



Board of Directors – 2.8.18

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. Rob seconds. All in favor.**

- a. Approval of 1.11.18 Board minutes
- b. Approval of Treasurers Report
- c. We will initiate the financial review in May when our accountants do our taxes. Maggie is too busy right now with certifications and bookkeeping to support this. We will look at moving our banking to Self Help then. However, in talking with First Citizens on the building project they can give us a better interest rate if we stay their customer.
- d. Green Built/LEED: In January 2018 there were 19 Green Built NC homes certified and 18 more registered for 130 total registered; 7 certified LEED Homes and 5 registered for 315 total registered. In 2017 we had 148 Green Built NC homes certified and 169 Registered. 63 LEED Homes certified, and 350 registered.
- e. Membership: We went from 215 in the 3rd quarter to 235 in the 4th quarter. The past two years there was a reduction between 3rd and 4th quarter. We are still not at our recent high of 277 of 2nd quarter 2016, but are putting strategies in place to get there in 2018. The big marketing push and more events for members will help in that regard. See dashboard attached.
- f. Appalachian Offsets:
 - i. We met with Ty Hallock of Top Floor Studios on the App/software interface for the kiosk. We hope to show you a mock up at the March 8th meeting. Ty recommended Peter Bray as an exhibit designer. He will send us a mock up so we have two models to choose from. First draft from Ty was a little plain so we are waiting for another draft from him. Discussed various ways to make the screen attractive. Ty is trying to work in collecting data about the user experience for future upgrades. Raymond wants it to really draw you in. Heath suggests the option of a quick donate for \$5 or 20\$ dollars.
 - ii. We are looking to get on the February or March School board meeting to discuss the \$57,000 in Duke EE rebates being used for the PV system. We have made the request to the superintendent.
 - iii. Cari will be helping with AO fundraising this year.
- g. Education:
 - i. Sam taught a class at the Build and Remodel Expo
 - ii. BGRE continuing education class for builders set for April 24th (topics include site work, IAQ, and code revisions). Taught by Sam, Amy Musser, Mary Love, Andrew Erskine, and Victoria Schomer.
 - iii. We are planning a public lecture on the Energy Pedal of the Living Building Challenge. A spring date TBD. We also have plans to offer Net Zero pedal workshops, plus 2 intro sessions in 2018.
- h. Disc Golf Tournament: April 14, 2018 at Lake Julian
- i. Ciderfest: October 13, 2018 at Salvage Station
- j. EITF Low-Income Program Manager hired. Jonathan Gach started 2.5.18
- k. Blue Horizons Campaign Coordinator hired. Sophie Mullinax starts 2.12.18

(5:45-7) NEW BUSINESS

A. 2018 Marketing Plan Review (5:40-6:05pm)

- a. See attached marketing plan.
- b. Three focus areas (GBA, GBH, AO) with media exposure, advertising, events and online outreach surrounding all three.



- c. Social media is going to be a big push this year. Boone has been actively doing Facebook posts for us for years. We are going to start trying to do more original content like memes on FB and do more resource article posts on Twitter. We are trying to keep up with the ever changing social media landscape to get our posts more widely seen.
 - d. Partnering with Dayna Reggero for a 5-7 minute video and several other short clips and memes.
 - e. Green Built Homes. Going to do more promotion of our flagship program. Jessica offered to help with some aspects of this since she is on site for most of the GBH certifications. Possibly starting a FB page just for GBH. It's been hard in the past to document these great builds. How do we get more pictures? Send an intern from GBA to a jobsite? Lots of great builders out there that we haven't heard of. Ask them to do directory articles? This is an area where everyone can contribute. Be on the lookout for cool stories. McGregor points out that the board could be helpful creating original content.
 - f. Will try to capitalize on parade of homes.
 - g. Please review the attached marketing plan and please consider creating original content to share in one of many avenues.
- B. Building Committee update, financing and capital campaign (6:05-6:15pm)**
- a. Very exciting times. Stephens thinks we will have a hard time paying retail. He is working the City and County to see if there might be the possibility of getting help with property. Sam thinks our budget is around \$400,000 if we were financing the majority of it. He thinks we could use a new building to raise additional funds.
 - b. Raymond knows of a property that he thinks might work on Haywood Road. He thinks there is potential to spotlight our project and get more resources for the project.
 - c. The focus is very broad right now. Where do we really want to be? Use LEED guidelines for site? Let's be leaders with this if we can.
- C. Committees meet (6:15 – 7pm)**

