



Western North Carolina Green Building Council

"Helping Build a Sustainable Community"

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

11.4.15

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 Report
 - Expenses that were expected to be in October hit in September
 - Proposed budget is on track, with anticipated budget for October and November balanced with September.
 - David moved to approve, Jay seconded. All in favor
- b. Ongoing/Upcoming Events- just CiderFest this month!

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

- a. Cider Fest November 7th, 1-5 @ WNC Farmers Market- Update from Nina
 - Tickets are close to sold out.
 - Mike will be ticketing from 3-5
 - Of Utmost importance is everyone monitoring volunteers and vendors NOT drinking while on duty.
- b. Green Drinks Programming ideas for next quarter
 - Hemp construction, Hemp bill just passed
 - Radon, water efficiency/conservation
 - Green gauge
 - Net Zero
- c. Review Dashboard- 41 new members this quarter! But still the same number of members as a year ago, so many did not renew.
- d. Clarify the process in which sub-committees bring funding requests & initiatives to the Board (notes below)
 - Questions about the apple a day and other initiatives. Where did it go, what are the next steps. Maggie suggested that the committees with the staff need to delegate specific tasks and deliverables. Questions about what is the board's role in deciding priorities and moving forward. Heath recommended a policy for how committees and sub committees function, specifically as related to ideas and follow through.
 - Tasks need to be defined and delegated.
 - Tasks that need to be delegated to staff and or funded by the council, need to be presented to the board for approval.
 - Strategic plan and current ideas need to be reviewed with new ED.
 - Maggie will type up a proposal of process

2. Committee Reports

- a. Executive/Operations: Steve (Chair), Mike, Kevin, Jamie (report below)
- b. Programs & Education: Chrissy (Chair), Kevin, Mary, Heath, Cody (report below)
- c. Membership & Communications: David (Chair), Stephens, Rob, Jay (report below)

COMMITTEE MEETINGS (6:00-7:00)



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	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

Executive/Operations Committee Meeting Minutes 10/23/15

1. Discuss grant implementation.
 - a. Maggie will get +/- 3 flags/banners to hang at Ciderfest to promote Green Gauge.
 - b. NCBPA is still looking for a new staff member that will help roll out Green Gauge across the state.
 - c. Amy Musser will be doing local quality assurance
 - d. Mike is working with BOR to get Green Gauge listed on the MLS
 - e. Consider co-marketing with Subaru or similar company?
2. Nominating committee
 - a. The executive committee will survey the board to see who will be running again in 2016.
 - b. Then a matrix will be filled out to assess our diversity in different areas to help refine how we should recruit.
3. Preparation for new executive director. The executive committee and Maggie discussed what needs to be done to prepare for the new ED to start.

From Heath/Education Committee:

Our committee has talked about (marketing/educational) door hangers & mentioned to the larger group but are not sure how to move forward w/ designing, printing, soliciting ad spots on them, etc. The Green Apple Day of service was another one that was mentioned but not acted on... I guess the issue is how to get some of the sub-committee ideas traction w/ the larger Board. Another example would be the educational video... we have some prices, etc. but don't know if this is something the Board wants to really pursue or not... if we are, it could still go in a few different directions (some of which depends on what the grant would fund)... it could focus on educating people about some of our programs such as Green Gauge and/or Green Built NC.... Or it could be an educational video about the organization (who we are, what we do, etc. etc.)... or we can scrap the idea and look at other marketing options. Either way, I personally think marketing is something that WNCGBC needs to spend more energy on in general. ... We can't take on all ideas but need a process to take them back to the Board and get approval & direction forward... or rejected (we shouldn't take on more than we can be successful with). We want to be action oriented w/ our time and be helpful to the board & thought that having a clear process & path w/ sub-committee requests could help us select the initiatives in which we want to focus.

10-7-15 Education Committee Meeting

Cody Kelly! Present Mary Love! Absent Heath Moody! Present Maggie Leslie! Absent Nina Zinn! Absent Chrissy Burton! Present Zachary Adam! Absent

Meeting Minutes

1. Cody has stepped down as Chair. Chrissy has accepted the position of Chair. Jamie has left the committee but volunteered to be available on a task by task basis.
2. Committee is experiencing discouragement and volunteer burnout. We need a means to reach out to the membership and other volunteers to get specific tasks done.
3. We need a formal process to get our ideas and proposals into action. As a committee we have



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developed several ideas and proposals that seem well received by the committee and well received by the board but we lack clear direction and support to put those ideas into action. Examples listed below:

- Door hangers to market GreenGauge
- Promotional video to promote our organization and programs
- Educational outreach to the elementary schools
- Speakers bureau
- Green Apple Day
- Advocacy activities

4. We feel that our programs need to be marketed to a larger audience than local homebuilders. Specifically, we need to reach homeowners and other interested parties in our community. We feel we could meet that goal through:

- Promotional video
- Radio and Home Magazine ads
- Duke to insert GreenGauge flyer in the efficiency reports they provide to homeowners
- Focus on Realtors to sell the program
- Develop regular programs to educate homeowners on our offerings
- Develop a value proposition specifically aimed at homeowners for our programs
- Educate our board members and volunteers so they can make the pitch

5. We need to follow through with the builders about price increase.

6. New Belgium and Sierra Nevada have grants WNCGBC could possibly pursue for our programs.

7. Now that the new mission statement has been approved by the membership we need to assign the task of updating it on the website and promotional material.

8. Organic Growers School Conference - Heath has attended the meetings at the suggestion of the board and is trying to gather 4 topics WNCGBC can present:

- Living Building Challenge by Stephens Farrell
- Living Roofs/Living Walls by Emilio Ancaya with Living Roofs Inc.
- Site Points for Home certifications??

Action Items

Heath - getting a contact for Duke Progress to inquire about the GreenGauge insert, will help collect info for the GreenGauge table!
point of contact for Organic Growers School Conference, Chrissy - point of contact for CiderFest Children's Activities

Membership/Communications Committee. We met on Friday, Oct. 23 at Sierra Nevada taproom.

We decided that three of the committee members will call the membership list to invite them to attend CiderFest and share it with their employees, families and friends. Rob is focussed on creating the vendors' dinner for Nov. 6 so he will not be calling.

We discussed several ideas to encourage new members to join and look forward to hearing Sam's input on this. Several board members are willing to offer free Greenbuilt certifications to WNCGBC members who use their services to either design or build a green home. We would like to explore the idea of a list of discounts/incentives our business members might offer. We all agree that the efforts to add new members needs to be maintained year round, and not just when there are events or opportunities present for the members to sign up.

We decided to offer membership sign up sheets to people attending the CiderFest and make sure they understand what being a member can mean for them. We need to have enthusiastic support at the WNCGBC tables to encourage new signups.

We are looking at providing certificates for members who complete any online training from WNCGBC. We can work with the education committee to push this forward.

We are creating plans to meet with HBA's and BOR's in other counties to begin our efforts to spread awareness of the WNCGBC outside of Buncombe County. I will meet with the HBA in Henderson County and Transylvania County after CiderFest.



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Several board members have generously purchased packages of tickets to CiderFest to share with employees and family and to support our fundraiser. We thanks them for stepping up.