

**Green Built Alliance  
Board of Directors  
5.11.22**

**Mission:** We advance sustainable living, green building and climate justice through inspired action, community education, and collaborative partnerships.

(5:30) **WELCOME**

(5:35-6:45) **NEW BUSINESS**

1. **Overview of Board Roles and Responsibilities (Robin)**
  - a. **Raise money and non-cash contributions**
  - b. **Speak to the public**
  - c. **Bring in new members**
2. **Fund Development Plan (Annie, Sam and Beth)**
  - a. **Sam intro-Lacking in private donations. Kendida helped us fund consulting with Beth and hiring Annie for fundraising. Kendida is not a guarantee going forward so we need to make up that piece of our budget- likely by developing private donors. Looking to double 2021 in 2022- \$140,000.**
  - b. **See accompanying fund development plan and the presentation from Annie**
  - c. **Ongoing personalized relationship building is the plan. We have not been systematic in the past. The majority of the work is relationship building and thanking. Looking for 255 donors this year. Last year we had 212.**
  - d. **Looking to tap into Board's networks**
  - e. **Unified message throughout different programs. Also looking at growing unrestricted funds**
  - f. **Looking to grow Appalachian Offsets. Hoping to tap into local business and get it updated and used more and in more ways.**
  - g. **Board and staff engagement- create a board matrix showing our skills and areas of knowledge. A survey for this will be going out this week. Annie wants to meet with all the board members to get to know us. Also wants to start a Resource Mobilization Committee, fundraising training activities- some with Beth during regular board meetings.**
  - h. **Board actions- do the survey, tell Annie if you want to be on the committee, be thinking of 3-5 names.**
  - i. **Beth- the plan is very good and comprehensive. Good job.**
  - j. **Mary- how many of the donors are members. Members could be donors.**
  - k. **Sam- big opportunity to connect with current donors and make a larger ask.**
  - l. **Household donations averaged \$193. Businesses averaged \$889. Beth suggests that these numbers are actually fairly high and indicate that we should be approaching a lot more first time donors as well as cultivating current donors.**

- m. Robin- we are doing great work that people are interested in. What are the new opportunities for getting our message out there and getting the clients' stories out to the donors.
  - n. Deborah- add an extra donation opportunity to the membership invoice
  - o. Leesa- check the 1% for the planet membership to see if any of those companies would be a good fit as donors- even if they aren't in WNC. We have a reach that is further than we might think.
  - p. Deborah- private colleges
3. Staffing Updates (Sam)
    - a. Lost 4 staff in March
    - b. 5 new staff are hired. We are thrilled with the new hires.
  4. Strategic Planning Begins (Cari)
    - a. Beth will consult with us on our strategic plan. We received an \$8,500 grant from Community Foundation that will cover Beth's work in guiding the process. Beth will join us at the next three board meetings to work on this.
    - b. Beth will be doing interviews with staff, board members, partners, etc.
  5. Board composition and future members (Robin)
    - a. Considering holding off on adding new board members until the strategic planning is complete. All are in agreement.

**(6:45-7) CONSENT AGENDA: Stephens motions to approve the consent agenda. Deborah seconds. All in favor.**

- Approval of Treasurer's Report for April 2022
- Tagline: The board and staff votes were pretty evenly split between the two options: "Advancing Sustainability in the Built Environment" and "Bold Action for a Livable Planet." We will stick with the original tagline since the voting wasn't conclusive. We will look at this again at this at the end of 2022
- Green Built Homes: In April there were 10 homes certified. In total there are 2493 certified, 56 Net Zero homes and 330 homes registered.
- Membership: At the end of April we have 282 current members. Last year at this time we had 266, so we are higher this year.
- Appalachian Offsets: The 10kW system on the St. Paul Educational building on Burton Street has been installed. We will be doing a promotion soon. The potential PV project for United Way is developing. The size of the system is still TBD. It appears that a large part of the system will be donated by Blue Ridge Power. We will collaborate with United Way on a Fundraising Campaign.
- BHP Neighbor to Neighbor campaign- We have hired Sugar Hollow Solar as the installer for these low income household PV systems. This is funded by County and City ARPA funds.
- ESN Heating Repair and Replacement Program- We have hired Sustainable Air to be the installer and repair contractor for this program that will serve low income households. This is funded by County and City ARPA funds.
- There will be some funding for a local nonprofit PV system. Our best guess at this point is \$60k.

