

To: BSA/AIA Board of Directors and BSA Foundation Board of Trustees
 Fr: Natasha Espada AIA, President, and Ted Touloukian AIA, Chair
 Re: June joint Boards meeting agenda
 Date: Thursday June 4, 2020

This meeting will convene via Zoom at 8am on Thursday, June 11.

- 8:00 am Call to order
- Approval of the joint minutes from the April 29 Board meeting [VOTE]
- 8:05 am Update on BSA restructuring, finances and operations since April meeting
 Natasha Espada AIA and Ted Touloukian AIA
- 8:15 am Introduction to the BSA partners managing accounting, fundraising and marketing
 Eric White
- DiCicco, Gulman & Company – Dan Gaudet CPA, Partner
 - Resilient Philanthropy - Richard Russell, Founding Partner
 - Karma Agency – Caroline Kennedy, President & CEO

Board Conversations – the Boards will break into discussion groups and report on their discussions

- 8:45 am Conversation #1 – As one organization, how do we best prepare ourselves for the unknown challenges we face in the next six months?
- 9:05 am Reports from discussion groups – Identify what are the two things we can do to best prepare ourselves.
- 9:20 am Conversation #2 – The BSA posted a statement responding to the murders of black Americans. A statement is only a beginning. What comes next? How does the BSA and our community address the changes necessary to correct the systems in our city, region and country as well as in architecture that are racist, inequitable, and unjust? What is the BSA going to do about it?
- 9:40 am Reports from discussion groups – Identify top 2-3 priorities for the remainder of 2020
- 9:55 am Next steps
- 10:00 am Adjourn

Enclosures for Board Package

April Meeting Minutes p. 2
 Highlights from the BSA Scorecard p. 3
 BSA Statement on racism p. 6

Links to:

DiCicco, Gulman & Company dgccpa.com
 Karma Agency karmaagency.com
 Resilient Philanthropy resilientphilanthropy.net

Supplemental Materials

2020 BSA/AIA Board List p. 1
 2020 BSA Foundation Board List p. 2
 2020 BSA/AIA Board Meeting Dates p. 3
 2020 BSA Foundation Board Meeting Dates p. 4
 BSA/AIA Scorecard p. 5
 Google Analytics on website p. 23
 BSA/AIA Strategic Plan p. 24
 BSA Foundation Strategic Plan p. 26
 Plan Faces of the BSA Staff p. 27



February 27, 2020 Minutes of the BSA Board Meeting

Present: Sam Batchelor AIA, Susan Blomquist AIA, Jean Carroon FAIA, Larry Chan FAIA, Natasha Espada AIA, Anda French AIA, Paul Hajian AIA, Brooke Helgerson AIA, Jacob Knowles, Andrea Love AIA, Tim Love FAIA, Gregory Minott AIA, Diana Nicklaus AIA, Mary Anne O’Campo Assoc. AIA, Daniel Perruzzi AIA, Paul Pettigrew AIA, Anthony Piermarini AIA, George J. Proakis AICP, Mark Rukamathu AIA, Courtney Sharpe, Ellen Watts FAIA
Rebecca Berry AIA, Greg Bialecki, Meera Deean, Bennet Heart, Eric Krauss, Peter Kuttner FAIA, Patrick McCafferty, Bud Ris, David Silverman AIA, Ted Touloukian AIA, Laura Wernick FAIA, Ken Willis

Staff: Eric White Hon. AIA

Absent: Jeffry Burchard AIA, Richard Taylor

Call to order Noting the presence of a quorum, President Espada and Chair Touloukian called the meeting to order at 8:07 and welcomed board members.

Minutes of prior meetings BSA/AIA - It was VOTED to accept the minutes of the April Board meeting
Motion was approved: Unanimous.

BSA Foundation – It was VOTED to accept the minutes of the March Board meeting.
Motion was approved: Unanimous.

Electronic Voting It was VOTED by the BSA/AIA Board to authorize electronic voting for the Honors & Awards and Nominating committee reports before the June BSA/AIA Board meeting.
Motion was approved: Unanimous.

BSA/AIA Authorize Exec. Com. It was VOTED by the BSA/AIA Board to authorize the BSA/AIA executive committee, in collaboration with the BSA Foundation executive committee, to work with the executive director to take necessary actions in response to COVID-19 and forecasted loss of revenue.
Motion was approved: Unanimous.

BSA Found. Authorize Exec. Com. It was VOTED by the BSA Foundation Board to authorize the BSA/AIA executive committee, in collaboration with the BSA Foundation executive committee, to work with the executive director to take necessary actions in response to COVID-19 and forecasted loss of revenue.
Motion was approved: Unanimous.

Adjourn It was VOTED to adjourn at 9:09 am.
Motion was approved: Unanimous.

Respectfully submitted,

Eric White on behalf of
Diana Nicklaus AIA BSA/AIA Secretary
Meera Deean, BSA Foundation Secretary



Highlights of BSA/AIA and BSA Foundation Scorecard May 2020

Overall BSA

- Activities* Pivot due to COVID continues. Sadly, we made programmatic, including pausing AB, exhibitions, and all in-person programs, and also furloughed two staff and laid off eight. We have engaged two new consultants – DiCicco Gulman for accounting, Karma Agency for marketing, and expanded the role of Resilient Philanthropy.
- Results* New operating processes and procedures are underway. All programs and activities are now virtual for the foreseeable future. New programs, services and resources. Significant loss of revenue streams.

Goal 1 Architectural Practice Excellence

- Activities:* FeedBack Mentorship program (year 2) kicked off on May 20, ending tentatively in September, with a cohort of 16 mentors/16 mentees. Coffee Conversations (a new program) will run for two weeks (June-July), allowing Eps to become mentors to graduating students via Zoom meetings. ARE Success Team Study Group kickoff in June. Rotch Travelling Scholarship presentations took place via Zoom, with David Constanza (Cornell) announced as winner.
- Results:* Programs are up and running online through Zoom.
- Impact:* Focus on providing firms & architects resources & tools to advance profession EDI. EPs building on 2019 success with to support those in early years of profession.

Goal 2 Design & Building Excellence

- Activities:* Knowledge communities offering useful programming online, reaching a broader audience across the state and New England. Kicked off two new KnoCos: EDI & LGBTQ. Creating online training programs to replicate on-site workshops. Boutique conference planning continues. Embodied Carbon 101 Series kicks off June 1. OPENINGS miniseries kicks off in June. Started new virtual series Openings hosted by Jeffrey Burchard AIA.
- Impact:* Since knowledge communities have gone online, we have seen a significant increase in attendance. Reaching a wider audience as opportunities are more accessible.

Goal 3 Civic/Policy/Advocacy

- Activities:* Three DND Design Review workshops engaged a total of over 150 attendees, with follow up opportunities and presentation shared. MIT, iLab (virtual) workshop on expanding mid-scale housing inviting various disciplines to bring ideas about how to create middle density affordable housing locally and to respond to a draft Request for Ideas (RFI) that will be put out by the City and BSA later in the year. Patio Café Pilot moving forward with recognition that outdoor restaurant spaces are more important than ever once they can re-open; 3 businesses will have outdoor cafes by summer 2020, City starting to make changes to permitting. Case Study in Best Practices for Public Meetings in the Digital Age shared.
- Impact:* A strong focus on engaging members and communities to think about the future of efficient affordable housing.

Goal 4 Design Education

- Activities:* Before COVID, multiple classroom visits took place in Boston and Cambridge. Created digital kindergarten resources for BPS, Cambridge, and Medford. Since COVID focus shifted to virtual

resources for youth, particularly underserved. Postponed KidsBuild! and looking at virtual opportunities.

Results: Reached 500+ students in over 30 classrooms. 86% under-represented in BPS and 57% under-represented in CPS.

Impact: The majority of students from under-resourced and underserved communities.

Goal 5 Community Design

Activities: Planning virtual community engagement for pre-design with Harborkeepers - Chelsea Creek Visioning. BAC Gateway (With Office of Recovery Services and Mayor's Office of New Urban Mechanics) underway, developing a guide for individuals seeking services for recovery in the geographies of Mass and Cass; preliminary document finished, to be refined over the summer.

Impact: Provide resources and opportunities to engage communities.

Exhibitions

Activities: Digital exhibitions are being continued to be built out and planned. The exhibition scheduled has shifted to one major exhibition per year. This pushed the current WATER CFP to a June 30 deadline and 2023 exhibition slot. Will be looking to activate the BSA Space windows.

Impact: By posting the exhibitions online, people have the opportunity to view it and we can reach a wider audience.

Membership

Activities: 2020 Renewals are completed. On-going outreach to prospective Allied members and continued retention efforts continues Design Awards deadlines extended through mid/late August.

Impact: Keep our membership engaged and informed during this time.

Communications

Activity: We have brought on Karma Agency to help strategize and deliver efficient and engaging communications around all of our activities. Website updates have been made for better use.

Impact: Connect our members and community in a time of uncertainty. Provide resources and platforms they may need. Social media is driving member engagement as we gather survey responses, push programs, and create opportunities for member dialogue.

Operations, Governance

Activity: Rental business in BSA Space full shut down in mid-March, actively talking with event industry professionals to keep a pulse. BSA now has all sales and marketing activities in-house. ABX call for Conference Proposals closed 4/17, and selected workshops for Informa to deliver program on June 1st. Meeting weekly with joint executive committee.

Impact: New staff helping fulfill both chapter and foundation goals. Transitioning an in-person heavy opportunity menu to virtual opportunities wherever possible. Early traction in sponsored webinars.

BSA/AIA Financial

Activity: We brought on DGC as consultant for BSA's finance and accounting systems. Ramped up alternative revenue streams, primarily virtual programming and sponsorships. Converted to QuickBooks Online to streamline accounting process. Secured 3-month rent deferral for May-July.

Impact: Recent changes point to time and cost savings.

Development/Fundraising

Activity: Received grant from Cummings Foundation for \$100,000 towards youth education. Planning continues for now fully-virtual auction in mid-September and Breakfast event (working on contingency plan as well). Corporate sponsorship remains top priority.

Impact: The development team is rethinking possibilities for future fundraising events and how to reframe raised revenue efforts.

A Message from the BSA on Racism

Our hearts grieve for the families of George Floyd, Ahmaud Arbery, Breonna Taylor, and the many other black Americans who have been senselessly murdered. In particular, we are appalled at the systematic targeting of young black men by some police. We must come together to address the bigotry and violence in this country toward the black community.

Boston is not immune nor absolved from its own insidious lineage of racism, bias, and violence. The racial inequities, injustices, and disparities in our city are extreme and persistent. They are even codified in the policies and planning measures of architecture's "health, safety, and welfare" mandates. This cannot continue. We encourage all in our community to stand together in dismantling systems of discrimination and amplify the voices of those most directly entangled in its grips.

These protests are a call to action to address the injustices of systemic racism in this country. We are saddened to see the fires and damage done to our great city of Boston and other cities around the world. While we do not condone the violence, we recognize the frustration, pain, and anger that preceded this violence and stand with the voices in our communities rallying for change. The damages to physical spaces can be repaired and replaced. The lives lost cannot.

We ask our members, allies, and friends to move forward in solidarity with empathy and support. When designers come together to change the systems that perpetuate violence and cruelty, we will harness our energies to create more just, equitable and inclusive communities.

June 3, 2020