



FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL
WORLDWIDE BOARD OF DIRECTORS MEETING
MINUTES

27th October, 2020
Conference Call

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In Attendance

Officers

*Mr. William Caruso, FFCSI, PP
President
(WC & Partners, Inc.)*

*Mr. Mario Sequeira, FCSI
Secretary/Treasurer
(Hospitality Total Services (Aus) Pty Ltd)*

Staff

*Mr. Nick Vaccaro
Executive Administrator, WW*

Guests

Members of Progressive Content Staff

Directors

*Mrs. Clara Pi, FFCSI
(FCG Company Ltd.)*

*Mr. Paul Montégut
(Restauration Conseil)*

*Mr. Eric Norman, FCSI
(Clevenger Associates)*

*Mr. Remko van der Graaff, FCSI
(AAG Food & Facilities & Hospitality)*

Allied Representatives

*Mr. Mick Jary
Meiko UK Limited*

*Mr. Greg O'Connell
(Moffat)*

*Mr. Jack Scott
(Alto-Shaam, Inc.)*

FCSI's Vision

“FCSI is the global leader in foodservice and hospitality consulting”

FCSI's Mission

“To promote professionalism in foodservice and hospitality consulting while returning maximum benefits to all members”

Brand Slogan

“We Share, We Support, We Inspire”

1.0 Call to Order and Opening Remarks

The meeting was called to order on 27th October at 7:10 am (EDT) at which time President William Caruso, FFCSI welcomed everyone to the meeting. Noting that there was quorum for conducting official business Bill requested that the meeting begin with the first agenda item.

2.0 Approval of Meeting Minutes

Eric moved to accept the FCSI WW July, 2020 board meeting minutes as submitted. Seconded by Clara and approved unanimously.

3.0 Website and YourMembership Updates

Sense of the Board was to approve a consolidated Q4 issue instead of separate three issues. This will show a true partnership between all three Divisions and help save on printing expenses.

DIGITAL ENGAGEMENT

Engagement on fcsi.org has been exceptional during the lockdown period.

August 2020 figures:

Unique users: 10,100

Page views: 19,000

Organic search traffic: 4,600

Time on page: 4 minutes

Significant increase in online content has included news, long-form content, opinion pieces and blogs, whitepapers, new series – such as ‘Design Masterclass’, podcasts, roundtables, webcasts and multiple videos including ‘5 Minutes with...’ and ‘In My View’.

MEMBER PROFILE VIDEOS

Launch of the ‘5 Minutes with...’ series of Professional member interview videos during lockdown. Very popular; great feedback and excellent for traffic.

Launch of ‘In My View’ video series, focusing on the careers and interests of members globally. The first video with FCSI TAD member Sojo Alex has received 1,220+ views in six weeks. A record for an FCSI video.

Allied member Covid-19 video updates: sponsored and lots of social shares from manufacturers.

VIRTUAL ROUNDTABLES

x5 roundtables hosted during lockdown (four of which were sponsored – by Hoshizaki, Middleby and Meiko).

Great content; very happy sponsors; record viewing figures on YouTube for FCSI videos: eg) 600 views for 'Hospitality and the new normal (Meiko); 480 for Ventless innovation (Middleby).

WEBCASTS

First webcast, focusing on EMEA, conducted in partnership with GlobalData (sponsored by Meiko) on 13 July. Filled all x100 registrants (max).

Second webcast focusing on Latin America took place on 29 July. Conducted in partnership with GlobalData and sponsored by Wood Stone Corporation. Filled all x100 registrants.

Third webcast focusing on North America on 19 August. Conducted in partnership with GlobalData and sponsored by Wood Stone Corporation, Unox and Multiteria USA. Filled all x100 registrants.

Fourth and final webcast focusing on Asia Pacific took place on 15 October and conducted in partnership with GlobalData and sponsored by Wood Stone Corporation. Filled 88 registrants.

PODCASTS

Sponsored podcasts feature FCSI Professional members discussing key trends or technical topics.

We now have three series: Dynamic Design; Future Customer; and FCSI's Sustainability Lowdown.

Dynamic Design was nominated this month for an International Content Marketing Association award.

FINANCIAL

For the financial outlook Stu said that we expect to meet the \$120 profit share by year end. As of right now 2021 should be budgeted with a \$125 full year profit share.

ASSOCIATION MANAGEMENT SOFTWARE

Nick reviewed the input provided by the staff of the three Divisions and the Worldwide office on the recommended AMS packages. The sense of the Board was that more reviews should be conducted, and the Board will wait until after the next Administrator conference call to be provided a recommendation.

4.0 Financial Reports

Mario motioned and Eric seconded. Approved unanimously.

Eric moved to approve the 2021 budget. Eric seconded. Approved unanimously.

Eric moved to approve the 2021 AEC Management contract with a 3% cost of living increase. Seconded by Paul. Approved unanimously.

5.0 Reappointment of Officers

Eric moved to reappointment of Bill and Mario. Clara seconded. Approved unanimously.

5.0 WW Strategic Planning and Board Meeting Update

Recommendation of conducting strategic planning by Zoom in multiple four-hour meetings. The Board will continue to watch global travel recommendations to decide if an in-person meeting is possible, or if the planning session should be conducted virtually.

The Board discussed the idea of coming up with a priority list of items to be accomplished. Draft an agenda and then break up the items into separate meetings.

Must get an experience third-party moderator to lead the planning session discussions. Bill asked everyone to forward names by end of November of professionals they have worked with that may be available for WW. Nick will also email the Divisional admin staff and ask them to forward potential moderator names.

Nick will create a wish list of what would be needed from a good moderator.

6.0 Updates from Divisional Chairs

6.1 EAME

Remko provided and updated on EAME activities. He said the 2021 EAME Conference in April may be postponed until later in 2021.

Working on increasing communications with members during a time when we can't meet in person.

6.2 TAD

Eric reported on the TAD events planned for 2021. He provided a Project Showcase update. TAD is going to begin new member interviews podcast. The Division has recently launched an internet marketing program.

Chapter events are being planned with a few in-person meetings.

6.3 APD

Mario reported that within APD some areas are seeing business improving while other regions are still struggling. Everyone in all the regions are embracing Zoom and Microsoft Team meetings to stay in contact.

APD membership is steadily increasing and there are a number of prospective members which may join soon.

The Hong Kong office will close soon and TAS in Australia will be the only official registered office for APD.

Mario said that APD members have enjoyed their work on the BIM committee and are looking forward to next steps on the project.

4.0 BIM/Revit Committees Status Update

Bill provided an update on the BIM/Revit committees in EAME and TAD. He said that many segments of the Society have contributed to the advancement of the project. The indication has been that the committee will submit a report to the WW Board by the end of the year. Then the WW Board could appoint a task force to consider the committee's recommendations and how to proceed. Since this is a FCSI global brand project there needs to be overview by the WW Board of Directors.

7.0 Unfinished Business

No unfinished business was brought before the Board.

8.0 New Business

8.1 Mick Jary's Meeting with Google

Mick told the Board about his meeting with James Shaw with Google about their company's desire for FCSI to look at all the information available across all platforms for the end user to be easily access information about their kitchens in one App/platform rather than looking at 30 different Apps.

He said that there may be desire from Google to design the platform that would be used by the end user (kitchen manger).

Bill said the WW Board will consider the establishment of a WW Task Force for the connectivity issue. Bill asked each Divisional Chair to go back to their Division and see whether two or three names of people which could be forwarded to the WW Board for consideration of service on the potential task force.

9.0 Adjournment

Mario moved to adjourn the meeting. Seconded by Clara and the meeting was adjourned at 8:42 am (local time).

Meeting minutes recorded by N. Vaccaro on 10.28.20