



# 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

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

(5:30 – 5:45) **OPEN FLOOR:** Heath asked us to broadcast an event with Josh Dorfman at ABTech April 21. More info to follow.

Steve- Chamber plans to launch a self serve operations audit that encompasses sustainability. More info to follow as well.

(5:45-5:50) **CONSENT AGENDA- Pushed vote back to next meeting.**

- a. Approval of Treasurers Report- Income a little behind due to membership lagging slightly. We haven't done a membership drive yet and it looks like we will even out membership year round rather than the big push at the beginning of the year like it used to be. Folks need to do their assigned calls but check first in case some of the names have already renewed. Possibly find a buddy to pair up with.
- b. Ongoing/Upcoming Events
  - i. Green Edge- Hi Wire Brewing offering 15% of sales to WNCGBC on April 9<sup>th</sup>- PLEASE ATTEND, SHARE WITH YOUR FRIENDS etc
  - ii. Green Drinks -5/13- Solar- grid vs non, tax credits- Ned Doyle
  - iii. Upcoming Shows
    1. Mother Earth News Fair 4/11-12
- b. Green Gauge- Piloted several projects recently, a couple of questions have come up. Would like to continue to pilot several more. Do you have a home we could pilot it on?
- c. Building Green Real Estate Course (BGRE)- first class went great- we had fantastic feedback, it was sold out- will be making a few improvements for May (date tbd) class.

(5:50-6:00) **NEW BUSINESS**

1. Committee Reports (see next pages)
  - a. Operations and Finance: Steve (Chair), Mike, Cody  
Continuing to work on the operational road map. Made a few changes to the by laws that will need to be voted on by our members at the annual event. Also
  - b. Programs & Education: Cody is now Chair, Kevin, Mary, Jamie, Heath, Chrissy Zach.  
Working with Erica at Sundance to have a curriculum for schools that we could use. Also working on a speakers bureau of ready to go presentations and presenters. And a possible neighborhood door hanger campaign. Also talking about a promotional video depending on Z Smith Reynolds grant.
  - c. Membership & Communications: David (Chair), Jody, Stephens, Melanie, Rob, Margaret, Jay, Mandy  
Discussing possibilities for a GreenBuilt corporate sponsor, getting extra help for marketing and membership, the need to quantify our total membership, ways to encourage new and returning members- emphasis here on person to person calls and interaction. Also beginning to plan to Annual Event.
2. **Annual Event: June 4<sup>th</sup> @ Highland Brewing-** Please share Save the Date, Sponsorship forms, Silent Auction forms.  
June 4<sup>th</sup> at Highland- Please share the save the date. Also please work on the fundraising and silent auction items. All info is part of the email Nina sent about the event. Silent Auction- this year we would like to do a smaller auction with only items over \$500. Discussion about whether \$500 is too high. Most of the voices of this board feel that \$500 is too high. There is the possibility of grouping less valuable items. Melanie suggests lower the bar to \$100 and bundling lesser items.
3. WNCGBC building under contract, may need to consider moving. We have no info re: timeline, who is buying it. Maggie has found the old lease which specifies a 6 month period cycling every six months, October and May. Maggie doesn't feel there is an immediate danger of having to move.

**COMMITTEE MEETINGS (6:00-7:00)**





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**April 1, 2015**

## **Operations Committee Report**

1. **Operational Roadmap.** The committee has compiled all of the goals in the new roadmap, and is now working on a "gap analysis" to assess the areas that we are not able to attend to and why (are we short on time, short on expertise, etc).
2. **By-Laws Updates.** The committee has made proposed By-Law changes to match how we are currently conducting business. These will need to be approved by 2/3 of members attending the annual meeting. A notice must be sent to members 30 days prior to the meeting. A summary of the changes follows:
  - a. Removed the requirement to vote for the BOD at the annual meeting.
  - b. Added the option to conduct voting for the BOD electronically.
  - c. Removed the requirement for the treasurer to chair the finance committee. (Since the finance and operations committee are currently combined).
  - d. Removed the requirement for the Executive Committee to appoint all committee chairs. (We can do this however we choose).
  - e. Added flexibility in how we interpret the budgeting spending authority. (The old (current) bylaws don't allow the staff to spend money on anything that is not in the budget, and require a full board approval before changing the budget.)
3. **Key Areas for Future Discussions.** The other areas we are focusing on currently are:
  - a. New Office Space
  - b. Diversifying Funding Sources
  - c. Succession Planning

## **Membership and Communications Meeting Minutes**

Here is a summary of what we discussed on March 10, 2015. Members in attendance were David Phillips, Stephens Farrell, Margaret Chandler, Rob Johnson, Maggie Leslie and Nina Zinn.

1. Brand Clarity: What makes WNCGBC unique? How do we want to communicate our value to the community?
2. We need to make our message(s) consistent and symbiotic to other groups in the region.
3. Marketing Plan: Possibly hire a marketing professional with proceeds from one or more grants?
4. Develop a comprehensive membership strategy to add new (and past) members and find ways to serve them.
5. Develop partnerships with other groups (and appeal to their members) and we want to work harder toward finding sponsors/members, both for ongoing support and for specific events.
6. Each board member is encouraged to make as many calls as they can to find suitable sponsors/members. We should review directory categories and determine what categories are lacking many members and focus on those.
7. Committee members will review our talking points for input on improving
8. Create a Green Built NC Sponsorship for targeted sponsors- ie lowes, suppliers etc
9. Quantify our outreach- we have 250 business members, but how many people is that- how many people per business does that include?
10. Quantify Asheville Market- instead of just focusing on the merits of WNCGBC for corporate level sponsors/members/directory advertisers- market the value of advertising to the "green WNC" market. Look to chamber, Advantage green, realtors for numbers



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## Annual Membership Event Discussion:

11. We discussed how we might improve on the annual membership event and determined that the current format and agenda worked well so we will use that again this year with some changes.
12. We looked at limiting the scope of the silent auction to higher value items. Limited to \$500 value or higher 5-10 items target
13. We decided the pizza contest worked and will do that again. Call possible pizza vendors.
14. We want to be sure the musical entertainment matches the tone and energy of the event. \$3-500 max
15. We talked about strategies to encourage members to RSVP and a possible penalty for no-shows.
16. We will determine if we can arrange the tables to provide easier access to the presentations- we will go ahead and assign table space ahead of time- alphabetical? We will design the space optimally and see how many members spaces we have and if we can work with that.
17. WE NEED SPONSORS!! Each board member will make calls to businesses and individuals who may be interested. We looked at including a business membership in the cost of being a sponsor.
18. We discussed several dates for the event and decided that June 4, 2015 is the most favorable. Nina is looking into booking the room for that date.

## Programs and Education Committee Meeting overview

- Speakers Bureau- set up group of volunteers willing to give presentations on green building and wncgbc, staff will set up presentations and then volunteers will go out and give them
- Get in touch with the House of the week to feature homes
- Consider a door hanger on "top ten ways to save energy"
  - 2<sup>nd</sup> meeting- look to cree or duke to sponsor it with a free light bulb
- Working with students-
  - 1<sup>st</sup> mtg-Cody going to reach out to SILSA teacher to inquire about ideas/opportunities. Mag will reach out to the Solar Schools coordinator and discuss developing a "curriculum" that would be offered to any participating schools that would include info on energy efficiency and solar- could be done by cody. We could consider participating in the national USGBC Green Apple Day of Service.
  - 2<sup>nd</sup> mtg-develop resources for teachers, research existing curriculum- xpeditons, growing minds, energy star....measuring water/watt meters/lightbulb comparison/go displays. Erika will provide one day at SILSA and we will reach out when we are ready with a curriculum and/or resources
- Social Media and WEB- need to get someone to teach the board how to use twitter. All of us should be tweeting and retweeting, develop our HOUZZ presence, other social media sites. Need to focus on our SEO. Include a budget item for social media ads and SEO. Take another look at Google grants?
- Videos about green building and wncgbc- Nina reached out to contacts- \$1300- \$3000 wait to see about grant
- Webinars- Maggie will start on these once green built is complete but will try to keep them as general as possible. The first ones will be free
- Hands-On series- committee will work on developing ideas, how often, how to get more people there
- Forums- committee wants to do more public forums and/or speakers. We need to decide what, where, how often etc
- Class for first time home buyers that covers green gauge, weatherization, member referrals, value, appraisal
- Maybe a class for first time building a new custom home- how to work with your builder, subs, rater
- Consider entering the ginger bread house contest for next year- maybe partner with the GO Kitchen Ready crew? Or local green restaurants?
- Include a featured video and link to our video page in our newsletter-



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## 4.8.2015 Meeting

-Schools- Heath raises the concern of being able to find enough volunteers to get into schools and suggests the idea of just putting together materials to send to schools. Also there is an opportunity to dovetail this with the speakers bureau that we've been discussing. Zach suggests a call to action to our members and see what sort of willingness is out there and what members have ready to go programs out there, like Erica.. Mary gave us a history of GBC classes- ECO Realtors, etc. It sounds like we need to do three things- find out who is out there that wants to present and what they want to present, what sort of curriculums might already be around, and what sort of curriculums we might need to develop.

### Potential curriculums:

- Solar- Sundance has a good curriculum already.
- How to take advantage of passive solar in existing homes
- Landscaping
- Gardening
- Energy Efficiency- Marcus?
- Green Building- possibly tape measure and fraction stuff, scales, Pythagorean
- Green Apple Day of service w/ USGBC- curriculums in place already! Potential way to work with them without being absorbed. Chrissy will look into this.

-Dorhangers and CREE: Jamie has contact info for someone at CREE and needs to use it to establish that connection and see what they might be up for in terms of partnership.

-Once we find out about grants, Heath suggests getting serious about short video. Mary suggests finding a way to fund at least something in the way of videos either way the grant goes. Educational and promotional value. Heath will check on a free video source he has heard of. ABCook Asheville Creative.

-Agreed that Speakers Bureau will now encompass our school curriculum and our adult classes and speaking opportunities. Heath is pointing out the correlation with Josh Josh Dorfman ([Lazy Environmentalist](#)) and venture Asheville for a resource and ally. Also a potential speaker for our annual even. Heath is going to work on that maybe in May.

-Chrissy will put together a job description for teaching kids.

-Welcome to Zach, new member of our committee.

-Scheduled meeting for May 7, 5:30 pm at Ben's Tune Up.