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**M I N U T E S**

**Meeting of the Executive Committee:  April 23, 2015 – 8:30am – 10:30am Washington, DC**

Members - \* voting members

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| Tim Youmans\* | International President | Sacramento | P | Robert McBride\* | Central RVP | Simcoe | P |
| Steven Gragg\* | First Vice President | Orange County | P | Jordan Peters | Central AVP | Ely | P |
| David C. Lachoff\* | Treasurer | Los Angeles | A | James Musbach\* | West RVP | Golden Gate | P |
| Sheila Harris | Assistant Treasurer | Phoenix | P | Kathline King | West AVP | Los Angeles | A |
| Laurie Marston\* | Secretary | Ely | P | Cheryl Soon\* | Asia/Pacific RVP | Aloha | A |
| Gregg Robinson | Assistant Secretary | Zia | A | Anilkumar Hatkar | Asia/Pacific AVP | Maharashtra | A |
| Alan Nevin\* | Scribe/Editor | San Diego | A | Ian James Lord\*, Esq. | Past President | Simcoe | P |
| Joe Nathanson | Assistant Scribe | Baltimore | P | Leslie S. Pollock | Chair, Council of Presidents | Ely | P |
| Christine Williams\* | Historian | Ely | P | Dr. Karen Sieracki | Chair, Council of Presidents | London | A |
| Millard Lee\* | Assistant Historian | Los Angeles | P | Stan Hamilton | Chair, Governance Committee | Vancouver | A |
| Aurelio Ramirez-Zarzosa\* | Europe RVP | Madrid | A | Cassandra Francis | Chair, Communications Committee | Ely | A |
| Catherine Kervennic | Europe AVP | London | A | Joan Herron | Chair, New Chapter Development | Atlanta | A |
| James E. Ellison\* FAIA | East RVP | George Washington | P | Sheila Hamilton | Executive Director | LAI | P |
| Gary Leach | East AVP | Boston | A | Phil Adams | Guest | PS&A | P |
| James Fawcett, PhD. | Awards Committee Chair | Los Angeles | P | Lisa Kerpan | Guest | PS&A | P |
| Anil Hatkar | AUM, President | AUM | A | Tom Goodwin | Boston Chapter President | Boston | P |

P= Present, A=Absent

Tim Youmans called the meeting to order at 8:33 a.m. Eastern time, identifying a quorum.

Tim Youmans reviewed the chapter data and membership reports. For April we are about where we should be as some chapters are still tracking down members who have not yet renewed.

**A. President’s Report**

Tim Youmans reported he and Steven Gragg met with the London Chapter representatives Karen Sieracki and Angus McIntosh. They have no members to move into leadership and are having sustainability issues. Their largest concern is competition from other organizations. They need to identify new members and new leaders. It was a productive conversation and no easy solutions. We will work closely with the chapters as much as possible.

Steven Gragg reported the New York chapter is undergoing similar difficulties. Ian Lord, Jim Ellison, and Steven Gragg attended their chapter meeting in June 2014. There was a good turnout but there has not been any follow up since that meeting with prospective members. We put a call out to their membership asking for someone to step forward and assist in revitalizing the chapter. There have been a few candidates to date, but no progress yet.

Ron Buss noted that by the time you have enough experience to join LAI you may already be a member of several other organizations, so we need to find a way to get younger members involved.

Steven Gragg noted this is a discussion about the Gap and will be further discussed during the strategic plan update.

**C. Matters Arising**

 **1. Branding Committee**

 **a. Continue Implementing Brand Enhancement Strategy**

**(EC Motion 2) To approve $10,000.00 for Phase 4 of the brand enhancement strategy by Christine Williams. Second by Ian Lord. Motion carried unanimously.**

**Discussion:** Tim Youmans introduced Phil Adams, PS&A. Phil Adams provided a review of the chapter brochure template, the LAI brochure and the logos.

Jim Fawcett asked who will update the chapter templates.

Phil Adams stated the chapters can do it themselves or contract with Getting It Done or PS&A for a nominal fee.

Les Pollock noted the brochure states there are chapters in US, Canada, Europe and Asia.

Phil Adams stated that is to show the breadth of the locations worldwide.

Joe Nathanson asked what the timing was to have the brochure available.

Phil Adams stated as soon as the photography is received from the LEW which should be within 2 weeks.

Tim Youmans wrote an article for the April KeyNotes about the changes to the logos, brochure and website.

Tim Youmans stated the board authorized $22,000.00 in last year’s budget and to date $12,000.00 has been spent. We need to authorize an additional $10,000.00 for the next phase which includes a PR strategy to enhance awareness of LAI.

Tim Youmans noted that LEF has contributed $5,000.00, they are in for about 10% of the funding. We have not asked for additional funding. They will have costs of their own during implementation and they were on the last branding call.

 **2. Governance Committee Report**

 **a. Strategic Plan Implementation**

Tim Youmans reviewed the progress report from the governance committee which is working on a status report about implementation of the 2012-2017 Strategic Plan.

Les Pollock commented that he recently prepared a memo regarding the global chapter. It goes directly to some of the issues. The important thing is to capitalize on our international status and create opportunities for connecting with other chapters. This organization is about honorary status and networks. We want to make sure members can network on a global basis. Members at large have no connection other than paying dues, receiving Keynotes, and attending a LEW. The global chapter is a way to connect members outside of their chapter. If the board is willing the committee will provide a proposal for action at the fall meeting.

Steven Gragg commented the membership gap issue is sustainability of the organization and future growth. We need to be capturing potential members recently out of college but before they qualify for membership. Yet we don’t want it to impact the benefit of exclusivity to the current members.

Sheila Harris noted there is a lack of minority and women members and lack of ethnic diversity. One of the reasons she got involved in leadership was because she noticed women were being appointed to the Secretary role. The challenge is outreach to students but also to women and minorities.

Tom Goodwin sits on the local Boston board of Real Estate Finance and they have emerging leaders for under 35 and a diversity committee.

Jim Musbach noted the Golden Gate chapter has a good gender balance and a committee that specifically looks at diversity when recruiting new members.

Tim Youmans stated we don’t have the infrastructure to build student chapters, and we don’t support the current student chapters.

Jim Fawcett noted the difficulty of student chapters and needing a faculty member to keep it organized.

Millard Lee suggested having associate membership instead of student chapters.

Steven Gragg stated the topic is being considered by the governance committee as part of the strategic plan. The first question has to be, do we want this? Do we continue student membership? If we don’t then we need to remove that option. The history of LAI included students and academics were a big part of LAI.

Tim Youmans reported Jon Devries has written to top ten planning schools letting them know about funding available through the foundation. While seeking grants, they may also want to start a student chapter. Jon will also be contacting the real estate schools.

Tim Youmans directed Les Pollock to move forward with the global chapter committee and report back at the next meeting.

Tim Youmans proposed two working committees. A Global Chapter Committee to study and recommend a structure for the LAI Global Chapter will be chaired by Les Pollock. A Membership Gap Committee to study and recommend approaches to find ways to attract younger members to LAI and to build awareness of LAI so qualified professionals can join the organization will be chaired by Steven Gragg.

**Ian Lord made a motion to create a Global Chapter Ad-Hoc Committee and a Membership Gap Ad-Hoc Committee. Second by Laurie Marston. Motion carried unanimously.**

**b. 2018-2022 Strategic Plan Process**

Tim Youmans reviewed the strategic plan time table on page 58 of the board book which has a series of steps from fall, 2015 through fall, 2017 when the new strategic plan is scheduled for adoption.

**3. Land Economic Weekends (LEWs)**

 **c. Identification of Future LEW Sites**

**(EC Motion 5) To recommend approval of the Future LEW Sites in Vancouver Fall 2017 and in Sacramento Fall 2018**

**Motion to approve EC-5 made by Robert McBride. Second by Sheila Harris. Motion carried unanimously. (4/23/15)**

**Motion by Steven Gragg to adjourn. Seconded by Ian Lord. Motion Carried. The meeting was adjourned at 10:00 am.**