Mission - To promote environmentally sustainable and health conscious building practices through community education.

WNC Green Building Council
PO Box 17026
Asheville, NC 28816
www.wncgbc.org

Board Meeting Minutes – 7 August 2013 - 5:30 to 7:30pm
Keller Williams meeting room

OLD BUSINESS
1. Approval Minutes from Last Month – Mandy made motion to approve; Steve seconded. Motion passed unanimously

NEW BUSINESS
2. Approval Of Treasurers Report – Mike reported. Group discussion of membership (and increase of 3 members this month) and budget. Vote to approve is delayed until Sept.
3. Task Group Reports –
   a. Open House/Green Home tours - Team Leader (Erika); 21 July; James Boren; Green Earth Development – Tim was there to represent Board. Home tours are becoming more known" - had good feedback and had 70 +/- attendees; need a better procedure for directional signs. Would be nice to have a tour of the Boniske house (maybe an award of some sort for Kitty (she was made a lifetime member) sometime in October). GBC dedicated a directory to Ske. Steve will contact Dale for an article in the Xpress.
      i. 18 Aug Matt Osada; Villages at Crest Mountain
      ii. 15 Sept John McDermott; Green Acres (Erika can rep Board)
      iii. 20 Oct possible Greencraft (Robbie McLucas)
      iv. 17 Nov possible Robbie McLucas
      v. 15 Dec none scheduled
   b. Green Drinks Partner (Erika) - Sustainable Wood Products at Thirsty Monk on Aug 14; still every Wednesday, 5:30p social, program starts at 6p. possibly Living Building challenge as future topic (Stephens)
4. Discussion about how to take payments. Will need to update “merchant account” when we update website. Discussed taking monthly payments for platinum members (it is a problem when platinum members get the benefits, then don’t make the final payments).
5. Upcoming and Ongoing Events discussion
   a. Green Edge at the Wedge – Tues Aug 13 – monthly casual networking – 5:30pm happy hour
   b. Create a “Membership Committee” ( Steve, Mary, Mike volunteered) – new benefits; what are things we can do to generate new members; membership drive (Oct better than Jan), how to keep track of membership benefits (Arboretum has a system when you get to a certain level of membership you get to pick a benefit); how Xpress sales staff is incentivized; etcetera
   c. business tours – Eco View Farm might be interested in hosting an event – LAB (Lexington Ave Brewery) building/business – Nina would like to take suggestions from Board for tours, and then follow up with businesses
6. Living Building Challenge – Emily Colmen-Wolfe, Maggie, and Stephens are ambassadors. Cascadia GBC developed a program to foster new ideas; no toxic materials; zero energy; all stormwater captured onsite. WNCGBC is going to host a LBC collaborative (Asheville is smallest city in North American to host a collaborative). Maggie wants links to LBC on our website, presentations, help promote locally.
7. Green Building Directory Discussion
8. Website – Maggie to have first meeting “Integrative” web design at end of August. Will look at updating website next year (via grants or fundraising).

9. Directory Listings – currently each member is eligible for a free listing in the directory. If a member is not a builder who does not certify homes, or lawyers, or anyone who doesn’t have an easy category, then they are not listed. These non-listed members need to be called and asked which category they want to be listed under. Currently we have about 50-60 “non-listed” members. Maggie would like to create a place when a member pays their annual membership fee, then also put together their listing. Can add “Green Business Supporter” for the “non-listed” businesses.

10. Directory advertisers – need to be called and informed that, if eligible, do they want to become members and have a listing.


12. Asset Discussion – tabled to a future meeting

13. Parking Lot – to be discussed at a future meeting:
   a. Membership Benefits
   b. Marketing guidelines/restrictions for Green Built NC and GBC logo
   c. Subcontractor Membership outreach
   d. Discuss categories and qualifications for Directory and discuss how new categories support the mission statement

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