

**Green Built Alliance  
Board of Directors  
6.12.23**

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

**(5:30) WELCOME**

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

**1. Membership Drive Planning**

- a. Kalen Membership Coordinator sent out and handed out lists of folks to call, scripts for calls.
- b. Please call folks on the list using the script explaining that it's a great time to renew or join
- c. Also info on how to renew on the phone or info to send to the member to help them renew.
- d. For business members, this is the last chance to renew at this level
- e. Please follow up calls and voicemails with a text if possible or email if not. Also Mary suggests starting with an email to send all the info and let them know you will be calling.
- f. Last year we got \$11,400 from the membership drive. Let's shoot for \$12,000 this year.

**2. Green Built Homes presentation**

- a. Danny gives a presentation. See attached slide show.
- b. GBH is a way for builders to show they are going above and beyond
- c. 2,868 homes certified since 2003
- d. 287 builders have certified. 77 active. 52 currently have homes registered.
- e. 52 certifications plus 445 ASU dorms certified in 2021 (pandemic)
- f. 139 certifications plus 211 ASU dorms (bouncing back to more of a normal level)
- g. This year is slightly ahead of last for the first 5 months of the year.
- h. We certified 39% of homes built in CoA in 2022. Rob points out our certifications are probably actually tied to housing starts from the previous year. But our numbers are trending up so hopefully we stay on track.
- i. The vast majority of housing starts in the area are multifamily and our certification does not easily cater to those currently. We may have an opportunity to create a multifamily checklist. Possibly based on the three DOE certifications and adding our own checklist items to it. Testing (even 15% sampling) requirements can make the certification cost prohibitive but it also seems necessary to put our name on a certification.
- j. We do have a multifamily checklist draft on the website. Check it out.
- k. Rob suggests sending this to a sub committee- this will definitely be needed in the near future.

- l. We'll also have to access these developers who may not even be local.
  - m. How else to tap into developers? Tax credits/ grants/ etc. And also research into customer discovery.
  - n. Southern Energy Management- Leah has a contact there she will check with.
  - o. Tap into commercial realtors?
  - p. Also tap into city subsidized affordable housing projects. Possibly go to affordable housing committee meetings.
  - q. Considering increasing registration fees. Long discussion on whether we can raise prices, how much, whether we could wrap the fee into the hers rating or combining those somewhere. This seems to be difficult.
  - r. Have we compared to other orgs and their fees?
  - s. Some orgs offer in house rating. We probably aren't going that route but we need more HERS rater in the area too.
  - t. Rob motions to increase registrations fees. Stephens seconds. All in favor. We don't have a firm price just yet. But we do need to decide soon since the new website roles out July 2. So we are seeking suggestions.
  - u. Mary points out GBH is not covering Danny's salary
3. Fundraising party idea for October
    - a. Trying to get more private contributions. We have not succeeded on identifying the larger ticket donors individually so Sam wants to try something new.
    - b. Could board members bring in 2-3 potential donors to a party in October
    - c. Possibly use our office space our Mary suggests the board of realtors location
    - d. Hoping to raise \$15-20,000. This would be around \$2,000 per board member. Generally the board feels like in general we don't have the contacts to make that happen. Clients? Networks?
  4. UCD update
    - a. May be going to a mediator with them.
    - b. Considering hiring them to do basic home repair.
    - c. Staff is on board.
    - d. They have already identified some clients that need these services.
    - e. Maintaining the relationship with Tony and the work he has been doing.
    - f. Seems like a good compromise.

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

- Approval of Treasurer's Report for [May 2023](#)
  - Currently ahead for the year due to dogwood coming in early
  - Still waiting to hear about some grants and some is working on one other.
  - In order to meet the annual budget we need to get a couple of grants and hit that private donations goal.

- Met with ED's from Southface, green|spaces, Southeast Sustainability Directors Network and Sustainability Institute on June 5 & 6th to discuss funding and grants
- The 100% REnewable Energy Plan was presented to the BHP Community Council on June 7th.
- City and County RFP for 3 more years of BHP and ESN is due June 12, 2023.
- The new GBA Website will be launched July 3rd.
- Green Built Homes: Number of GBH certified in May: 14 total, 11 current, 3 from previous months (late registration)
  - Number of GBH certified in May: 12 total
  - Homes Registered: 5
  - Platinum Net-Zero: 2; Net-Zero Ready: 1
  - Total number registered currently: 107
  - Total certified currently: 2867
- Membership: At the end of May we have 253 current members, which is slightly up from last month (250), and down from last year (272). We processed 24 members in April, gained two new members.
- Appalachian Offsets: The potential PV project for United Way is developing. We are recruiting donors for the system. There is a fundraising event the UW is hosting on June 14th. Let me know if you would like to attend.
- ESN Heating Repair and Replacement Program- Sustainable Air and Rutherford heating is installing and repairing heating systems for ESN clients. This is funded by County and City ARPA funds.
- We have eight contractors/consultants with GBA: Brad Rouse, David Gordon, Tony Beurskens, Amy Musser, United Community Development, Sugar Hollow Solar, and Sustainable Air, And Rutherford Heating and Air.

### Attendance 2023

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Jamie Shelton '14		X	X										
Steve Farrell '13		X											
Chrissy Burton '15	X					X							
Rob Johnson '15		X		X									
Mary Love '21													
Deborah Wright '20 on leave		X		X	x								
Alesha Rherdon '20 on leave	X		X			X							
Christine Davis '23													
Chelsey Hett '23													
Leigha Dickens '19/23		X											
Adam Klaus						X							

