

**BCxA**  
**Southwest Chapter**  
**Board of Directors Meeting**  
**April 9, 2010**

**Meeting date:** April 9, 2010 Started at 10:00 PM PST  
**Conference Call:** 866-502-8312

**Attendees:** Doug Chamberlin  
Jonathan Vaughn  
Kyle Lambert  
David Jump  
Tom Poeling

Agenda/Discussion:

1. **Interest in NCBC versus ASHRAE/Other Meetings.** Focus our efforts on NCBC and local ASHRAE. Table discussion on the value of BCA for later. There will be a BCA Day this year instead of a BCA expo.
2. **Local meetings.** The board should set up chapter meetings at NCBC.
  - a. **BCA Day.** BCA will distribute information in a week regarding agenda and cost for meetings on 5/24. Morning is dedicated to chapters and committees. It will be arranged so that individuals could attend both a chapter and committee meetings. Afternoon includes a panel discussion to discuss the Cx process from beginning to end, focusing on the benefits of Cx.
  - b. For the **Southwest Chapter**, we would like to do planning for fall and winter meetings. A board meeting is set for 8:30 am to 9 am to address ongoing board business. Then set up a meeting from 9 am to 11 am to discuss fall and winter meeting agendas. Jonathan will check on room/teleconference arrangements. There is a concern about holding our chapter meetings in a large room along with other committee groups. We would also like for board members who cannot attend BCA Day to be able to dial into the meetings.
  - c. The price to attend BCA Day is \$100. There is a concern about spending \$100 to attend BCA day if someone is just wanted to sit in on chapter meetings. Can we give those attendees a price break?

- d. A letter will come from BCA International to the chapters to provide financial support to BCA Day. Board members will decide by email on what our level of support our chapter could provide.
3. **Texas Chapter.** No new status on Texas Chapter creation.
4. **By-laws.** Discussion was tabled.
5. **SERBCA.** Closed issue.
6. **Star Chapter Website Demo.** Amie Borenstein discussed the Star Chapter website and went through a demonstration on WebEx. Highlights include:
  - a. Meeting information can be listed on the Chapter home page.
  - b. Could include connection to social networking sites through links to the Chapter home page.
  - c. Can have links to sponsors on the home page.
  - d. Website has a place for member contact information.
  - e. Location for board members to have private access to certain pages.
  - f. Place to organize a newsletter. The newsletters can be built using Word documents, not through a complicated web program.
  - g. Can include a place for a member's directory. Members can build their biographies themselves. Chapter can choose to make the list public or private.
  - h. Listing for Future/Previous meetings to advertise meetings. Include both SW chapter board meetings and other meetings associated with the Cx industry (BCA, ASHRAE, CCC, USGBC, local chapter meetings) as desired.
  - i. This website will reduce time to organize meeting invites. Can set up questionnaires for invitees (i.e. what would the attendees like to see – receive feedback). The web site automatically includes prospects into a saved database for review.
  - j. Web site can be used for registrations for meetings, including giving us the ability to receive credit card payments through merchant accounts with the transactions directly on the chapter website. Star Chapter works with merchant account service. SC doesn't charge for that part of the service, the charge is through the merchant account service.
  - k. In the Meeting Registration center, allows the board to see what members are registered for a meeting, payment access, invoicing for no shows, receipts for meetings

- l. Web site has an email communications center. Chapter can send newsletters and meeting announcements out automatically to an email mailing list.
  - m. There are two costs associated with this web site –
    - i. Set up fee (new website, data conversion): \$799
    - ii. Monthly fee: \$75/month if credit cards are not accepted on website, \$100/month if credit cards are accepted. (Doesn't include merchant fees.) Includes hosting and training of new board members. Typical merchant accounts are around \$20 or a percentage.
  - n. Star Chapter will send additional information to Doug to pass along to the board.
  - o. Board would need to schedule kickoff meetings and to respond to questionnaires. Typically takes 3 to 4 weeks to get a chapter on line.
8. **Discussion on the website.** The website has a lot of great features, but there is a concern about the costs. Additional discussion on the website included:
- a. What would we use this for – advertising for future chapter meetings, ability to submit newsletters to our members, coordination and registration for meetings, review the activity of our members, updates of member bios.
  - b. We could offer corporate memberships to help offset the costs of maintaining the website.
  - c. Question. Do other BCA regions use this service?
  - d. Concern. Our chapter is planning to separate into 3 different chapters within 2 years. Can this website be set up to allow a tab for activity for the 3 separate chapters? Would we have to eventually maintain and pay for a separate website for each chapter?
  - e. Revenue – SW chapter has about \$5,000 in revenue per year. Todd indicated that there is sufficient funds to invest in website creation and maintenance.
  - f. Who is going to manage the website and manage membership, and put out a quarterly newsletter? Do we need to include a communications director or committee on our board to supervise this? We could define the roles of the board members. For example:
    - i. President: In charge of meeting organizer portion of web site,
    - ii. Vice President: In charge of newsletter content,
    - iii. Secretary: In charge of membership,

- iv. Treasurer: In charge of advertising/ corporate sponsors.
- g. Could the SW Chapter hire staff from BCA or participating corporate sponsors to help manage the website?
- h. Jonathan/Doug to check if BCA International and their merchant accounts could be used/linked to this new website.
- i. **Doug to follow up with these question to Star Chapter** – Can we break the website into our 3 chapters into one website? How long is the time commitment to the website? Do other BCA chapters use this? Doug will follow up with Star Chapter on these questions.

**Next meeting is scheduled for 5/6/10 at 10 am PST.** Topics for next meeting will focus on the SW Chapter meeting at BCA Day and pursuing the website.

Meeting was adjourned at 11:30 pm.