Board of Directors – 3.10.16

Mission: To advance sustainability in the built environment through community education, measurable standards and regional action.

(5:30) WELCOME ANY VISITORS and introductions. Review mission statement and give a brief overview of the tasks of the year- fundraising, Green Gauge, geographic expansion, educational programs, membership, marketing plan. We are currently accepting nominations for board members. Nominations are due 3/18. If anyone who is nominated is not elected by the membership, we still need help at the committee level so please consider staying involved in that way. Overview of what to expect as a board member, revenue streams for the organization, Green Gauge roll out.

(5:35) CONSENT AGENDA

a. Approval of 2.11.15 Board minutes. Mary motions to approve. Steve F. seconds. All in favor.
b. Approval of Treasurers Report. Good month overall because we spent less than we projected and we made more than expected and had a good net income. January on the other hand was not as good but year to date we are still up more than projected and this is mainly due to membership. Many folks have renewed their membership or increased their membership level. Keep up the good work.
c. Past Recent Events
   i. Build and Remodel Expo- Good turnout, gave out 200+ Directories, lots of interest in GB and GG. Mary and Rob taught Classes
   ii. 3/8 Presentation at Black Mountain Rotary Club
d. Ongoing/Upcoming Events:
   i. WNC Home, Garden and Green Living show- March 18-20 at the Cellular Center. Booth and 4 workshops
   ii. Building Green Real Estate Class on March 30th at the Asheville Board of Realtors
e. Programs: Maggie is processing Green Built NC and LEED applications. We will discuss Green Gauge at this meeting.
f. Katie Onheiber started as the new Education, Events, and Membership Coordinator on 2/24. She has been trained on the membership process, revising the website, and next steps on Ciderfest.
g. Sam and Jay submitted a letter of inquiry to the Kendeda Foundation regarding Appalachian Offsets. They have requested more information on our budget and timeline. Sam found a consulting firm to help with some of the technical requirements to revive the program. We should know in a month or so if we are in the running to receive funding for this project.
h. We will be the host of the Living Building Challenge competition. We are planning to do this in 2016. The site will be on Ashland Ave (around # 159) Also involved will be the AIA and Asheville Design Center.
i. Sam has been asked to be on the City’s Innovative Energy Task Force which consists of elected officials from the County and City and staff from Duke Energy Progress, UNCA, large businesses, and other non-profits.
j. Sam and Steve met with Duke Energy on March 7th. Productive dialog about ways we can help them promote lower energy use through Green Gauge and other avenues. It was a good first meeting.

(5:45-7) NEW BUSINESS

   i. Several potential members came to the first part of the meeting tonight. Others have expressed interest.
   ii. Discussion of authorizing the nominating committee to increase the board size by 2 people to 15. Mike motions to allow the nominating committee to make raise the number of board members to 15 at their discretion. Rob seconds. All in favor.
b. Review of the Green Gauge Marketing Plan. Sam will give a presentation on the GG Marketing and Implementation plan and next steps.
   i. Sam wrote the marketing plan. Maggie and Katie reviewed. It was then sent to Karen Tessier of Market Connections. Karen provided a good deal of helpful input.
   ii. Still working on the messaging piece. Market Connections is working on this but we are looking for input if anyone has any.
iii. SWOT Analysis shows strengths and weaknesses of the program. One limitation is staff capacity and a big goal of Sam’s is to have a full time staff person working on the program. We have some part time help coming in the coming months and the potential Duke partnership could help with this goal. Chrissy points out another limitation is appeal of many of the probable suggestions of a Green Gauge analysis. Steve F. points out that on the other hand, most people getting these reports are looking for this kind of input and likely already want to improve their homes. Discussed appealing the program to remodeling contractors.

iv. Promotion Strategy- Market Connections advised to more investment in Google Ads and social media rather than traditional ad buys. They recommend Mountain Xpress for print media and suggested billboards as a potential ad venue. Sam commented that in his prior experience in California, billboards got the best response for an energy efficiency program. Also business partnerships with companies that would give away assessments- perhaps a car dealer. Also the home of the week is always an opportunity for free promotion. Duke would be a major promotion opportunity if that partnership works out. Need a better website.

c. Membership Drive

i. Potential spring date for a membership drive. End of April or early May. Think about your own connections.

COMMITTEE UPDATES

Executive Committee/Operations: Complete employee reviews for both Sam and Maggie.

Education Committee: Had an excellent meeting in February and came up with several ideas for workshops in 2016. The next step will be to narrow those down to 4 or 5, and discuss dates, venues, teachers and next steps.

Membership Committee: This committee has not met since the last Board meeting. This committee needs a new Chair as David is stepping off the Board. Rob will call Jay to see if he is willing to Chair the membership committee.

Marketing Committee: Potential there is a potential to revive another marketing committee but general consensus is sticking with the three that we have and building on their strength.
The next meeting will be held April 14, 2016 at 5:30.