



Western North Carolina Green Building Council

"Helping Build a Sustainable Community"

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

6.1.15 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 Treasurers Reports from April and May. Reports are not attached here but was distributed in the meeting. April is down a bit but May is much better. Stephens motions to approve, Mary seconds. All in favor.
- b. Ongoing/Upcoming Events
 - i. Green Edge @ The Wedge July 9th at 5:30
 - ii. Green Drinks - July 29th @ 5:30 networking (presentation at 6pm), Net Zero Energy Districts, Presented by Cecil Bothwell. Preceded by NC Building Performance Association Networking Event (4:00-6:00) Green Sage Downtown
 - iii. Tours- no tour this month
- a. Green Gauge- in new business
- b. Building Green Real Estate Course (BGRE)- no update
- c. GBNCv2 Update- Presenting to HBA July 22nd, Two projects already participating in the Net Zero certification (will be featured on the Parade!). There is potential for a training session for this in the fall.
- d. Directory- Sales going well, articles trickling in. Please reach out to your contacts/subcontractors etc. for membership and ad sales!! Deadline is July 25th
- e. Membership- Membership Drive (Pizza/Beer) 2nd week of July Nina will send Doodle Poll, Membership Mailer to be sent to expired members, realtors, potential business/corp. @ Directory listing deadline July 25th and Annual Event Details (Nina). Steve L. suggests we might be able to have the membership drive at the old Deltec model home. Please fill out the Doodle poll when you get it and come to the drive ideas of your contacts who should be members but are not yet.
- f. Introduce Jay

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

1. Committee Reports (see next pages)
 - a. Operations and Finance: Steve (Chair), Mike, Cody
 - b. Programs & Education: Cody (Chair), Mary, Jamie, Heath, Chrissy, Zach
'Advocacy update'-We can educate our membership about issues that affect our industries. Cody is willing to put in a legislative update to go out in news letters. Chrissy points out that our facebook feed is already doing this and that we should expand this beyond facebook to our events.
 - c. Membership & Communications: David (Chair), Jody, Stephens, Rob, Margaret, Jay
-Stephens suggests that we create competitions for various types of green buildings on a small or larger scale and range. Single family, multi family, living building challenge, gbc office, etc. These could be juried and fee for entry. It could be a money maker but it could be a lot of work. We could do a staged role out of this, starting local and expanding. HERS score could be a big part of the judging. Lots of good ideas for the committee to further develop.
-Talking about fine tuning the value of membership- targeting the audience in various ways.
 - d. Events Committee (Stephens)- Cider Fest November 7th
-Stephens motions to trademark the name CiderFest NC. Mike dissents. Cody suggests we need to protect our brand. Mary seconds the motion. Steve amends the motion to include a registration fee of \$25 for cider makers. All in favor.
2. Annual Event: September 10th @ Highland Brewing- Please share Save the Date, Sponsorship forms, Silent Auction forms
3. Mission Statement- To advance sustainability in the built environment through community education, measurable standards and regional action. Note: mission must be approved at member meeting.
'Measurable standards' and 'advance' vs. 'champion' are the main sticking points for this statement. David motions to approve the statement as is. Mike seconds. All in favor.
4. Review of Appalachian offsets next meeting?
5. Grant Overview and Home Energy Score- Grant is no longer for operations but for Green Gauge only. We are applying to be a DOE Home Energy Score provider for the state to combine marketing efforts, increase our profile and have access to their marketing, rater docs. Key implementation items below.



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- Maggie gives a brief intro on Green Gauge. One question is who is the market- potentially sellers who have greened their home, home buyers who want to compare homes they are shopping for, homeowners who want to retrofit, others.
- There is a concern about making the program valuable to realtors and sellers.
- We didn't make it all the way through the grant review so please read it below.

	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Σ
Mary Love			x	x									2
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								1
Steve Farrell													0
Chrissy Burton													0
Rob Johnson				x	x								2
Margaret Chandler													0

Grant Implementation – Key Steps-

- Hire a Marketing Consultant and create a marketing plan
- Hire and ED and an Intern
- Home Energy Score Partnership (hopefully) to increase marketing potential and viability of the program- need to assess 500 homes a year. This is a totally free program that replaces the EPS of the original Green Gauge. It is the energy component of Green Gauge
- Partner with NCBPA to promote to their association and for them to provide onsite QA and training
- Partner with other organizations, such as Clean Energy for US, Realtors, Appraiser
- Create training materials, web trainings, rater manual
- Marketing- video, door hangers, social media
- Provide presentations and market specific areas by working with raters across the state to develop plans specific to their areas
- Bring back Appalachian offsets- as a strategy to green businesses /marketing program for businesses to reduce and offset their carbon and use the month to incentivize retrofits
- Update database with improvements
- Oversight of rater QA

Operations Committee Update

July 1st, 2015

The operations team met on June 3rd and again on June 30th has been focusing on the following areas:

1. **Organizational Roadmap.** The group has completed its gap analysis and is now using this information to help design how the staff should best accomplish our mission going forward, especially in light of the new grant.
2. **Grant Implementation.** The grant officially begins on July 1st, and is only providing funding for GreenGauge. The committee is looking at the operational aspects of how the WNCGBC should implement our new grant. One offshoot of this conversation has been reintroducing Appalachian Offsets as a funding mechanism for Green Gauge after the grant period. One of the first steps in the grant implementation will be to hire a marketing consultant.



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3. **Executive Director Search.** An RFP has been sent to three organization requesting help in our Executive Director search. Proposals are due at the end of June. We are targeting making a hire by November 1st.
4. **Mission/Vision/Values.** We are working to refine the Mission Statement and expand this into a Vision Statement and a set of Core Values for consideration by the entire board.

6-17-15 Education Committee Meeting

1. No results to report from CREE contact. Jaime has compiled a list of improvements for the door hanger.
2. Citizen Times is willing to feature a green home for the home of the week. They want occupied homes and will not commit to a regular schedule.
3. We could target neighborhoods with older homes, give them to raters for canvassing across the state. 500/1000 hangers which can be paid for out of the grant as long as they promote Green Gauge.
4. The grant would not finance a promotional video for the organization but would finance a video about Green Gauge. If the video was about both the organization and Green Gauge, we could fund a portion of it from the grant.
5. We are applying to become a Home Energy Score provider for the DOE. NCBPA would provide quality assurance. WNCGBC would provide program management and education. DOE would provide training for raters and an energy rating tool to use in conjunction with Green Gauge. This initiative fits nicely with our goals as outlined in the grant proposal.
6. Cody provided summary information on advocacy rules/limits for a 501c3. We can educate about a particular issue but cannot endorse legislation or candidates.
7. We need to develop specific guidelines to assist our staff and volunteers prepare updates on critical issues when we are in a time crunch.
8. We need to rely on members closer to the issues to keep us updated. A legislative update column in the newsletter would be a benefit to our members.
9. Brainstorming advocacy issues with the board to be put on the next board agenda.
10. Monthly tours to include educational component such as: green built applied series, first 15 minutes of every hour includes a demonstration, stock signage to highlight green features, invite subcontractor

Action Items

- Cody - provide legislative update for the next newsletter
- Heath - get a list of potential home energy auditors for the door hanger.
column for affordability issue of Mountain Xpress
- Chrissy - collect contacts for current WNCGBC speakers
- Nina - send current and past educational programs to Chrissy for compilation

Cider Fest

Planning Committee Comments



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1. Where do you see this event going in the next two years and then long term five years?

Modest but steady and manageable growth in the short term: 850 this year 1000 next year.

The potential is for tremendous growth in the long term making it a totally self-sustaining event the Council could license to others to run and operate on the Council's behalf.

Profit Projections: CierFest NC proposed net profit without Nina's salary removed:

2015: \$17,500 2016: \$24,350

2. What priority is this fundraiser to our organization; are we willing to commit staff time to it?

This should be a priority for the Council as it has the capacity to be a significant portion of the budget that diversifies income sources and better positions the Council to ride out future slow-downs in the volatile economy of home building. It also has the potential to underwrite programs and human resource needs that are foundational to and developmentally aligned with the Council's mission.

3. In house or out sourced management?

For the time being, in house. Forecasted growth demonstrates a financial capacity to outsource and remain profitable in the next year or two if our limited staff resources can be better utilized (as seems likely).

4. Should we pursue trade-marking the name CiderFest NC?

Yes. Estimated cost is approximately \$325.

5. Is the event open to any cider maker?

Yes

6. How does this event relate to the Council's mission?

Presently it doesn't. This is strictly a fund raising event with only peripheral tieback to the Council's mission. It does, of course, stand to support the financially operations of the core mission and to broaden the Council's impact and connection to the larger community.

Most Not For profit fundraisers are strictly mission related



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We could, perhaps, distribute GreenGauge information as most attendees will be existing homeowners (or renters) and not so likely interested in NC GreenBuilt.

Another idea is create a children's green demo area that would also educate the parents....using recycled materials, rainwater harvesting demo, etc.

MINUTES FROM THE MAY MEETING OF THE MEMBERSHIP/COMMUNICATIONS COMMITTEE

It makes sense to postpone appeals to business owners to improve efficiency of their buildings.

We are still looking for good ideas to find new members and possibly appeal to businesses and individuals who have not been targeted in the past. Is there a need for, and a method to qualify prospective new members? Will WNCGBC be defined by who our members are or by the mission as determined by the board and staff? Sponsorships and relationships with larger corporations are desirable, but we believe our focus should be on growing memberships. What value can the WHNCGBC offer to large corporate partners?

A suggestion was made for a competition between builders and other members in the building industry. We could compare HERS ratings on their projects (for example) and offer recognition and/or a free year membership, etc. Stephens will provide more details.

Discussing how to raise membership in five categories

- i. Existing Members
- ii. Lapsed Members
- iii. Builders & Supporting Members
- iv. Small Supporting Biz
- v. Corporations

How can we be more inclusive and less of a club? Are we ok with larger Corp becoming members and supporting us so they can have our logo on their sight when their product might not directly sell in our industry.

It is important for us to have **Value Proposition--Appeal to a the largest variety of people and also tell our story. To do this we need measurements which demonstrate value.**

- \$ saved in electricity
- Carbon saved
- Water saved
- Waste reduced

Discussion of how members are not seeing the value of their membership as far as generating leads and business. Again, measurements need to be in place on our hotline calls, when and who we recommend and give a lead to, Google analytics on our directory (search ability) to show when categories or biz are being searched.

We discussed waiving \$50 individual Membership fee if they get a Green Gauge, also maybe to do yard signs.

FOR THE NEXT MEETING:

Make a comprehensive list of sales points and talking points for board members to use when approaching new members and sponsors. This would be in the form of a menu, where you can pick a selection of points that apply to that prospect, or that offer value to them.