



**Santa Clara Valley Chapter
Strategic Planning Meeting Notes**

Griggs' Residence
Redwood City, California

July 9, 2017

- I. The meeting began at 9:00 a.m.
- II. Attendees:
 - A. Board Members Present:
 1. Terri Sudbrook, AIA, CSI, CDT – President
 2. Nick Vadasz, CSI – Treasurer
 3. Tim Deal, CSI - Secretary
 4. Katia Griggs, CSI – Director
 5. Jim Morelan, CSI, AIA, LEED AP – Director
 6. Carmen Torres, CSI, Director
 7. Bill Kelly, CSI, Director
 - B. Region Director: Julie Barrett CSI, CDT
 - C. Committee Chairs:
 1. Rose Garrison, CSI
 2. Faith Chien, CSI
 3. Hannah Moyer, CSI
 4. Jim O'Keefe, CSI
- III. Purpose of meeting – planning for the year (FY2018)
 - A. CSI mission and values statement were read –
 1. *"The mission of CSI is to advance building information management and education of project teams to improve performance".*
 - B. Review of performance during the last year. A copy of last year's meeting minutes was distributed to the group. Goals and expectations for FY2017 were mostly met however only a few came up short.
 - C. Where do we want to go?
 1. Get members more involved in smaller tasks and committees
 2. Fresh ideas to get more involvement from the membership; we briefly discussed scavenger hunt and CDT jeopardy event (similar to an event LA chapter hosted, etc.
 3. Ask for speaker suggestions at the greeting table. To encourage participation with suggestions, we talked about rewarding suggestions with free raffle tickets.
- IV. Membership:
 - A. Institute's direction on membership
 1. Getting back to our roots, why CSI?
 - a) Mentoring the next generation
 - b) Not only about products, include other parts of the building industry such as estimating, inspection, etc.
 - B. Value to members
 1. What value are we providing to our members? Education and networking
 2. Can we as a chapter provide more value? Yes
 3. How can we increase attendance at meetings? Invite peers, spread the word, try new ideas.
 - C. Possible opportunities for increasing membership
 1. ASC Competition – Jim and Julie gave a brief explanation of this competition. Associated Schools of Construction (ASC) hold an annual event every February in Reno, NV. There are several student competition problem categories. San Jose State and Santa Clara compete in the sustainability small house design. Stanford competes in Integrated Project category.
 - a) We discussed asking a professor from one of these schools to present what is ASC Competition at our monthly meeting. Programs Committee to follow-up on this idea.
 - b) We also discussed:
 - Host an event relating to ASC or

- Assist with a sponsorship
 - Invite a school to present their submission and provide feedback.
- c) West Region has asked each chapter if they would be interested in helping to staff the CSI booth at the competition in June with 2 people.
 2. Santa Clara students – Become more involved with the school programs for architecture, engineering, and construction management. Possible CDT class in the future.
 3. Other outreach programs – Mentoring and resume review sessions.

V. Mid-morning break

VI. Brainstorm Session

- A. Develop goals for 2017-2018 (FY2018)
 1. Outreach to local schools; more involvement with ASC, add CDT to curriculum, provide mentorship
 2. Collaborate with the East Bay Chapter on a golf tournament
 3. New fundraising ideas
 4. Mini tradeshow type event
 5. Joint event with the local AIA chapter for a joint holiday party in 2018
 6. Change the raffle prizes
- B. Timeline
 1. Smaller ideas like the raffle prizes can be implemented in Q1, larger events such as the tradeshow or fundraisers will happen in Q3 or Q4
- C. Chapter meetings/programs
 1. Format change - Possible breakfast meeting for members who cannot attend in the evening or moving up the dinner meeting to an earlier time.

VII. Lunch break

- A. Small group discussion about top four ideas

VIII. Action Plan

- A. Present developed goals from the break out session
 1. Outreach to local schools
 - a) Create a committee to develop a master plan
 - b) Contact Bill Gould at Santa Clara University - also reach out to SJSU and Stanford
 - c) Sponsor and staff a booth at the ASC competition in June
 - d) Have students present at a spring meeting and provide feedback (or critique) from SCV chapter members
 - e) Possibly introduce CSI to high School students – Faith mentioned AEC program
 2. Fundraising
 - a) Bocce ball tournament and mini tradeshow
 - b) Club Auto Sport event and tradeshow – evening event, Nascar theme or casino theme
 - c) Catered tradeshow / education seminar in Redwood City
 - d) Invite student to events
 3. Raffle plan
 - a) New items such as tickets to sporting events or shows. 4-5 raffle prizes per meeting
 - b) Add a hidden (or not hidden) question to the newsletter, first person to answer correctly at dinner registration wins a gift card. Announce winner during raffle.
 - c) Gather sponsors. Donate a \$25 raffle item and be recognized in the newsletter and at the meeting
 - d) CSI t-shirts – promote CSI with Swag
 4. AIA – joint holiday event
 - a) No joint event with AIA this year, possibly for next year. Pursue joint event with other CSI chapters, possibly at an alternate location.
 - b) Entertainment ideas: comedian or magician. (not Jim)
 - c) We would like to strive to make this holiday event similar to our party in 2016. We all had a wonderful time with eating, dancing, drinking and cool photo ops.

IX. Budget Review

- A. Terri will set up a conference call or webinar with necessary board members to review before the August board meeting.
- B. Nick and Jim O will have their official hand off for treasurer duties by the end of this week. Conference call to discuss budget will occur after this hand-off.

X. Closing / Next Steps

- A. Committee chairs will begin working on ideas presented
- B. Outstanding Chapter award is ready for submission

XI. The meeting was concluded at 1:00 p.m.

- A. Special thank-you to Katia Griggs for allowing our group of twelve to descend on her home. The beautiful backyard was a bonus to our very productive meeting.
- B. Special thank-you to Rose for bring food to the meeting. We all enjoyed the salads and sandwiches.