



Board of Directors – 3.22.18

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. Raymond seconds. All in favor.**

- a. Approval of 2.8.18 Board minutes
- b. Approval of Treasurers Report
- c. Green Built/LEED: In February 2018 there were 10 Green Built NC homes certified and 11 more registered for 126 total registered; 12 certified LEED Homes and 5 registered for 283 total registered. 243 LEEDH multifamily units to be certified March 5th. In 2017 we had 148 Green Built NC homes certified and 169 Registered. 63 LEED Homes certified, and 350 registered.
- d. Membership: 239 current members, which is slightly up from January 1st at 235.
- e. Appalachian Offsets:
 - i. Cari presents the Marketing plan for AO this meeting
 - ii. You will see the draft design of the kiosk at this meeting
 - iii. We are presenting the revised numbers of the IDES project to the school district in March or April
- f. Education:
 - i. Mother Earth News Fair April 28 & 29th. We are looking for support for our booth.
 - 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.
- g. Disc Golf Tournament: April 14, 2018 at Lake Julian
- h. Ciderfest: October 13, 2018 at Salvage Station
 - i. We have rented the entire facility. Education committee to give ideas on how to best use the space to promote GBA and our mission.
- i. EITF Low-Income Program is moving along as we meet and coordinate activities with Community Action Opportunities, Energy Savers Network, and United Community Development
- j. Blue Horizons Campaign launched via press conference on 3/21 and community reception on 3/22.
- k. Virtual Drive: All Board meeting agendas, minutes, and materials will be posted on the shared Dropbox.

(5:45-7) **NEW BUSINESS**

A. Building Committee update

- a. **We are at a point on the Haywood Road (asking \$170,000) where we either need to go under contract on the property or let it go.**
- b. **Right of way needs grading, there are big costs in pumping sewage (\$40,000), retaining walls (very expensive).**
- c. **Probably all told a \$150,000 land price and \$150,000 burden above normal building cost.**
- d. **Stephens thinks the lot is too much. It's a problem lot with a high asking price but it's an awesome location.**
- e. **There might be an opportunity to approach the neighbors about a larger grading operation that would reduce the need for retaining.**
- f. **Stephens and Raymond will schedule a meeting with the committee to make the next move.**

B. Disc Golf tourney is coming up April 14, 2018 at Lake Julian. Raymond and Cari has been working hard on this. Rob got our title sponsorship from 84 Lumber. Wicked weed and others have been improving the course. All the same sponsors from last year and more.

C. Board members re-election and discussion on potential new member



- a. Thanks to our outgoing board members. Kevin has served on the board since the organization was founded. That's a tremendous gift of time and energy. Kelvin was sad that his work schedule would not allow him to continue serving.
 - b. Current members up for re-election are Jamie, Jessica, Heath, Jay, and Robin. Heath motions to accept all members up for re-election. Stephens seconds. All in favor.
 - c. Do we want to get two new members or trim down.
 - d. Some names and target areas come to mind. Breweries, etc. April Brown (business background). Erin Dunner, Chrissy legal friend. Also we could send out a call to the membership to see who has interest in that realm. Chrissy wants to make sure there is still an opportunity to review these nominees. Sam will talk to April and Chrissy will talk to Erin. Rob is going to check with Sugar Hollow. If we don't wind up with two candidates we will put out a call to the members.
- D. Board norms and meeting participation
- a. Let's get organized and help make everyone feel included and have input.
 - b. Chrissy is proposing a more structured format.
 - c. Speaking topics will be on the agenda and will have an allotted time to speak uninterrupted. Then we will do a round where everyone has the opportunity to input briefly. Then if time allows we can have further discussion.
 - d. Chrissy will formalize this and send it out.
- E. Dropbox is a little sticky for some. We will attempt to invite individuals to join the new folder. Stay tuned on this
- F. AO Airport Kiosk
- a. We saw a draft of the app's initial presentation. It will be emailed as well.
 - b. Kiosk design- two basic options
 - i. Wood design that Kevin's friend designed
 - ii. new design with mock solar panel on top. Kids holding up the solar panel on both sides.
 - iii. Discussion both ways. The architects all like the all wood first option. They think it's more attractive and option two is not. Most of the other board members go for option 2 with the solar panel being more obvious what it's purpose is. Sam and Cari vote for option 2.
 - iv. Reb Haizlips is a member and exhibit designer. Stephens wants us to get his input.
 - v. Sam proposes we give option 2 the go ahead to develop the design a little further so we can see what the colors are, what the construction is, etc.
- G. Appalachian Offsets Marketing Plan
- a. Raising money for IDES solar project. We are on our way to the \$220,000 fundraising for the project but we are still \$77,000 from our goal.
 - b. Cari is getting more strategic about raising this money. She is doing a quarterly targeted business approach. First quarter is breweries, then restaurants, then down town businesses and then large employers in the area.
 - c. She has created a one sheet to present to various businesses educating them about carbon off-sets- what it means, who else in the industry is doing it, what it might mean for their business.
 - d. Kiosk going live soon
 - e. Jessica suggests targeting car dealers
 - f. Rob volunteers to target the wedge with his connection. And he wants to offset their office and suggests Sam or Cari approaching Jodi soon.
 - g. If any board members have a personal connection to business owners please talk to Cari about getting the materials needed to approach these business people.
 - h. Arcadia Wind Power is a national program doing something similar. Could we figure out who their users are and approach them as targets for our program.
 - i. We need to be clear that we are not

