There are three areas of activity in which public policy is put into action by the BSA and its partners, the Foundation and AIA-Massachusetts.

- **Advocacy:** Advocating for changes in government laws, regulations, programs, and policies, consistent with our core ethical values, within the nation, the state, and Greater Boston. ***BSA is the lead organization within Greater Boston; AIA-Mass is the lead organization state-wide, with the BSA playing a supportive role.***

- **Civic Engagement:** Convening groups, panels, talks, and competitions that show how design thinking can address the challenges facing the Greater Boston region. ***BSA and Foundation are the joint lead organizations.***
- **Community Projects:** Carrying out hands-on projects, charrettes, and workshops that apply design resources to assist the neighborhoods and communities of Greater Boston. ***Foundation is the lead organization, with the BSA playing a supportive role.***

During the course of each following year, the President, the VP for Advocacy, and the Executive Director will periodically evaluate the BSA's progress toward that year's policy agenda, and report to the Board.

Adopted by the BSA Board of Directors, November 16, 2017

2018 BSA Foundation Board Meetings (proposed schedule 12/6/2017)

Wednesday, January 10 – Board Orientation	Noon to 2pm
Thursday, January 11 – BSA & BSA Boards Social Reception	6pm to 7:30 pm
Wednesday, February 14 – Board Strategic Planning Workshop	Noon to 4pm
Thursday, March 1 – Joint BSA & BSA Foundation Board Meeting	Noon to 2pm
Wednesday, April 11 - Board Meeting	Noon to 2pm
Wednesday, May 23 – Board Meeting	Noon to 2pm
Wednesday, June 27 – Board Meeting	Noon to 2pm
Wednesday, September 5 – Board Meeting	Noon to 2pm
Wednesday, October 10 – Annual Board & Budget Meeting	Noon to 2pm
Wednesday, December 5 – Board Meeting	Noon to 2pm