



# 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

## Minutes 6.4.15

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

### (5:30-5:35) CONSENT AGENDA

- a. Approval of Treasurers Report- no report this month due to Mag's computer issues!
- b. Work on securing new members for the directory (Nina sent out sample email). Steve asks that everyone please spend thirty minutes working on this in the next weeks.
- c. Ongoing/Upcoming Events
  - i. Green Edge- June 11th Catawba Brewing -south slope,
  - ii. Green Drinks – July 29<sup>th</sup>: Net Zero Districts (Cecil Bothwell), Sept 9<sup>th</sup>: Inexpensive Ways to make homes Efficient (Amy Musser?)
  - iii. Monthly Tour- June 14th- Surefoot Builders, 10 Cairn Lane (directly behind 105 Brevard Road) NEED BOARD MEMBER. Steve L. can attend.
  - iv. Last month's very successful, high turnout of WNCGBC Members
  - v. Annual Directory Release & Networking Party - September 10th Highland Brewing. Space reserved. WE NEED SPONSORS & Silent Auction Items \$100 value or greater.
  - vi. Ciderfest is November 7<sup>th</sup> at the farmer's market again.

### (5:35-6:00) NEW BUSINESS

1. Steve L. will attend Tour on June 14<sup>th</sup>, please come to Catawba also!
2. Overview of Grant (Please read below)
  - a. \$6,000 earmarked for communications consultant and intern.
  - b. It sounds like there will be flexibility on the exact amounts listed in the grant and where they are spent as long as the main goals of the grant are met. We have not received specifics from the grant yet.
  - c. The grant is not expected to be the sole source of funding for the new ED position.
  - d. A big question is who will be administering green gauge, the new ED? Someone else? As Maggie cuts back she will likely not have time to run this portion of the program. How it will be marketed is another big question. Mike has some ideas for making Green Gauge successful. He suggests turning it into a competition. And an affordability component would be good too.
  - e. Maggie and Nina will give a run through of the grant focusing on the implementation and timeline in the next meeting. What are the action items?
3. Committee Reports (see next pages)
  - a. Operations and Finance: Steve (Chair), Mike, Cody- did not meet.
  - b. Programs & Education: Cody (Chair), Mary, Jamie, Heath, Chrissy, Zach- See minutes below.
  - c. Membership & Communications: David (Chair), Jody, Stephens, Rob, Margaret, Jay. Melanie has resigned.
  - d. Events committee: Kevin, Rob, Margaret, Chrissy, Stephens, Melanie? and David (Ciderfest)
  - e. NCPA
4. Please come to the next meeting with a report of some silent auction items and/ or sponsorship ideas.
5. Melanie has resigned from the board. One option for replacing her would be going to the runner up in our election- Raymond. Jay is on a committee and might be interested. Also several folks suggest this might be an opportunity to increase our diversity. Nina has a matrix she suggests we could use to see what our needs are. For now, we propose offering Jay the interim position since he is already involved. Chrissy nominates Jay. Heath seconds. All in favor.
6. Voting on new mission will happen via email.
7. Steve has provided an updated version of the organizational roadmap for the committees to use in their work.

### (6:00-7:30) Committee Meetings





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## **Overview of Z Smith Reynolds Grant**

Z Smith Reynolds awarded WNCGBC \$50,000 over two years to hire an additional full time staff member, a communications consultant, and a paid intern to support our growing organization and implement Green Gauge Statewide. WNCGBC will serve a larger geographical area, improving our favor-ability to corporate donors and increasing our membership base, making us more financially sustainable. By expanding our services we will reach more potential members and consumers in larger markets and have a greater net impact.

With additional staff, we will implement Green Gauge Statewide (with a goal of 3000 homes assessed in 4 years), increase our programs and outreach activities beyond Buncombe County into larger markets reaching more consumers. WNCGBC will create a Marketing and Communications Strategy to aid WNCGBC in attracting new members and corporate donors. We are confident that new staff could pay for itself within two years.

There is about \$6000 in the total budget to hire a communications consultant and pay an intern, plus nominal amounts for extra supplies. The remainder will go towards a new ED that would be responsible for implementing and expanding green gauge and the marketing/communications strategy as defined in the grant (a lot could be done by the right intern), in addition to fundraising and other strategic goals of the WNCGBC board. Maggie will continue to provide certification and quality assurance of Green Built and LEEDH, plus bookkeeping.

### **Within fours we will achieve the following:**

#### **1) Launch Green Gauge**

With the launch of Green Gauge, an innovative residential program offering affordable audits on existing homes that are unbiased and easily understood, there will be an increase in the implementation of energy efficient upgrades and renewable energy installations in NC. The first of its kind, the program will create a market mechanism by creating value for more efficient, healthier homes

By hiring a new staff member we will be able to build on the success of Green Gauge locally producing a repeatable model to use across the state. The new staff member will then train home energy auditors across the state to provide exemplary work, service, and sales of Green Gauge. WNCGBC will expand its existing relationships with the contracting community to identify qualified BPI certified companies to perform assessments and energy and water saving upgrades in homes. (Note- we will need to work closely with NCBPA, and hopefully/potentially the national Home Energy Score program)

New staff member will build relationships and train twenty-five Auditor companies who will be signed up to provide Green Gauge Assessments to consumers. Within four years, three thousand homes will have been assessed throughout the state. 750 homes will be retrofitted reducing a minimum of 10% of the original amount of energy used resulting in over 1 million kilowatt hours saved and 760 tons of carbon reduced annually.

New staff member and intern will create a marketing plan with materials and a presentation on Green Gauge which she/he will market to consumers and Realtors. This information will help to educate people on the true cost of home ownership and provide unbiased information on energy efficiency retrofits and healthy living. The cost of operating the home, and the information on the green upgrades will become a valuable tool in buying and selling a home.

Each home will be audited by program trained and Building Performance Institute (BPI) certified auditors. Recommended upgrades will be provided to the homeowner by the WNCGBC with thorough explanation and a report including information regarding renewables, incentives available, opportunities for energy savings, comfort, health and safety benefits. Home owners will retrofit their home using the green gauge recommendations.

#### **2) Expand WNCGBC programs and educations outside of Buncombe County**

WNCGBC programs and educational outreach will expand beyond Buncombe County. With increased staff capacity and an internship program (plus our forthcoming speakers bureau), homeowners, builders and affordable housing developers outside of Buncombe County will have greater access to education, training and programs of the WNCGBC. The community will be strengthened through increased networking and education, resulting in reduced emissions, healthier and more efficient homes.



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WNCGBC will partner with non-profits, local Boards of Realtors, Home Builder Associations, and educational institutions to provide hands on classes and networking opportunities. Through an internship program (and speakers bureau), WNCGBC will provide education and training to student(s) who will then develop events and educational programs to give throughout western North Carolina. Programs will target builders, homeowners, low income communities, students and developers of affordable housing (classes could include a home owner retrofit program, renovation training, home builder and developer training, a home building school for consumers, realtor training (expanding the Building Green Real Estate program)

Over 500 students and adults will be educated and receive access to WNCGBC programs and services within the first 18 months. WNCGBC membership in WNC counties outside of Buncombe will grow by 75% in Cherokee, Clay, Graham, Haywood, Mitchell, Henderson, Jackson, Macon, Madison, McDowell, Polk, Rutherford, Swain, Transylvania, and Yancey.

*NOTE: Z Smith Reynolds did not fund the expansion of Green Built specifically as defined below, but I think some of our revenue should still be spent on this as well as direct marketing to for-profit developers and builders. Expand existing Green Built NC program by contacting every affordable housing organization in NC to assist them in building more efficient and healthier homes-making affordable homes more affordable to live in with lower utilities and reduced maintenance costs, providing the education and knowledge to integrate the measures and existing financial rebates. The number of affordable Green Built NC homes will increase statewide by over 100 homes annually, reducing utility costs by carbon emissions by 20% per home.*

### **3) A Communications and Marketing Strategy**

WNCGBC will hire a Communications Consultant to develop a Communications and Marketing Strategy. WNCGBC has a unique story to tell but budget constraints in the slow economy limited our ability to hire professionals to assist us with skills currently missing from our staff. With a communications and marketing strategy to tell our story better, WNCGBC will broaden its membership and number of consumers who use our free resources providing inspiration, ideas, and examples of success resulting in consumers reducing energy use living greener and a more sustainable organization with increased membership.

- Implement Communications Plan to improve online educational resources and develop a strong online presence by creating an educational video, Green Built NC webinars, greater social media outreach, developing a "Houzz" Green Building section.
- Promote our Free Green Building Hotline throughout western North Carolina through PSA's, advertising, and marketing.
- Turn our office into an interactive educational tool and resource library with free monthly "Ask a Green Builder" and "Ask a Green Architect" open house information sessions, green building information and product samples for homeowners and home builders to learn.

Results over 4 years include:

- 10,000 views of video, 300 webinar participants
- 2500 green "ideabooks" on Houzz
- 200% increase in hotline questions (up from 150 annually)
- Monthly "Ask a Builder or Architect"/Open House sessions with 500 attendees stopping by for industry information.
- A minimum 30% increase in overall membership and donor revenue to sustain increased employees

### **Operations**

No meeting this month

### **Membership and Communications**

No notes supplied

### **Programs and Education Committee**

1. Building our social media including YouTube is a goal. We want to create a promotional video separate from the educational content.
2. We have a YouTube channel with only one video listed. The channel can be used to compile playlists of curated videos.



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3. The job description draft was reviewed. Changed name of position to Youth Environmental Educator. Add volunteer to the description. Add the presentation could be used by WNCGBC with the logo and contact details of the original author. Add category to the job description with suggested topics.
4. Josh Dorfman lectured on innovative start up businesses. We should invite him to present as part of a fundraising event or TEDx talk. The local TEDx dissolved South Carolina group is picking up the event.
5. Green Apple Day may be a concern because the date could take volunteers and resources away from the nearby annual event and ciderfest.
6. We can send out a request for school nominations and project proposals for Green Apple Day to the membership. One or two volunteers from WNCGBC can act as captains and recruit volunteers from membership and the project school's community.
7. Hall Fletcher is fundraising for an outdoor classroom. That is a potential project.
8. WNCGBC has not partnered with Asheville Design Center they could be a potential partner in Green Apple Day.
9. Living Building Alliance, UNCA and Warren Wilson are potential partners for a design competition for a building for WNCGBC
10. WNCGBC is not an advocacy organization because our 501c3 prevents political activities. Our membership prefers we don't get political
11. Our mission of education has not been accomplished.
12. We do want to advocate for green building and educate about green building but we need to know what activities are allowed to protect our 501c3.

## Action Items

- Cody - research 501c3 and advocacy limits
- Maggie - learn how to compile playlists on YouTube  
look into collaboration between Living Building, UNCA, WW  
research innovation points for neighborhood interaction of green home
- Mary - requested a quote from a video production company
- Zachary - compile contacts for volunteer educator position
- Heath - contact video production company for quote
- Jamie - new contact at CREE for lightbulb donations- No luck yet. Sorry.
- Chrissy - edit youth environmental educator job description  
draft adult educator job description  
draft Green Apple Day request for proposal

Prepared by Chrissy Burton

## Events Committee

Thank you all for taking your time today to discuss our Annual Meeting Plans. Below I will highlight what we were able to decide on and what the action items are currently.

**Date:** September 10<sup>th</sup>, 2015 5:30-8PM ( I called and secured this date with Highland Brewing so we are good as well as requested a special tour or two highlighting how what they implemented to become net-zero)

**Location:** There was discussion of Kevin's email and thoughts on a new venue as well as folks coming up with new ideas but in the end we found Highland Brewing to be the best venue at this time given they just became net-zero (planning a tour prior to event), serving the beer (ease), as well as venue size, parking, etc... Currently it is very difficult to find a space in the area to accommodate 350-500 people. We would like to open the garage doors allowing people to flow between inside/outside and Margaret has offered to work on a new layout plan which might make the space more inviting.

**Band:** We decided we should have general networking first (5:30-6:30), then the band for an hour (6:30-7:30), and then 30 min to wind down so people are out by 8pm. I will contact Underhill Rose and Jon Stickley Trio (not band) and get cost for the hour and availability.



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**Food:** Discussion about having a food sponsor which would be heavy hors d'oeuvres which would also elevate the event a bit versus pizza or hummus and such. Chrissy also had the idea of farmer markets and is going to look into the food options and cost with me.

**Budget:** We all seemed to agree that it would be great for this to be a fundraiser but in the end we want the focus to be an event for the members and as long as we break even we will be pleased however additional \$ is always desired! We will plan on the spring formal event to be a fundraiser as well as CiderFest NC.

**Silent Auction:** We discussed door prizes, raffle items, and silent auction and all agreed having a silent auction gave people something to do and was upscale compared to other options. It was agreed that items should be requested to be of \$100 value or more but if someone had something to give \$50 or up we would take as long as they were ok with it being in combo with another item.

**Sponsors:** Agreed to having a presenting sponsor at \$2,500 and multi supporting sponsors at \$750 as well as a food sponsor if that is the direction we take. Also discussed possible assistance with big sponsors for this event in combo with CiderFest NC with consultant getting 15% of sponsors they retained.

**How to get people's attention:** Steve brought up how difficult it is to get people to listen during the event. We want our presenting sponsor to speak as well as give highlights of what our organization has accomplished. He said how the chamber had brought in a group of African-American dancers in the middle of the event which got everyone's attention and then they spoke after that. We came up with something like that, a circus call, drummers, school band.... We all want to come up with more ideas.

There was also discussion about giving out awards (which we have tried in the past), Steve made a good point that if we had one award a year like net-zero building of the year then a corporation could sponsor that award? Also could have a key speaker in the future to bring out more people and a different group as well as corporations.

Steve is going to contact Highland and ask if they might do a small batch brew which included green building in the name.