



Western North Carolina Green Building Council

"Helping Build a Sustainable Community"

P.O. Box 17026 Asheville, NC 28816 www.wncgbc.org 828-254-1995

1.14.16

Mission: To promote environmentally sustainable & health conscious building practices through community education

(5:30 – 5:45) **OPEN FLOOR**

(5:45-5:50) **CONSENT AGENDA**

- a. Approval of 12.2.15 Board minutes
- b. Approval of Treasurers Report. We ended the year with \$5920 net income
- c. Ongoing/Upcoming Events:
 - i. Green Drinks February 24, 2016 presentation on Green Gauge
- d. Programs: Maggie has certified 37 homes in December! This was a big push due to version 2.0 of Green Built. We will most likely see a reduction in # of Green Built homes in the first few months due to the transition of version 1.0 to 2.0.
- e. Nina's last day was December 16, 2015. Job announcement for the EEM Coordinator position went out and get 70 applicants. Sam is narrowing down to 10 candidates and then get Maggie's input on the list. Plan to interview 5 or so candidates and fill the position in February.
- f. We had 70 applicants for the Education, Events and Membership Coordinator. There are many qualified people to choose from.
- g. Media Exposure: Xpress interviewed Maggie about healthy homes for the Wellness Issue. ACT is doing a story on the solar tax credits and Maggie provided perspective and other contacts to them; WNC Magazine has a housing issue doing a small piece on our organization
- h. Sam and Boone met about reviving Appalachian Offsets. Sam will look for grants to fund the development and relaunch of this program.
- i. Sam met with City staff and PACE-NC representatives on the development of a PACE (Property Assessed Clean Energy) program here in Asheville
- j. The WNCGBC office location is up for sale! It is unclear when we will need to vacate the building. Sam has looked at 5 potential office spaces. If you have any ideas of a new office location please let Sam know. There is an offer on the table from the potential new owners for a year long lease with a 10% price increase from our current rate of \$595. The new rate would be roughly \$655. Board discusses this as a possibility but would love to see certain maintenance issues taken care of (kitchen range, water leak, etc.) Mary motions to stay in the current office location if we can arrive at acceptable lease terms. Heath Seconds. All in favor.
- k. Mary motions to approve the consent agenda. Rob seconds. All in favor.

(5:50-7:00) **NEW BUSINESS**

- a. Review 2016 Priorities and Work Plan. See Attached. Discussions about the plan\
 - i. Operations-
 1. 2. Is very general but laid out a little more specifically in Membership/ Communications.
 2. 4. Internship has been posted and applications are due by Feb 2.
 3. 7. Maggie and Sam are working together to get Sam up to speed on everything that Maggie has been solely responsible and aware. Since Sam has come on board he will be, for the most part, the only staff member at board meetings.
 - ii. Fundraising-
 1. CiderFest is the big existing effort. David raised concerns about it not making more money and others share this concern. Jamie voiced that he feels it could be a big win for the organization. Rob points out that it is currently our biggest and only outreach effort to the Asheville general public. General consensus is that it should remain a priority and tweak the details and make it a bigger event. Sam has some preparations in the works like calling cidermakers to see if they could come a little earlier next year.
 2. New Fundraising ideas outlined. Major sponsor for Green Gage is a big goal.
 - iii. Programs-
 - iv. Education-
 1. Existing: Home Tours- discussed making them quarterly and potentially multiple homes on the same day. Maybe focus on different parts of town for each tour date.
 2. New: Speakers Bureau- Need a curriculum and a published schedule. Discussed series of 4-6 (maybe just 4 this year). Seems to be the big priority for the Education Committee.



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- v. Membership-
 - 1. Move directory release/ Annual event up into July.
 - 2. Historically our educational events have gotten us lots of new members so keep this in mind with new educational efforts.
 - 3. Cody suggests reaching out to members to engage them and to find out what they aren't getting out of their memberships.
- vi. Communications: Development and implement Communications, Branding and Marketing Plan is priority 1. Sam is actively meeting with partners and potential partners in the community.
- b. Review and approve 2016 Budget. See Attached.
 - i. Mike reviews 2015 projected vs. actual budget highlighting the points that we were off on. We lost members in November and December and we need to follow up with those members. Sam is working on this. We got a \$20,000 grant in 2015. Without this we would have been in the hole around \$14,000.
 - ii. Sam reviews 2016 proposed budget: New income proposed through grants and increased membership. Sam plans to write the marketing plan and then review it with a consultant. Hoping to net roughly \$10,000 on CiderFest.
 - iii. Mike reviews the 2015/2016 comparison outlining where we plan to make more and where we plan to spend more. We plan to net around \$10,000 more in 2016 than we did in 2015- make \$60,000 more this year and spend \$50,000. Ambitious plan but everyone agrees that this is the route we want to take. Steve asks about contingencies for not making certain goals. Sam feels that the revenue stream is diverse enough that the goals are attainable. The biggest change that could be made if revenue is not coming in is staff time and expenses.
- c. Heath motions to approve the Priorities and Work Plan and the 2016 Budget. Mary seconds. All in favor.
- d. Discuss Board nomination and election process. Not discussed and moved to next meeting's agenda.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Σ
Mary Love			x	x		x	x				P		4
Jamie Shelton											P		0
Jay Lanier											P		0
Mike Figura											P		0
Kevin Ward				x	x						x		3
David Phillips											P		0
Steve Linton											P		0
Cody Kelly		x		x					x	x	P		4
Heath Moody					x	x					P		2
Steve Farrell						x				x	x		3
Chrissy Burton											P		0
Rob Johnson				x	x	x					P		3
Margaret Chandler								x	x		P		2

The next meeting will be held February 11, 2016 at 5:30.