

**Green Built Alliance
Board of Directors
Minutes 3.11.21**

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

(5:30) **WELCOME**

(5:45-5:55) **CONSENT AGENDA. Stephens motions to approve the consent agenda. Josh seconds. All in favor.**

- Approval of Treasurer's Report for February.
- Green Built Homes: In February there were 5 homes certified. In total there are 1885 certified, 742 homes registered and 662 Appalachian state dorms registered.
- Membership: As of today, we have 256 current members.
- Website: For the fifth month in a row, we hit an all-time high for traffic, with pageviews and users both setting new records. We reached nearly 20,000 pageviews last month, and had more than 11,000 unique visitors to the site. We are working with Integritive on an ongoing basis for search-engine optimization.
- Workshops: Next month's continuing-ed workshops are Radon-Resistant New Construction with Phillip Gibson on Tuesday, April 13 and Edible + Native Plants with Laura Ruby on Tuesday, April 27. Classes will also be held in May and June.
- Appalachian Offsets: IDES PV install has begun. We sent out a press release on Monday and are looking to get substantial media coverage.
- Blue Horizons Project- Most of our promotion is on social media since we can't do events right now.
 - Solarize Campaign- We received 2 bids for the campaign and are currently reviewing and interviewing the firms. One is from Greenville and one is from Charlotte. Goal is 100 projects with a mix of residential and commercial. No local companies bid on the project.
- BHP Community Council has begun meeting. We still need two more members, one representing communities of color and another an affordable housing advocate. Just getting started on this group. Josh suggests talking to David Nash about suggestions for council members. Robin suggests Chilo Campbell (hoperoad85@gmail.com) a local active community member who might be a good fit.
- ESN Low Income Weatherization- We are doing 3 to 4 projects per week. We are on track to do 150 projects this Fiscal year, short of our goal of 200, but still respectable in a pandemic.
- Grants- We applied for a \$25,000 grant from Buncombe County to support with the 100% renewables clean energy plan process.

(5:55-7) NEW BUSINESS

- **Staff hiring updates**
 - Hired Amber Gilot as a book keeper. She has worked with GO and Blue Ridge Biofuels. Maggie suggested her and everyone thought she was a good fit. 10 hours/ week as an employee.
 - Stephanie Rausch is the new ESN operations coordinator. Lots of history with our organization and ESN. Lots of great relevant experience. 40 hour position.
 - GBH program manager position. Have made an offer to a candidate and have not heard back yet. Sam has a few other names in mind to contact about this position per year. \$42,000/ year, 32 hours/ week. Hoping to grow the program with more hours spent on the program.
 - Exit interview has not happened for Yulia. Robin is working on it.
 - Maggie is very grateful to the organization. She stressed hoping that the board will support the staff in any way possible. She has seen the swing from member supported to grant supported. Seems like a good thing to diversify but she points out it is different from the past. She felt it was time to reinvigorate GreenBuilt Homes and she did not think she was the person for the job. Also- who's going to answer the calls to the hotline that Maggie was fielding. What would be a good appreciation gift for her? Sam wanted to buy her some trees and berry plants. Possibly plant them for her?
 - Lots of ideas around the board support of staff. Monthly hangouts? Phone call, email, other ways? Doing occasional staff profiles on the website or FB.
- **Appalachian Offsets projects, HACA or Solarize**
 - Housing Authority weatherization for ESN to implement. Could be funded elsewhere but still a good option.
 - Solarize is another option. Solar for low income. Could do a couple of systems per year. This is a little outside of the current program mission.
 - Board generally leans toward seeking out some other ideas (again). It's tricky to work with individuals but it has potential. Would mean adapting the mission. A lot of the board leans toward working with a non profit or school.
- **Operational Reserve Policy**
 - Part of the Kendida grant. Hiring a fundraising consultant. Offering a fundraising match up to \$90,000 between now and 2023 to boost our reserves with the eventual goal of reaching 6 months of reserves on hand.
 - We will outgrow the office this year so we will have to move.
 - There is a operational reserve policy draft accompanying the agenda for reference.
 - Targeting 3 months operating costs- \$180,000 at the hire end.
 - Where do the funds come from and how can they be used, what requirements go with the use and how are funds replenished after they have been used. How is everything reported?

