

NC STATE UNIVERSITY HUB ADVISORY COMMITTEE MEETING

MINUTES

JUNE 29, 2010

2:00 PM

FACILITATOR	Marvin Williams
MEMBERS PRESENT	Zack Abegunrin, Sepideh Asefnia, Kristen Hess, Bob Robinson, Bruce Knight, Kevin MacNaughton, Carole Acquesta, Andy Snead, Mike Harwood, Lisa Johnson and Marvin Williams.
GUESTS	Kevin Montgomery O'Brien Atkins Architects, Katherine Peele LS3P Architects, Ken Martin Obsidian Group, Darrel Williams Neighboring Concepts, Clymer Cease of PBC&L, Lewis Myers Freelon Group and Shari Parrish Associate VP UNC General Administration

Agenda topics

WELCOME AND INTRODUCTION

MARVIN WILLIAMS

DISCUSSION	Mike Harwood was absent due to obligations on Centennial Campus.

REVIEW MINUTES FROM FEBRUARY 2010
MEETING

MARVIN WILLIAMS

DISCUSSION	Committee reviewed the minutes.	
CONCLUSIONS	Minutes were approved.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

UNC SYSTEM MINORITY DESIGNER
PARTICIPATION OVERVIEW (20 MINS)

SHARI PARRISH - UNC SYSTEM

DISCUSSION	Shari Parrish presented an overview of minority design participation for the UNC System. In the discussion it was noted that less than 2% of the registered architects in North Carolina are African American. During the recently completed bond program participation among minority design firms was 14.6%. Beginning in 2006 to date minority designer participation for non-bond projects is 8.6% of which 4.3% is African American and 3.6% female. It was pointed out that marketing is very important for minority design firms and unfortunately most firms do not have a marketing budget. Participants stated that one of the problems is finding a comprehensive list of registered minority designers which can be accessed by larger firms.
CONCLUSIONS	There is a definite need to develop an accessible database of registered minority design firms. Design firms must understand how important marketing is to future growth and must address this in their

	budgets.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Continue to identify registered minority design firms to establish a comprehensive database. This should be a centralized database accessible to all that seek to find minority design firms.	Marvin Williams and Shari Harris	
Discuss with design firms what marketing strategies they can implement with a limited budget.	Marvin Williams	

PARTNERING (LARGE AND SMALL DESIGN FIRMS) (60 MINS)

MARVIN WILLIAMS/PANEL DISCUSSION

DISCUSSION	<p>North Carolina State University is very interested in utilizing partnerships between majority and minority design firms on some upcoming projects. This has worked successfully on campus in Mentor/Protégé relationships between majority construction manager at risk firms and minority general construction firms on large campus construction projects. The following question was asked of the design firms represented at the meeting. If NC State University issued a request for proposal for design services stating that we will be accepting proposals for partnerships consisting of majority/minority teams what would you be looking for in a partner? The following points came out of this lively discussion: (1) There has to be an accessible database of registered minority design professionals. (2) Strategic alliances can develop once we determine who the firms are. (3) The capability of minority firms must be determined. (4) The minority firm must have the critical skill set.</p> <p>Relationships are critical and must occur long before partnering on a project. Partnering works best on projects with multiple buildings or if the minority partner provides services that the larger firm does not provide. It is possible to have a single building project and break out the building programming or construction administration portion. Utilizing minority design consultants is a simple way to increase the participation and would avoid overlapping responsibilities that may occur with two architects on the same project. Minority firms must study the majority firms and market themselves to those firms they want to work with.</p>	
CONCLUSIONS	<p>Capable minority firms must be identified and relationships must be developed prior to any teaming efforts. Minority design firms must market themselves to larger firms. Clear separation of work for each firm must be identified such as programming and construction administration when partnering. Projects with multiple buildings would be ideal for partnering.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
North Carolina State University will continue to revise and update the minority designer database located on the HUB website.	Marvin Williams	
Develop networking opportunities in advance of request for proposals requiring partnerships.	Marvin Williams	
Review upcoming projects to determine which ones would be most conducive to partnering.	Marvin Williams	

**DESIGNER EVENT TALLEY STUDENT CENTER
OCTOBER 7, 2010 (40 MINS)**

MARVIN WILLIAMS

DISCUSSION	<p>On October 7, 2010 NC State University will be hosting a designer forum. This meeting will be held to achieve two purposes: (1) To give design firms the opportunity to meet design staff from Capital Project Management, Design & Construction Services and the Office of the University Architect. (2) To provide an opportunity for large and small design firms to meet and develop relationships with the goal of partnering on future projects.</p>	

CONCLUSIONS	Design firms want to meet the university staff to tell who they are and what they do. Development of relationships is an important factor in the growth of small firms.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Proceed with development of the designer forum.	Marvin Williams and subcommittee.	

NEXT SCHEDULED MEETING	October 7, 2010 Designer Forum NC State University Talley Student Center
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