



Board of Directors – 3.14.19

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

(5:30) WELCOME

(5:35-5:45) **CONSENT AGENDA** Robin motions we approve the consent agenda. Rob seconds. All in favor

- a. Approval of Treasurers Report for February
- b. Green Built/LEED: In February there were 13 Green Built NC homes certified and 22 newly registered (95 registered); 0 certified LEED Homes and 33 total registered. For 2018 we had 160 Green Built certified 302 LEED projects (one was a 248 multifamily project). In 2017 we had 148 Green Built NC homes certified and 51 LEED projects. Therefore, both went up from the previous year. There is a total of 1641 GBH certified.
 - i. We are doing a project where we reach out to our current building members who didn't certify a home in 2018 (41) and encouraging them to certify their projects this year and in the future. We are also doing a mailing to all homeowners of Green Built Homes and our builder members
 - ii. The GBH homeowner binder has been upgraded
- c. GBH Update: The first meeting to discuss the new version was March 8th. Maggie can provide a brief update on that process during her presentation.
- d. Membership: As of today we have 283 current members.
- e. Appalachian Offsets:
 - i. Dave has identified investors in North Carolina who are interested in the project.
 - ii. Kiosk- We have moved it to the Collider. We are in the process of updating the interface to be more inclusive (food, housing, travel). It should be ready by the Climate City event.
- f. Education:
 - i. Presentation to New Belgium Employees on making their homes Energy Efficient on March 11th.
 - ii. Presentation at LOTSAR on March 27th.
 - iii. Mother Earth News Fair is April 27 & 28th.
 - iv. We are coordinating with the Hendersonville HBA on a GBH class.
 - v. We are planning 4-6 workshops for building professionals this year. Some workshop ideas include: Conservation development for multifamily and subdivisions, Net Zero Energy, Sourcing Materials local, Biophilia, and Managing ventilation properly.
- g. Videos- We are doing a tour of Mary Love's home in Olivette and she will be talking about its green features and importance of selling these to clients
- h. EITF Low-Income Program- We have signed a contract with Duke to implement their Pay for Performance Pilot. We will receive rebates for EE measures installed. We are also discussing getting funding from their Helping Home fund which would pay for health and safety measures. We are averaging about 3-4 audits per week and 3-4 workdays per week.
- i. USGBC Green Build- I am serving on their conference program planning committee. I go to DC on April 2-4th to help plan the final program.
- j. Statewide EE Collaborative- I attend this working group of statewide clean energy leaders and Duke to discuss how to improve Duke's programs. They are quarterly with the recent one being March 13th.
- k. Lazoom Tour on March 27th at 4:00. Thanks for those that have RSVP'd.
- l. Vacation: Sam will be on vacation April 15-29th in Peru.

(5:45-7) NEW BUSINESS

A. Board re-election- Chrissy, Stephens, Rob, Jose and Raymond. (5:45-5:55)

- a. Raymond wanted a recap on the election process. About four years ago we went from board member elections by the general membership to a board member elected board. Typically when there are vacancies we email the membership to let them know of the vacancy. Several



board members suggest that it might be a more robust system to at least do a secret ballot. This will happen via email ballot prior to the next meeting.

- b. Going forward we can discuss other parameters for board membership- term limits, board profile, etc.
- B. Green Built Homes Training (5:55-6:30pm)
 - a. See accompanying presentation
 - b. Began as Healthy Built Homes based at NC Solar Center in 2012 with funding from NCSEO. Through 2012, 85% of certifications were in WNC certified through our office.
 - c. We adopted the program in 2012. It has been mainly in WNC ever since but there are still a few affiliates in the rest of the state.
 - d. Added net zero and net zero ready.
 - e. Since no building is truly green, we wanted to help building be more green- requiring elements of green practices in every building category. Goals: educate builders and homeowners, easy to use, marketability of green homes, third party verification, prevent greenwashing.
 - f. Program has prerequisites and minimum requirements and also requires builders to achieve some element in each category.
 - g. Discussed a database of certified homes available to the public.
 - h. Discussed publicizing milestones for builders- JAG is approaching 200 homes certified.
 - i. Averaging 150 homes certified per year for the last 4 or so years. 1,644 certified to date.
 - j. What would make this sell better? Lots of discussion about what we've tried over the years. Raymond- what would a sales person do? How do you get through to a builder who is already super busy. He suggests a very basic boiled down financial sales pitch. On the flip side, a consumer marketing campaign- people would do it if custom clients were asking for it. Past consumer targeting campaigns have not gotten results.
 - k. Are other programs seeing growth? Most of LEED and Earth Craft projects are multifamily.
 - l. Robin suggests other pitches to things like magazines- revisiting a certified house after a few years, pitch a project to Southern Living, ask John Boyle. Frame the program as an investment. Long conversation about framing the conversation, not alienating people from green, all the different ways you can be green.
 - m. Currently working on the next version. Working on including and highlighting regenerative elements in the next version.
 - n. Get a video or picture of a whole bunch of people to say 'I live in a Green Built home'. Or go back and interact with past homeowners to see how it's going.
- C. Committee meetings (6:30-7pm)
- D. Meeting time: Chrissy will send out a survey about meeting times and the possibility of a bi-monthly board meeting.

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| Jamie Shelton | | | | | | | X | N | | | | | 1 |
| Jay Lanier | | X | X | | N | | X | O | | X | X | | 5 |
| Heath Moody | | | X | | O | X | | m | | | | X | 3 |
| Steve Farrell | | X | | X | | | | e | | | | X | 3 |



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|------------------|---|---|---|---|---|---|---|---|---|--------|---|---|---|
| Chrissy Burton | | | | | M | | | | e | | | | |
| Rob Johnson | | | X | | E | X | | | t | | X | | 3 |
| Jessica Arrowood | X | | X | | E | X | | | I | | X | | 4 |
| Robin Cape | X | | | | T | X | X | | n | X | | | 4 |
| McGregor Holmes | | X | | | I | X | | X | g | X | | | 4 |
| Jose Ruiz | X | X | X | | N | X | X | | | X | | X | 6 |
| Raymond Thompson | | | | X | G | | | | | | | | 1 |
| Antonio Grion | | | | | | | X | X | | X | X | X | 6 |
| Josh Littlejohn | | X | X | | | | X | X | | | X | | 5 |
| Leah Dickens | | | | | | | | | | Joined | | | |
| Ben Yoke | | | | | | X | | | | X | | X | 3 |