

**Green Built Alliance
Board of Directors
6.10.21**

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**

- Approval of Treasurer's Report for May.
- Green Built Homes: In March there were 8 homes certified. In total there are 1904 certified, 794 homes registered and 662 ASU dorms registered.
- Membership: As of today, we have 266 current members. In May 2020 we had 255.
- Workshops: Amy Musser's Zero Net Energy class is 5/25.
- Appalachian Offsets: IDES PV install is complete. We are coordinating with Sundance on the flip the switch ceremony and media exposure. We wrote a check for \$75k to Asheville City Schools to cover the Duke rebate. This funding will be paid back.
- Blue Horizons Project Solarize Campaign- The campaign was launched on 4/7 and we had a great turnout. There are now over 534 people signed up to receive quotes for PV systems. 76 contracts have been signed for 606 kW. 6 Low income clients have been identified.
- BHP Community Council- We have launched the strategic planning process to meet the 100% renewables goal. We also have an Outreach and communications committee.
- ESN Low Income Weatherization- We are doing 3 to 4 projects per week. The Housing Authority upgrades have begun and we are doing about 4 per day, 16 per week.
- Fundraising Plan- Beth Trigg will present her preliminary thoughts on fundraising opportunities to the Board on July 8th.
- Annual Party- We will host it at French Broad Outfitters on September 9th, and are planning a pre party paddle trip down the French Broad river.
- Board Orientations for Santiago and Tal have been completed.
 - Tal moves to approve, Chrissy seconds. It is approved unanimously.

(5:55-7) **NEW BUSINESS**

1. Credit card policy to be voted on

- This was discussed at the last board meeting but could not be approved due to loss of quorum. It formalizes what has so far been an informal process.
- Raymond moves to approve, it is seconded and approved unanimously.

2. Ciderfest 2021?

- There are two main questions on which we want board feedback:
 - Are we willing to dedicate resources to hosting a significantly scaled-down event, knowing that it may not be a big fundraiser?
 - What is our risk appetite for hosting a larger event and willingness to navigate unknowns related to the status of COVID come this fall?
- Within those questions, here are some points of consideration to weigh.
 - Shay Brown Events is advising not to exceed 250 guests at any event for the rest of 2021. To reach a total of 500 guests, we could theoretically do staggered entry times for two shorter events with the first group of guests attending in the early afternoon and the second in the late afternoon, though this would increase logistical challenges.
 - For reference, the last time our event was this size was in 2013, when we had 400 guests with a net income of \$230 (with no venue rental fee). In 2014, we had 600 guests and made \$3,000 (with a \$600 venue rental). Our expenses would likely be higher this year than in those early years.
 - Since the state restrictions on event size are lifted, we could hold a larger event (for example, two groups of 500 to total 1000), but that is riskier.
 - We would also need to consider what precautions if any we want to put in place. Masks would be difficult given the nature of the event, though the outdoor setting helps. Would we need to consider temperature checks for guests or requiring proof of vaccination like some other large events?
 - We have heard back from a good number of cidemakers through our outreach efforts. Almost all are still in business, and many seem enthusiastic about the idea of participating in an event this year. They don't seem too concerned about the compensation piece, with most saying that either the \$300 stipend would be sufficient or they'd want to donate product outright.
 - One wrinkle may be that most cidemakers seem interested in a larger event than we may ultimately want to host. It seems most have a strong preference for participating in the event with a full 2000 guests, so it's possible that cidemaker engagement may drop with a smaller event (though of course we can get away with a lower number of cidemakers serving if we had fewer guests sampling).
 - After discussion, a straw poll is taken on whether to move forward with a larger event. The majority of board members (Mary, Santiago, Deborah, Tal, Leesa, Leigha and Stephens) don't want to pursue a big one. Alesha says maybe and Chrissy says yes.
- Takeaways from conversation and next steps:
 - Cari to explore ideas for smaller-scale creative event alternative for this fall and talk to Paul on licensing event while remaining involved as nonprofit beneficiary

- There is a desire to do some outreach to keep the CiderFest name out there among past participants whether that takes the form of a coupon for free cider to redeem with local cidermakers sent to all past guests or those who engage in social media campaign
- There is a desire among the board to explore a Green Home Tour in spring instead of or in addition to CiderFest in fall

3. Appalachian Offsets

- Discussion of options for future projects including connecting with sites related to Dewayne Barton, United Way or Homeward Bound
- There is a strong desire within the board to prioritize equity and social justice in choosing future project partners
- Most board members seem open to considering projects on churches as long as the churches are actively engaged in projects that give back to the community. Board members express an awareness of making sure that churches are inclusive and ideologically aligned with us before we partner with them.

4. Future office space

- For several years, we have pursued buying a property, but now we are looking toward renting instead.
- Sam has been looking at some rental properties including a 1900 square foot space on Charlotte Street that seems promising.
- We are looking for something in the 1500-1800 sf range for the current staff, with eight people who need desks. Anything bigger would allow us room for growth.
- Choctaw property is on the market for \$250,000, but it is not zoned correctly.
- Chrissy expresses the importance of a move-in ready space

5. Meeting in person in July? How often shall we meet in person?

- In the poll after the last meeting, the board expressed a unanimous desire to return to in-person meetings. Everyone on tonight's meeting is fully vaccinated and the group's preference is to meet outside rather than inside.
- Sam said he will check with those not present on vaccination status and explore options for location.

