



Western North Carolina Green Building Council

"Helping Build a Sustainable Community"

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

12.2.15

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 11.4.15 Board minutes (for future minutes please list who is in attendance)
- b. Approval of Treasurers Report
- c. Ongoing/Upcoming Events
 - i. Green Edge on December 10th
 - ii. 2016 State Energy Conference April 21-22, 2016 – Sam applying to speak on Green Gauge
- a. Cider Fest- The event was sold out and smoothly run. A huge thanks to Nina and all of her support! The total income was \$27,362 and expenses were \$21,686 for a net revenue of \$5,676. A PNL is attached.
- b. Programs: Maggie has certified 17 homes in November, is working on 4 LEED homes, and one multifamily LEED project.
- c. Green Gauge- Sam has begun working on the marketing plan for Green Gauge and did a call with DOE Home Energy Score team and Maggie on 11/16. A draft contract for service providers has been done.
- d. Sam and Nina have updated the membership renewal letter and process. Now when a member is up for renewal Sam on Nina (depending on their level) will call them to ask for them to move up a level, especially if they have been at the same level for 2 or more years.
- e. Sam is getting up to speed and has been trained on the finances, budget process, committees, membership, and programs. There is still more to learn but the knowledge transfer is happening at a fast pace.
- f. The WNCGBC office location is up for sale! It is unclear when we will need to vacate the building. If you have any ideas of a new office location please let Sam know.

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

- a. Priorities for 2016 and the new ED. The Board will review the Strategic Plan adopted in 2014 and look at what our top priorities should be.
- b. Board Responsibilities- How are you doing meeting your Board responsibilities? Choose 3:
 - i. Raise or contribute \$1500 through personal contributions, your business or contacts
 - ii. Bring in 5 or more members
 - iii. Give at least 3 presentations on the organization or green building related topics
 - iv. Volunteer at 3-5 events such as Cider fest, annual event, Green Edge, tours, etc
 - v. Provide introductions to foundations, corporations or donors
 - vi. Obtain non-cash donations of \$500 or more for in-kind services or silent auction items.
- c. Committee Process- In order to get the most out of your time together as a committee we are proposing this pathway to implementing your ideas. The process is as follows:
 - i. Propose an idea.
 - ii. Brainstorm with fellow committee members to determine what the others think and feel about the idea.
 - iii. Determine who the idea would serve (the clients).
 - iv. Determine if anyone has done or is already doing something similar.
 - v. Determine the impact the idea could have for the organization, community, environment, jobs, etc.
 - vi. Run an estimate on how much it might cost. This can be a broad during the idea formulation stage.
 - vii. List the resources needed (staff, volunteers, time, expertise) to bring the idea into action. And who on the committee is interested in supporting the idea implementation and in what ways.
 - viii. List Next StepsOnce this process is complete and an idea is a viable one it can be passed to staff for further research, refinement and implementation. Please include all notes on the process and the specific elements listed above.



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COMMITTEE REPORTS

Education Committee Meeting 11.12.15: Chrissy (Chair), Heath, and Sam Present.

Meeting Minutes

- Our next board meeting will focus on our strategic plan and identifying the goals we want each committee to focus on.
- Asheville City Council released Community Clean Energy Policy Framework on Oct 27. WNCGBC could partner with the city to educate contractors/staff and help with initiatives. We would like to be leaders in sustainable knowledge through a combination of volunteer and professional educators.
- Duke Energy will be approached by the executive committee to sponsor Green Gauge. One strategy the education committee proposes is advertising Green Gauge on the "My Home Energy Report" sent to Duke customers. Rules may be in place to prevent advertising on a utility bill.
- As a committee our passions lie in advocacy, social/environmental justice, affordable housing, and marketing our programs and services to a larger audience including homeowners and commercial markets.
- We need a formal process for our ideas and proposals to be vetted by the board and put into action by our committee and a larger group of member volunteers. Reaching out to member volunteers needs to be action-based. Request volunteers for specific tasks.
- As a committee we will make more detailed proposals categorizing the process as high, medium, or low. Include information on how the idea will be accomplished such as - time, cost, impact, resources needed, staff and volunteers needed.
- We will try to do preliminary research on the effectiveness of our proposals. We will evaluate our ideas while in the committee to make sure we get maximum impact for our effort.
- The committee will develop a draft mission statement for review at the next board meeting to define what we do and who we serve. We will list our top 4 goals as a committee for the next year.

Action Items

Heath – developing a Duke Progress contact for grants and partnerships point of contact for Organic Growers School Conference

Chrissy - draft committee mission and goals

Sam - draft of protocol of committee process and research relevant rules for advertising on Duke energy reports

Mary -point of contact for Realtors class

Membership & Communications 11.18.15: David (Chair) met with Sam and Nina

Sam and Nina are working on updating the membership renewal process. They have refined the letter and added the membership benefits to it. The most recent round of membership renewal letters was sent on 11/18. Sam and Nina will be following up with phone calls on 11/21 and 11/24 to ask for members to renew and to ask them to increase their membership level.

Other items discussed:

- David will be making a list and contacting solar energy providers and electricians he knows to ask them to join WNC GBC.
- Add hotels (and restaurants?) to the list of potential members. Provide them with resources to improve efficiency.
- Supporting members are those that don't fall into a particular category.
- Duke Energy is a natural fit as a Sponsor for Green Gauge.
- We only contacted half of the potential members that Nina has identified. We need to set up a plan and schedule to connect with them.
- Look into creating more awards for Green homes.
- Look into NAHBs award competition of green homes. See if some of our members want to submit their homes.



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- We need to be consistent with communication throughout all of our programs. And we need stories of families and building professionals whose lives have been changed and enhanced through our organization.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Σ
Mary Love			x	x		x	x						4
Jamie Shelton													0
Jay Lanier													0
Mike Figura													0
Kevin Ward				x	x								2
David Phillips													0
Steve Linton													0
Cody Kelly		x		x									2
Heath Moody					x	x							2
Steve Farrell						x							1
Chrissy Burton													0
Rob Johnson				x	x	x							3
Margaret Chandler								x					0

The next meeting will be held January 13, 2016. We will review the 2016 work plan and budget!