



Board of Directors – 11.8.18

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

(5:30) **WELCOME**

(5:35) **CONSENT AGENDA**

- a. Approval of 10.8.18 Board minutes
- b. Approval of Treasurers Report
- c. Green Built/LEED: In October 2018 there were 14 Green Built NC homes certified and 108 registered for a total of 1584 certified; 0 certified LEED Homes and 33 total registered. In 2017 we had 148 Green Built NC homes certified and 169 Registered. 0 LEED Homes certified, and 720 to date. From Jan – September 2018 we had 132 homes certified and 104 registered as GBH.
- d. Membership: As of today we have 290 current members, which is the highest since 2010.
- e. Ciderfest: A great event, thanks for all of your support and for Cari's awesome event leadership. We netted \$52,031.
- f. Appalachian Offsets:
 - i. We met our goal of \$110,000 raised for the project to meet the matching donation of \$110,000
 - ii. Dave Hollister is taking the lead on fundraising the last portion of the money needed to do the project. He has met with Peter Krull from Earth Equity Advisors.
 - iii. Kiosk- The kiosk is not performing well as a fundraising tool at the airport. We need to find another place for it. We looked into the Visitors Center, but it doesn't appear there is room there and we've heard it is expensive to have materials there. We are looking to move it to the Collider.
 - *Jessica asks if the outlet or the mall would be a good option. There are concerns that The Collider may not have enough foot traffic. Jose suggests the Civic Center; Heath concurs, but there may be too many distractions there. Jessica suggests AMOS.*
 - *We need to remember that the software/app will need to be customized to some extent to be relevant depending on the location where it is placed. We may want to make it generic where people can select what they want to offset: travel, groceries, etc.*
 - *The airport is trying a new location within the terminal until the end of November and then will let us out of the contract early.*
- g. Directory: We have begun distributing 30,000 copies.
- h. GBA Video: Has had 7,300 views on Facebook and more on our website.
- i. Education:
 - i. Need to follow-through on Green Built Homes labels for Builders First source.
 - ii. We are planning a public lecture on an intro to the Living Building Challenge.
- j. Grant: We have been awarded 2 year grant from the Kendeda fund to expand ecological and regenerative building in WNC. It includes an update to Green Built Homes system.
- k. EITF Low-Income Program is moving along as we meet and coordinate activities with Community Action Opportunities, Energy Savers Network, and United Community Development. We are partnering with Buncombe County Health and Human Services, Eblen Charities, MHO, Habitat for Humanity and the Council on Aging to gain clients. We are averaging about 3-4 audits per week and 3-4 workdays per week. We have applied for a grant that is due Thursday to bring more staffing resources to ESN.
 - *Rob motion to accept; Stephens seconds. Consent agenda is approved.*

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

A. Ciderfest debrief (5:35-5:50)

- Great success but are looking for a new venue for next year to avoid rental cost increase at Salvage Station and allow more room for growth in future.



- What about partnering with White Duck at new location? Or looking at locations outside of Asheville such as apple orchard in Hendersonville, Bold Rock in Mills River, etc.? Would event lose guests by being further from downtown Asheville? Crown Plaza?

B. Building Update (5:50-6:15pm)

- Meeting with MountainTrue happened the morning of Thursday, Nov. 8. MountainTrue wants their own space for the same reasons we do. They have a lease to be in their current space for another two years, but have already been exploring options to relocate to their own space. It sounds like we'll need at least 5,000 square feet in office space; 6,000 would be ideal to allow for growth and the potential of a community area.
- We want to be mindful of how we share the potential of this partnership with the public while we're still in this exploratory process. We want to be intentional in how we move forward so we maximize community partnership and support. MountainTrue's board meets on Dec. 1, so there is fact-finding that needs to take place before that.
- We're asking our board to keep an eye out for properties and projects that may be a good fit. MountainTrue has voiced that vacant land and a brand-new building is the ideal, but they are open to remodeling or joining an existing project. Would there be more opportunities to enter an existing mixed-use project within our budget?
- Do we put something out to our membership now and share parameters on what we're seeking?
- Beyond looking at WAVL and RAD which are already trendy and expensive, can we consider seeking property in areas that are up and coming, like Woodfin area?
- Julie (ED of MountainTrue) and Sam also met with a group from Leadership Asheville that are going to help create a feasibility study for how this project could come to fruition and strategy for a capital campaign which should be complete by April 2019.
- What can the building committee be doing now to help move this forward? Continue to look for opportunities to get into good projects, properties or new partnerships.
- Is there a third organization that we could pull into this collaboration who would share our values? Perhaps the French Broad Co-op?

C. Updating Green Built Homes (6:15-6:30pm)

- GBH is updated every two years, and it's time to look at this now. Kendeda will give us \$67,000 in 2019 and \$50,000 in 2020 to build capacity in our organization and community to evolve green building to the next tier. They want to see a focus on regenerative building. This would mean a new tier of GBH certification that would be like a more accessible version of a living building. Raymond requests that we eliminate negative pressurization of homes. How can we create something that is more residential or community scale that is doable and relatively affordable in regenerative building?
- Who wants to volunteer to be on the committee? **Jessica, Chrissy, Raymond** and **Stephens** say yes to joining Maggie on a committee to meet starting early next year with the goal of rolling it out by late summer 2019. Should we loop Paul Reeves, construction manager from Habitat and previous board member of ours, into the conversation? Rob wants to be involved in promoting it and offering feedback on a draft, but not on the committee itself.
- Do we give points for homeowners signing a waiver so we can track energy use?
- Are there items on which we decide to pursue a policy or code shift?

D. Topics we want to explore at the Board retreat (6:30-7pm)

- Questions for pre-board survey or topics to explore:
 - i. Green Built Homes updates and priorities, how do we take this to the next level and what components do we emphasize? What considerations do we take for home size and affordability?
 - ii. How to fund Blue Horizons Project moving forward (Brew Horizons beer fest?)
 - iii. Do we want to take another look at offering an awards gala for green building, or is that redundant to other events around town like the Parade of Homes ceremony?
 - iv. Look at our existing fundraising events like disc golf and confirm desire to move forward
 - v. Explore future growth in staff and organization
 - vi. Pick new sub-committee chairs and continue discussion on efficacy of committee structure



- vii. How else can we weave our brand, mission and education into CiderFest? What worked this year and how can we improve it moving forward? We heard interest from CiderFest attendees about the potential of green jobs.
- viii. Future of Appalachian Offsets: after IDES is completed, what is our strategy for project selection and outreach

	A	M	J	J	A	S	C	N	D	Jan	Feb	Mar	Σ
Jamie Shelton							X						
Jay Lanier		X	X		N		X						2
Heath Moody			X		O	X							1
Steve Farrell		X		X									2
Chrissy Burton					M								
Rob Johnson			X		E	X							2
Jessica Arrowood	X		X		E	X							3
Robin Cape	X				T	X	X						2
McGregor Holmes		X			I	X		X					2
Jose Ruiz	X	X	X		N	X	X						4
Raymond Thompson				X	G								1
Antonio Grion							X	X					
Josh Littlejohn		X	X				X	X					2
Jeff Staudinger						X	X	X					1
Ben Yoke						X							1