



Western North Carolina Green Building Council

HELPING TO BUILD A SUSTAINABLE COMMUNITY

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

Board Meeting Minutes – 3 July 2013- 5:30 to 7:30pm

Keller Williams meeting room

OLD BUSINESS

1. Approval Minutes – postponed to August

NEW BUSINESS

2. Approval Of Treasurers Report – Mike presented; went over on payroll but also had more revenue; try to get more LEED projects; Board reviewed reports; Jody made motion to approve; Stephens seconded; approved unanimously
3. **Task Group Reports –**
 - a. Green Home tours - Team Leader Erika; June 23 home tour had good feedback and had 40 +/- attendees; may want to expand home tours to also include business tours
 - 21 July James Boren; Green Earth Development
 - 18 Aug Matt Osada; Villages at Crest Mountain
 - 15 Sept John McDermott; Green Acres
 - 20 Oct possible Greencraft
 - 17 Nov possible Robbie McLucas
 - 15 Dec
 - b. Green Drinks Partner (Erika) – Sustainable Wood Products – has been postponed; will be moving to Thirsty Monk; still every Wednesday, 5:30p social, program starts at 6p
4. **Annual Party** – June 27th Highland Brewery – 5p to 8pm - positive feedback on new location; members okay with paying for good beer; next time need better advertising; attendance was lower we think due to many events going on in summertime; next year hold party in March or April (fewer conflicting events); next time have presentation on stage; make sure people understand that portion of beer purchased went to GBC; James Barr asked to play with Bobby at party next year (maybe have some sort of jam); Melanie met a guy filming a TV show at Highland (show would build a guitar in a week) guy was interested in discussing a “green guitar” show, Melanie introduced him to Mandy/Kendra/Nina to continue discussion.
5. **Discussion of 2014 directory** - option 1 - continue to work with Xpress as in previous years; option 2 – work with Xpress where they would only do distribution (we supply boxes); option 3 – work with Zeus Media (publishers of BOLD, Verve, Carolina Home/Garden); option 4 – work in-house on Directory and only have someone distribute; option 5 – look into marketing/media firm in Black Mountain (Kudzu). long discussion about differences of options; Maggie will hear from Zeus next week. Depending on Zeus bid GBC may have another Board meeting in 2 weeks to continue process (work on directory needs to start first week of August); Some notes:
 - GBC can sell [1] membership [2] listings [3] advertising; we need to sell in all 3 categories
 - If produce 100% in house need to hire production/sales team; Board not interested in doing that.
 - Discussed only have directory in line version (no print); Board decided there is still a use for print

