

# Western North Carolina Green Building Council

*"Helping Build a Sustainable Community"*

P.O. Box 17026 Asheville, NC 28816 [www.wncgbc.org](http://www.wncgbc.org) 828-254-1995

## Board of Directors – 11.10.16

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

### (5:30) WELCOME

#### (5:35) **CONSENT AGENDA- Rob motions to approve the consent agenda. Jay seconds. All in favor.**

- a. Approval of 9.8.16 Board minutes
- b. Approval of Treasurers Report
- c. Ciderfest- Thanks for everyone's support! 1200 attendees, happy cider makers, net income \$15,571.
- d. Past Events:
  - i. Stormwater workshop at New Belgium by David Tuch on Sept. 28<sup>th</sup> (25 attendees)
  - ii. Ciderfest October 15<sup>th</sup> at Salvage Station
  - iii. PACE Conference October 9<sup>th</sup> in Charlotte
  - iv. Living Building Challenge design competition has been postponed until next summer due to lack of registrants. Most architectural firms appear to be very busy.
- e. Green Built/LEED: 2016 to date we have 139 Green Built NC homes certified, and 90 Registered. 144 LEED Homes, and 310 registered.
  - i. Green Built Sponsor- I have asked LOTSAR for a \$10K sponsorship. I am meeting with their Board on November 16<sup>th</sup>. Mary hopes to join the presentation
- f. Green Gauge: Interest in the program has been lacking. People call, but typically don't want to pay for the service. I typically help them though think through their home, what they can prioritize and what DEP incentives are available.
  - i. Article in Laurel of Asheville in October issue
  - ii. We have applied for another \$35K from ZSR for GG. Their board votes Nov 17-19 on who they will fund.
- g. Appalachian Offsets: Eight offset purchases have been made. We have raised \$2652. At \$3000 we will have enough to pay for a Blue Ridge Group homes lighting upgrade. We have made some changes to the website to focus more on the local and social benefits of the program
- h. Education:
  - i. The BGRE class on Oct. 26<sup>th</sup> was a hit. We are planning more of these for 2017 with the opportunity to do a 16 course that will offer CEUs for realtors.
- i. Capacity Coaching October 15<sup>th</sup>. We are following up on a grant application to the Community Foundation for support
- j. Web/IT: Our website has been more stable over the past month.
- k. The Energy Innovation Task Force continues to meet. I am presenting to the full EITF on Friday the overview of our program proposal with new and revised program offerings for WNC.
- l. Give!Local Campaign: We are included along with 46 other local non-profits. Please give to your favorite organizations and ask others to do as well.

### (5:45-7) **NEW BUSINESS**

#### **A. Financial Overview**

- a. We are doing well. We have roughly \$87,000 in the bank and should have roughly \$70,000 at the end of the year. This is about double what we budgeted. We had roughly \$25,000 when Sam came on this time last year.
- b. This cash will allow us to do quite a bit next year but we have to spend wisely. Some potential large expenses are new website and rebranding. Appalachian offsets and potential greengage will need a new staff member to make them take off.

#### **B. Ciderfest Debrief**

- a. Ciderfest was great. Vendors expressed very positive feedback.
- b. Parking was a little tricky as predicted
- c. GBC could use a better pitch there- better placement of the booth, more presence, maybe hit them in line or with emails later. Something subtle but effective. Also more/ better sized shirts.
- d. Push sponsorships more next year.

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- e. Could potentially grow the space into the parking area to grow the attendance? Maybe not next year.
- f. Possibly more cider makers to reduce lines and tweak the layout.
- g. Most agree we should take next year to up the quality of the event a little rather than try to grow the event.
- h. Ticket scanner and better card reader next year?
- i. If we want to, there is a third party production company. Mountain True uses Three Sheets- Loranda Teeples. Could help shed quite a bit of liability as well.

**C. Selecting a marketing firm for Branding, Marketing and Communications plan (who on the Board wants to participate)**

- a. Capacity assessment told us we needed a marketing/ branding plan. We have gotten three proposals for this. Alegra, Market Connections, and Design One
- b. Alegra's was more focused on marketing.
- c. Market Connections is more focused on branding. They did the Transylvania County marketing push a few years back. Also the Blue Ridge Energy Systems website/ branding roughly 4 years ago.
- d. Design One is more driven by branding as well. They did the Mountain True rebrand.
- e. Derek questions whether the RFP was exactly what it should have been to get the proposals that we need. Sam explains how the RFP was produced using feedback from the capacity survey. Sam argues that a new RFP
- f. Who wants to be a part of a short term committee to help guide the process?
  - i. Jamie willing, Steve L., Chrissy,
  - ii. Cari will email with the proposals and to see who else would like to be a part of this process.

**D. Update on 2016 Work plan priorities and what we accomplished, what is still in process and what is yet to be done.**

**E. Committees meet on work plan and prepare for Board retreat**

	J	F	M	A	M	J	J	A	S	O	N	D	Σ
Mary Love						x			x	N	x		1
Jamie Shelton		x				x				O			2
Jay Lanier			x			x							2
Mike Figura				x		x	x			M	x		3
Kevin Ward	x				x			x		E	x		2
Steve Linton										E			
Heath Moody		x				x				T			2
Steve Farrell	x	x								I	x		2
Chrissy Burton								x		N			1
Rob Johnson				x		x		x		G			3
Margaret Chandler		x		x			x	x	x		x		5

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Derek Allen				x	x		x						3
Jessica Arrowood								x	x				2
Robin Cape									x				2
McGregor Holmes						x			x				2

**The next meeting will be held December 8, 2016 at 5:30 at Ward and Smith.**