



Board of Directors – 1.11.18

Mission: To advance sustainability in the built environment through community education, measurable standards and regional action.

(5:30) WELCOME

(5:35) **CONSENT AGENDA: Stephens motions to approve the consent agenda. Jay Seconds. All in favor.**

- a. Approval of 11.9.17 Board minutes
- b. Approval of Treasurers Report (last one from 2017)
- c. Fundraising: End of year gifts of \$57,712 (unrestricted) and \$10,007 for IDES PV. ESN raised \$8277 in December.
- d. Green Built/LEED: In 2017 there have been 133 Green Built NC homes certified, and 144 more Registered. 51 certified LEED Homes and 303 registered. In 2016 at this time we had 139 Green Built NC homes certified, and 90 Registered. 57 LEED Homes, and 350 registered. For 2018 there will be a dashboard each month comparing 2018 to previous years on a month by month basis.
- e. Appalachian Offsets:
 - i. Thanks for all who offset their footprint in 2017, which includes Jamie, Jay, Robin, Stephens and Chrissy.
 - ii. We have raised ~\$30K towards the IDES project (plus the \$110,000 matching grant)
 - iii. Meeting with Jennifer Pickering from LEAF in early 2018.
 - iv. There is a possibility of \$57,000 in Duke EE rebates being used for the PV system. We have made the request to the superintendent.
 - v. Biltmore Co. is considering making a donation to the IDES project.
 - vi. Cari will be helping with AO fundraising this year.
- f. Education:
 - i. The Eco-Realtors course in process. Looks like late March or early April for first class
 - ii. BGRE continuing education class for builders set for April 24th (topics include site work, IAQ, and code revisions)
 - iii. The Living Building Challenge Collaborative has begun meeting again. Next meeting scheduled for 1/18/18 at 5:30 at Habitat Brewing. We have plans to offer Net Zero and Water pedal workshops, plus 2 intro sessions.
- g. Media: Article on ESN in Mountain Express on 1/3/18
- h. Disc Golf Tournament: April 14, 2018 at Lake Julian
- i. Ciderfest: October 13, 2018 at Salvage Station
- j. Blue Horizons Campaign Coordinator position interviews for 1/18/18
- k. EITF Low-Income Program Manager interviews for 1/23/18

(5:45-7) NEW BUSINESS

- A. **Financial Review. Haven't had a review or an audit in about 10 years. We think a review would be the better way to go now. It's a lot less expensive (\$3,000ish vs. \$10,000ish). MacGregor thinks the review will be helpful and enough evaluation for now. Stephens motions to approve the review. Heath seconds.**
- B. **Discussion and potential approval of 2018 budget (5:45-6:15) Heath motions to approve the proposed budget. Josh Seconds. All in favor.**
 - a. This is a very different budget from last year and ever more so from the year after that.
 - b. The IDES Appalachian Offsets project is not reflected completely in the budget.
 - c. ESN is a big and new part of the budget.
 - d. Advertising is a much bigger portion of the budget than in years past. A part of that is the Blue Horizons. Marketing plan is coming out in February
 - e. EC approved a raise for Sam. Also Cari is increasing her hours to 40/ week. There is also money in the budget for 2 new employees.



- f. There is some discussion of other options/ investments for the reserve funds that we have in the bank. We could move more reserves to the Self Help Credit Union from First Citizens. There is also discussion of investment options but Jay and MacGregor point out that we are not in a position to do more risky investing like the stock market. MacGregor motions to investigate moving all of our banking to a credit union in the interest of supporting a community bank. Heath Seconds. All in favor.
- C. Discussion and potential approval of Appalachian Offsets Kiosk (6:15-6:30)
 - a. Sam would like to use some of the estate gift we received in December to fund this kiosk.
 - b. \$12,000 covers the kiosk, the 18” device, the app, and 6 months at the airport.
 - c. It could be moved from the airport to another location. We would own the app so we could also duplicate it in other places if it succeeds. It could travel around to events/ breweries/ etc.
 - d. The app would be developed and maintained by Top Floor Studios.
 - e. There is lots of discussion about how to get folks to look and stay. some ideas are- informational video, catchy screen, beer coupon, etc. advertisement for it somewhere else in the building, background visual, sound.
 - f. Can we get insurance for it?
 - g. Sam will email prior to the design meeting to give interested board members the opportunity to join.
 - h. Heath motions to proceed with the project with focus group of board members (TBD) to be a part of the development and implementation. Stephens seconds. All in favor.
- D. Committee schedule, priorities, and goals for 2018 (6:30 – 7pm)
 - a. We are going to return to the schedule of every other meeting we do a short consent agenda meeting and then break out into committees for the remainder of the meeting.
 - b. Anotonio suggests that it is unusual to his past board experience that our committees are board members and board members only. And also that our meetings are long.
 - c. We all commit to making an effort to being concise in our meetings and giving everyone an opportunity to make their views known.



	A	M	J	J	A	S	O	N	D	J	F	M	Σ
Jamie Shelton		N			N		X		N				1
Jay Lanier		O		x	X	O	X		O				3
Kevin Ward				x						X			2
Heath Moody		M			M				M				
Steve Farrell	x	E	x	x	X	E			E				4
Chrissy Burton		E			X	E			E				
Rob Johnson		T	x		T				T	X			2
Jessica Arrowood	x	I		x	X	I		X	I				3
Robin Cape		N			N				N				
McGregor Holmes		G			X	G	X		G				2
Jose Ruiz				x				X		X			3
Raymond Thompson	x									X			2
Kelvin Bonilla							Joined	X					1
Josh Littlejohn							Joined						
Antonio Gorin								Joined					