



CONCRETE MASONRY
CHECKOFF

BOARD MEETING AGENDA
MAY 7 & 8, 2025

Marriott, The US Grant Hotel
San Diego, CA

WEDNESDAY, MAY 7

- | | |
|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 AM (PT) | Call CMCB (501c1) to Order <ul style="list-style-type: none">• Pledge of Allegiance• Roll Call• Antitrust Policy |
| 8:05 AM | Approval of Feb. 6 Board Meeting Minutes/R3 Board Member Update |
| 8:10 AM | 5-Year Vision Results |
| 9:00 AM | Program Updates |
| 9:15 AM | Program Updates <ul style="list-style-type: none">• Marketing — Beauty of Block |
| <i>10:05 AM</i> | <i>Snack Break</i> |
| 10:20 AM | Program Updates (Continued) <ul style="list-style-type: none">• Concrete Masonry Outreach• Design Assistance — Block Design Collective• Codes and Standards• Educating Design Pros — Block Learning Hub• Investor Relations• Regional Program Video Updates |
| <i>11:45 AM</i> | <i>Lunch</i> |

12:30 PM	Program Recommendation Introduction
12:45 PM	Program Recommendation Roundtables — National & Regional
<i>1:45 PM</i>	<i>Break</i>
2:00 PM	Program Recommendations Roundtables (Continued)
3:10 PM	Jeyoung Woo — Cal Poly Program Update
3:25 PM	Program Recommendations Q & A
3:50 PM	Close Meeting: Executive Session Call to Order
3:55 PM	Policy Approvals
4:25 PM	Programs Feedback Review
4:45 PM	Day 1 Wrap-Up
<i>5:30 PM</i>	<i>Board Dinner — meet in lobby</i>

THURSDAY, MAY 8

8:00 AM (PT)	Executive Session Reconvene
8:05 AM	Program Voting
9:45 AM	DOC Updates
10:00 AM	Non-Compliant Producer Update

<i>10:15 AM</i>	<i>Snack Break – Reopen Public Meeting</i>
10:30 AM	Temporary Adjourn 501c1, Call Grant Funding 501c3 to Order
10:35 AM	Approval of 501c3 November Board Minutes
10:40 AM	Update from Grant Exec
10:50 AM	Old Business, New Business, Adjourn 501c3
10:55 AM	Call Checkoff 501c1 Back to Order
11:00 AM	Financial Update
11:20 AM	Producer Verifications
<i>11:40 AM</i>	<i>Working Lunch</i>
12:05 PM	Market Analysis Report
1:00 PM	Old Business, New Business
1:15 PM	Wrap-Up
1:30 PM	Adjourn 501c1

NATIONAL PROGRAM SUBMISSIONS

2025 Block Design Collective: This is a partial-year renewal of Proposal 25N-D10 for the National Block Design Collective program. The initial program was approved at the spring Board meeting in 2024 and covered design center expenses through 2024 with some carryover into 2025. This proposal is to request additional funds to make whole our expected financial needs for the remainder of 2025

Creating Resilient Design Building Code Provisions for Masonry Buildings (including code proposal to Building Seismic Safety Council): New seismic resilient design building code provisions are currently being developed by the Building Seismic Safety Council (BSSC) Provisions Update Committee (PUC), which will then be sent to ASCE7 for use in the next ASCE 7-34 Standard. These design provisions focus on "Functional Recovery" design, which aim to have the building be functional quickly after a large seismic event.

The focus of this project is to do the background research studies needed to evaluate the needed resilient design requirements for masonry buildings and to develop prescriptive resilient design provisions for inclusion in the BSSC PUC process, and then for consideration in the ASCE7 Standards process. This will result in a code change proposal to the BSSC PUC for including masonry buildings into the new resilient design building code provisions (i.e. a line in the new functional recovery R factor table for masonry buildings) and will include a detailed research report documenting the background studies and basis of the recommendations. The evaluation team will also serve as the proponent of the code proposal and shepherd it through the code process (though all final approval determinations are at the discretion of the BSSC PUC, as with any code process).

University Construction Management Program Masonry Module: This program would create a 4-part module that instructors in university construction management programs can use to better facilitate the teaching of masonry to construction management students. The 4-part module details masonry materials, masonry safety, masonry activities on an active job site, and how masonry fits in on the modern commercial construction project. This module would contain 4 - 1-hour videos for presentation during class or through a university LMS, PowerPoints, reference materials, quizzes, and other educational materials needed to quickly and efficiently slot this module into an existing construction management class. In addition to the primary goal of providing a masonry module to university construction management programs, the videos will be shot in a way that allows for the videos to be edited into

an Introduction to Masonry video geared towards high school students wanting more information about a career in masonry, and a video introducing masonry materials to newly hired professionals in the masonry industry.

Director of Education and University Relations: The Concrete Masonry Products Board (CMPB) is seeking a Director of Education and University Relations to lead national efforts in building university partnerships, guiding industry research, and advancing professional development for the Architecture, Engineering, and Construction (AEC) community. This role will focus on developing a national strategy for university relations and masonry curriculum integration, setting the direction for masonry research, and providing educational initiatives for designers and builders. The ideal candidate will be a visionary leader, an exceptional collaborator, highly skilled in strategic planning and has experience in leading professional development initiatives.

Impact of Cleanouts on Structural Behavior and Construction of Concrete Masonry Walls: The objective of the proposed program is to assess the impact of masonry cleanouts on structural behavior. Several pairs of masonry walls will be tested, with the only test variable in each pair being the inclusion or exclusion of masonry cleanouts. Any recommendations to existing design equations to account for the influence of masonry cleanouts will result in TMS 402 code change proposals.

REGION 1 PROGRAM SUBMISSIONS

Mid-Atlantic Masonry Skills Challenge: Mid-Atlantic Masonry Skill Challenge is a local promotional event that highlights the skills and accomplishments of the next generation of masons through the hosting of a competition that showcases their developing knowledge and talent. It is a way to instill pride in their profession and skill level. In turn, competitors serve as role models to their peers to advance the image and desirability of a career in the concrete masonry industry. Entrants from across three different skill categories will compete side-by-side to construct a masonry mockup with the top finalist in each category advancing onto the national competition to be held in Las Vegas in early 2026. During the event, contestants are not permitted to receive any input, advice, or training during the competition.

2026 Masonry Education Day: The educational seminar series was developed and implemented in 2018 and has continued each year since. The Chapters Board determined that quality masonry installation could be improved through code-based educational seminars. Many masons aren't provided the code-based education behind installation methods. This lack of education led to on-site issues and to a deterioration

of designer's confidence in the use masonry. The seminars provided continuing education, to large numbers of masons, in proper installation methods. The seminars included not only "the how", but "the why" of code-based installation methods. Understanding the "why" of the code was shown to be a powerful tool in the learning process. Once masons knew the science and reasoning behind installation methods, they accepted and began to implement what they learned. The seminars are not a part of any certified mason training program or masonry curriculum program in New York State.

Masonry Master Class for Architects and Engineers: This is an expansion of Checkoff Program 24R1-030 which was approved in 2024. That program was presented mostly within New York State. This proposal is to expand the program to all of Region 1. To improve the quality of masonry design in New York State, the chapter embarked on a program to educate experienced designers by discussing design and detailing improvements that can be made to reduce the cost of construction and avoid on-site problems. The program was first developed for structural engineers and has been expanded to include architects. This is not a course intended for new designers. It requires prior masonry experience that can be improved and expanded. Checkoff supported this course in 2024, and the attendance grew to 54. This proposal is to expand the program beyond New York State to include others in Region 1.

Expanding and Enriching Concrete Masonry Classes Across Regions 1 through 4: The primary objective of this proposal is to expand a teaching mentoring program beyond region 5 to a national scale. Masonry is nuanced and instructors of masonry design classes need to navigate the heterogenous nature of masonry, code requirements, and effective teaching skills. This proposal offers mentoring to empower and encourage instructors to effectively engage students. Investing in individuals who will teach masonry over a 35-year career is important for equipping as many future designers to use concrete masonry as a material. Work with each RAC to identify and prioritize mentoring of faculty members or design professionals recruited to teach masonry design.

REGION 2 PROGRAM SUBMISSIONS

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Region 2 Beauty of Block AEC Pilot: RAC 2 seeks Board approval to initiate a marketing effort aimed at AEC's. The proposed effort will assess the impact of adding the Beauty of Block campaign to engage Architects, Engineers, and Contractors (AECs), while continuing to run the Block Strong SE campaign, which targets consumers in the residential market. A RAC 2 marketing task group will be assembled to align the workflows, market strategies, and implementation plans of both the AEC-focused initiative and Block Strong SE as well as coordinating efforts with the Homebuyer's Program Task Group, to ensure coordinated execution and measurable outcomes. We respectfully request the Board's endorsement to move forward with this targeted evaluation initiative.

REGION 3 PROGRAM SUBMISSIONS

Region 3 Codes and Standards Promotion: Provide funding to aid mason contractor members with travel expenses involved in attending and participating in The Masonry Society (TMS) meetings twice each year. Contractor representatives help submit ballot proposals through TMS subcommittees including Construction Requirements, Veneer, Structural Members, and Reinforcement and Connectors. They also participate in TMS subcommittee task groups throughout the year.

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Structural Masonry Course at Iowa State University: The proposed scope of work involves the development and implementation of a structural masonry course at Iowa State University (ISU) in the Civil, Construction and Environmental Engineering Department, in collaboration with the Masonry Institute of Iowa (MII). The initiative

aims to address feedback from licensed engineers who feel under-prepared to design with structural masonry and as a result, opt to use other building materials. This structural masonry course will be a three-credit elective offered during the summer semester starting in 2026 and will be offered yearly. The course will be asynchronous, with online lectures and structured assignment due dates, making it accessible to a broader audience, including non-ISU engineering students and practicing engineers seeking professional development opportunities. MII is requesting funds for three years (2026, 2027, 2028).

Brews and CEUs for Architects and Engineers: Provide Continuing Education Units (2 per session) to Architects and Engineers. CMU specific programs are being developed now including What Architects Should Know about Structural Concrete Masonry (developed by Pat Conway and Sam Rubenzer).

REGION 4 PROGRAM SUBMISSIONS

Region 4 FY25 Marketing Program: After a series of proposed bills in Arizona and Missouri threatened to undermine municipalities' authority to adopt and enforce localized building code requirements and design standards—all signs point to this becoming a more common issue. And the average consumer and potentially even city manager may not understand the considerable impact to life safety and quality of life. We've seen what happens when buildings aren't properly equipped for known climate risks. Opening the door to build with lesser materials would be a disservice to all. Many trust that building codes have the occupant's and building's longevity best interests in mind by not cutting corners when it comes to safety. The marketing program in Region 4 aims to educate key audiences on why you need to be informed and why you need to be ready to ask questions as it pertains to code changes in the region. Because the checkoff cannot lobby or advocate in any way when it comes to elected officials, we aim to provide factual information to elected officials and promote masonry construction benefits to non-elected officials. We will also continue trade show support with 2-3 AEC-centric shows that have delivered value in CMC/RAC 4 previous showings, to further our message in the industry.

Masonry Design Summit – Texas: The goal of this program is to develop and deliver a two-day design workshop in partnership with a design school or university, to communicate the benefits of concrete masonry products and improve the competitive position of concrete masonry through education, outreach and building partnerships. This is a regional two-day educational program that provides quality professional development courses for practicing architects and engineers. Grant funding will be used to pay for the workshop expenses as well attendees travel expenses.

Creating Resilient Design Building Code Provisions for Masonry Buildings (including code proposal to Building Seismic Safety Council): New seismic resilient design building code provisions are currently being developed by the Building Seismic Safety Council (BSSC) Provisions Update Committee (PUC), which will then be sent to ASCE7 for use in the next ASCE 7-34 Standard. These design provisions focus on "Functional

Recovery" design, which aim to have the building be functional quickly after a large seismic event. The focus of this project is to do the background research studies needed to evaluate the needed resilient design requirements for masonry buildings and to develop prescriptive resilient design provisions for inclusion in the BSSC PUC process, and then for consideration in the ASCE7 Standards process. This will result in a code change proposal to the BSSC PUC for including masonry buildings into the new resilient design building code provisions (i.e. a line in the new functional recovery R factor table for masonry buildings) and will include a detailed research report documenting the background studies and basis of the recommendations. The evaluation team will also serve as the proponent of the code proposal and shepherd it through the code process (though all final approval determinations are at the discretion of the BSSC PUC, as with any code process).

Masonry Institute of St. Louis Education Series: The Masonry Institute of St. Louis is continuing its mission of promoting masonry through education and outreach. MISL will offer 20 seminars in the 2025-2026 season. These seminars are held in-person, and feature speakers from across the country, covering topics pertaining to all aspects of masonry. The goal of these seminars is to educate the design community on the benefits of building with masonry and build relationships between these decision-making parties and our industry. While in-person seminars offer an opportunity for networking, we understand that there is a demand for information to also be hosted online so that we can reach a greater audience. MISL plans and schedules these seminars, funds transportation, lodging and honorariums for our speakers. Seminars are well thought out and meticulously chosen. Structural masonry programs teach efficient methods, leading to reduced project timelines and cost. That's a win-win for the masonry industry and clients, while increasing the industry's competitiveness. MISL has a proven track record in presenting outstanding programs in and around the area – no one else in the country does what we do.

Masonry Design Summit (Central, South, Eastern Arkansas, West Tennessee, Southeast Missouri): Host a 2-day summit on all thing's concrete masonry at the University of Arkansas Little Rock Construction Management Department in Little Rock Arkansas. We also hope this event allows architecture and construction management students to collaborate with future employers in their respective areas. This location we are proposing have easy access by air and road. We hope to encourage architects, engineers and college students to travel from surrounding states to our capitol city and learn about concrete masonry

Masonry Design Summit (Northwest Arkansas, Eastern Oklahoma, Southwest Missouri): Host a 2-day summit on all things concrete masonry at the Fay Jones School of Architecture at the University of Arkansas in Fayetteville Arkansas. We also hope this event allows future architecture and construction management students to collaborate with future employers in their respective areas. This location we are proposing has easy access by air and road. We hope to encourage architects, engineers and college students to travel from surrounding states to our great state and learn about concrete masonry.

Expanding and Enriching Concrete Masonry Classes Across Regions 1 through 4: The primary objective of this proposal is to expand a teaching mentoring program beyond region 5 to a national scale. Masonry is nuanced and instructors of masonry design classes need to navigate the heterogeneous nature of masonry, code requirements, and effective teaching skills. This proposal offers mentoring to empower and encourage instructors to effectively engage students. Investing in individuals who will teach masonry over a 35-year career is important for equipping as many future designers to use concrete masonry as a material. Work with each RAC to identify and prioritize mentoring of faculty members or design professionals recruited to teach masonry design.

REGION 5 PROGRAM SUBMISSIONS

Class at the University of Colorado at Boulder: This proposal describes a program for practical application of the recently developed Masonry Curriculum (University of Wyoming Expanding Masonry Curriculum, Program 24R5-022), including providing feedback on materials developed and the teaching of a class using this curriculum at the largest university in Colorado.

Natural Pozzolans in CMU Grout: Currently industry relies heavily on Fly Ash as a partial cement replacement material for sustainability and to decarbonize grout. However, in the United States, Fly Ash production is decreasing, but the demand is still high. This leads to a higher percentage used of domestically sourced Fly Ash. Attached is a graph from the American Coal Ash Association press release from Dec. 27, 2023. The graph (attached) shows the percentage use of available domestically sourced Fly Ash (red line) has an increasing trend line. At the same time, the graph shows the amount of domestically sourced Fly Ash (dark blue bars) has a dramatically decreasing trend. Fly Ash is also heavily regulated in the United States. The heavy regulations for domestically sourced Fly Ash combined with lower trending inventory creates an environment for vendors to use foreign sources of Fly Ash - importing Fly Ash can be cost effective. But importing Fly Ash overseas is not a sustainable practice. The bunker fuel in freighter is far from clean burning and the energy used is exorbitant compared to local sources. A cycle analysis and trend analysis easily conclude Fly Ash

is a victim of its own success. Good News! Domestically and locally sourced Natural Pozzolans are a sustainable alternative for Fly Ash when it comes to partial cement replacement in CMU grout.

Creating Resilient Design Building Code Provisions for Masonry Buildings (including code proposal to Building Seismic Safety Council): New seismic resilient design building code provisions are currently being developed by the Building Seismic Safety Council (BSSC) Provisions Update Committee (PUC), which will then be sent to ASCE7 for use in the next ASCE 7-34 Standard. These design provisions focus on "Functional Recovery" design, which aim to have the building be functional quickly after a large seismic event. The focus of this project is to do the background research studies needed to evaluate the needed resilient design requirements for masonry buildings and to develop prescriptive resilient design provisions for inclusion in the BSSC PUC process, and then for consideration in the ASCE7 Standards process. This will result in a code change proposal to the BSSC PUC for including masonry buildings into the new resilient design building code provisions (i.e. a line in the new functional recovery R factor table for masonry buildings) and will include a detailed research report documenting the background studies and basis of the recommendations. The evaluation team will also serve as the proponent of the code proposal and shepherd it through the code process (though all final approval determinations are at the discretion of the BSSC PUC, as with any code process).

Concrete Masonry Open-Access Learning for Construction Management Students: Concrete Masonry Open-Access Learning for Construction Management Students is a free, open-access learning resource that will be designed and developed by CSU Fresno CM dept to educate students, professionals, and enthusiasts on concrete masonry structures. This initiative aims to increase awareness, accessibility, and expertise by offering a structured curriculum covering materials, structural design, sustainability, construction methods, and safety. This program supports career growth by offering certifications of completion, which enhance job prospects and technical expertise. By providing high-quality education for free, it empowers individuals from diverse backgrounds to develop skills, explore career opportunities, and contribute to the concrete masonry industry.

Masonry MasterClass Webinars: Education for Design Professionals, Phase 2: Following the successful implementation of RMMI Masonry Master Class expansion in the previous round of Checkoff grants, funding is requested to support further development of educational webinars provided by the Rocky Mountain Masonry Institute over a one-year period. This proposal includes additional marketing to expand and update the reach of this program to more architects, engineers, educational institutions, and others in the concrete masonry community. Marketing will also include the development of targeted marketing materials for these courses and send multiple announcements of each webinar to the distribution list. The webinars will be made available to attendees throughout Region 5, in cooperation with the Northwest Concrete Masonry Association (NWCMA). The primary effort will be developing and

presenting a total of 6 webinars throughout the grant performance period. Webinars are taught by RMMI technical staff and technical consultants. Webinars concentrate on concrete masonry construction, with brick construction mentioned where applicable. Webinars are free to all attendees. A test consisting of 10 multiple choice questions will be developed for each course, and AIA continuing education credits will be provided upon request and upon successful completion of the webinar's test. Each webinar will be recorded and hosted on the RMMI website.

Concrete Masonry Building Core Design Table Publication – Version 2: This proposal is a continuation of the successful commencement of a building core design guide for structural engineers that is currently progressing toward publication. As noted in the previous proposal, most construction professionals readily acknowledge the numerous benefits associated with concrete block masonry stair and elevator cores, but structural engineers can be intimidated by the design of these cores. This proposal expands the scope of the building core design guide, which essentially allows structural engineers to select a concrete block building core design from tables. The Phase 1 scope included only simple, relatively low-rise building cores in Seismic Design Categories A&B. This proposal expands the scope of the design guide in the following ways:

- With the assistance of licensed California Structural Engineers, expand the scope of the design tables to include Seismic Design Categories C&D. This will include seismic detailing requirements for these building cores.
- Provide instructional seminars to practicing engineers on the proper use of the design guide, including example calculations. As much as possible, these seminars and webinars will be designed to reach throughout Region 5 and beyond.
- Increasing the efficiency of design by providing tables with material properties appropriate for various markets within Region 5.

Career Development – Engaging, Developing, and Retaining CMU Production Personnel: Concrete Masonry Checkoff outreach programs include efforts to recruit and retain the next generation of manufacturing personnel into the very viable career paths offered by the concrete masonry industry. An inducement for entering this career path is the knowledge of the opportunities for individual and professional growth via both basic and continuing educational opportunities in all facets of concrete masonry production. The primary areas of concrete masonry production are wet operations (making and curing concrete masonry units), dry operations (architectural finishing, transport logistics, storage, and handling), sales (marketing, promotion, showrooms), and business operations (management, accounting, and administration). This program's initial focus is to provide awareness and education of the wet operations side of production. Wet operations include management of all aspects of production and includes chemistry (mixing), unit molding, machine operations, curing, and movement of product between each stage. In support of these broader Checkoff

initiatives, the project's scope is to recruit, develop, educate, and retain the critical skill sets needed for a growing industry.

OER Book on Sustainable CMU: The scope of work is to research and compile material that is current to today's codes and practices. Once the material is compiled, it will be organized in an OER Book. The OER Book will be published on Pressbooks (<https://pressbooks.com>) and an organization to house the document will need to be found. It hoped that The Masonry Society (<https://masonrysociety.org>) will provide this. Once the document is funded, The Masonry Society will be approached. "Housing an OER document" means to store and make accessible an Open Educational Resource (OER) file on a digital platform. The Press Books site would link to the housing site.

Creating Greener Masonry that Meets Demands of California, Colorado and the West: This project evaluates using mineralized fly ash (MFA) as a supplementary cementitious material to increase carbon sequestration and decrease cement used in grout. The first year evaluates grout with the intent to expand to use in block plants.

Masonry Design Summit: The Masonry Design Summit is a Professional Development Program that will provide education to the AEC region wide. This is a program that will present high quality developmental courses for practicing architects and engineers - with a heavy focus on young professionals that are teachable and have long careers ahead. UMC proposes to host the Masonry Design Summit with the University of Utah College of Architecture and other participating regional masonry associations and industry partners. We are requesting funding to provide travel stipends for up to 50 regional architects and engineers for their travel to attend a 1-to-2-day masonry design summit where they will be able accumulate multiple hours of professional continuing education credits focused on masonry. The Design Summit will serve as a platform to build partnerships between Schools of Architecture, architects, designers, and key industry partners such as masonry manufacturers and contractors. These types of interactions are essential for understanding the challenges and innovations in masonry construction, that could help bridge the gap between theoretical knowledge and real-world applications. These partnerships could help integrate masonry more fully into the academic curriculum, ensuring that future architects and engineers are more willing to incorporate masonry into their designs.

Masonry Promotion: We are a non-profit 501(c)(6) association that promotes masonry construction to the AEC industry. We market our membership, the work they perform, and the benefits of using masonry on all projects. We also provide education and training upon request, host networking events, and provide 'lunch & learns' concerning masonry-related information. Our sole purpose to promote masonry construction and build relationships with owners, architects, engineers, contractors, developers and industry leaders.