

# 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

## Board of Directors – 3.9.17

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

### (5:30) WELCOME

### (5:35) **CONSENT AGENDA: Heath motions to approve. MacGregor seconds. All in favor.**

- a. Cari is back in the office.
- b. Approval of 2.22.17 Board minutes
- c. Approval of Treasurers Report
- d. Green Built/LEED: In 2017 there have been 27 Green Built NC homes certified, and 12 more Registered. 1 LEED Homes and 37 more in process that haven't paid the USGBC yet.
  - i. Green Built Workshops- We have developed a list of building professionals and realtors and will be setting up 4 workshops in small towns in April
- e. Appalachian Offsets: We are contributing \$4200 towards a retrofit project for Opportunity House in Hendersonville. Total project cost \$26K, with a \$10K and 40 metric tons of CO2/year. The Asheville City School Board has approved using AO to fundraise for the solar system. We will need to raise \$220,000 in 8 months to fund the project. We are working on the campaign plan and will begin asking for contributions this month. I met the sales team at the airport and am looking into creating a display there.
- f. Education:
  - i. February 25-26<sup>th</sup> - Build and Remodel Expo (Complete)
  - ii. March 17-19 - Home, Garden and Green Living show (need your help!!)
  - iii. March 28<sup>th</sup> - Building Green Real Estate Class
  - iv. April 11-12 - State Energy Conference in Raleigh (doing a talk on ZNE homes)
  - v. May 6-7 - Mother Earth News Fair
- g. The Energy Innovation Task Force continues to progress.
- h. Buncombe County sustainability: They approved a big retrofit for schools on March 7. We are putting forth some policy and project ideas to them.
- i. **Spring Fundraiser: We will have our Spring Fundraiser (a disc golf tournament) on April 30<sup>th</sup> at Lake Julian Park. The registration is live on [ashevillediscgolf.com](http://ashevillediscgolf.com). We are working on the flyer which should be done early next week. Then we will begin recruiting sponsors.**

### (5:45-7) NEW BUSINESS

- A. **Meet and Greet potential Board members (5:30-6) Amber Weaver, Jose Ruiz, Andrew Erskin, Raymond Thompson**
  - a. **Amber asked what our goals for the year and the future are. Sam mentions growing the reach of GreenBuilt, AO and the IDE project, maintaining a good budget, CiderFest, and the project x eco office idea. Kevin mentions rebranding and some of the reasoning behind it, and growing our presence in the commercial sector. Also education, and how . Leadership role in the IETF and keeping Duke from building the new plant.**
  - b. **Mike gives a brief financial history- how we were building tons of momentum until the crash, then paired our programming down, and now we are attempting to build back up. Sam has turned things around, bringing in new grants, bringing back Appalachian offsets, and encouraging us to re-brand.**
- B. **Presentation from Des1gn on organization branding and name suggestions (6-6:15)**
  - a. **brief history of some of there rebranding projects for non-profits- MountainTrue, Asheville GreenWorks, OnTrack.**
  - b. **brief ideas about goals for naming things- concise, easy to say, speak to the mission/ vision, not currently used and .org available.**
  - c. **GreenBuilt is the suggestion for the above reasons and because we are already using it. It is adaptable.**

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- d. It's a big step to change our name but they suggest that with time it will sink in. MountainTrue has really filled in to there name.
  - e. Possibility of adding a word like Alliance- 'GreenBuilt Alliance' can add strength and differentiate it from the program. Alliance is a big point of discussion. Are we an alliance? An alliance within the board and the organization of like minded folks and we ally ourselves with the community for programs like AO. This seems to strike a cord with the board.
  - f. Tag line of 'Advancing Sustainability in the Built Environment' but GreenBuilt does not necessarily require a tag line.
  - g. Started playing with logos
  - h. Chrissy raises the question of conflicts with the Green Build event and education entity. Sam has discussed this with a trade mark attorney who was not concerned. This individual thought the Built Green group in the NW might pose more of an issue, but they are a very small non-profit.
  - i. Mike suggests [GreenBuilt.org](http://GreenBuilt.org) as a name or part of the logo- to be very clear when read and easily omitted when spoken.
  - j. Jay questions the tense of the tag line.
  - k. Kevin asks about including the G mark from the logo as the G in the name. Also would like to see a more organic version of the proposed G mark. Perhaps a fading of color within the G or the point of the G turning into a tree. Des1gn suggests that the G can be adaptable- many versions of the same mark.
  - l. Steve asks about the consistency between the new name and the many programs within the organization. The G mark could help tie the programs together.
- C. Discuss and Vote on new name (6:15-6:30)
- a. Discussion around the name and the pros and cons. To most of us it's the only real option. It's not perfect but it works.
  - b. Steve motions to approve the name GreenBuilt as the new name of the organization with the logo, tagline, and access words (like alliance or .org) to be determined. Jay seconds. All in favor.
- D. Vote on new Board members (6:30-6:45) We have 7 open positions and 7 candidates. In addition to the new candidates (Amber Weaver, Jose Ruiz, Andrew Erskin, Raymond Thompson), Chrissy, Rob and Stephens are up for re-election.  
Mike motions we elect all seven candidates. Kevin seconds. All in favor.
- E. Select Building Steering committee chair (6:45-6:50) Robin, Kevin, Mike, Stephens. Mike agrees to schedule the first meeting of the committee. He could potentially be the chair of this committee even though he is not still on the board.
- F. Honor outgoing Board members. A very big thanks to Margaret, Mary, Mike, and Steve for their years of service and support.

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	J	F	M	A	M	J	J	A	S	O	N	D	Σ
Mary Love	x	x	x										
Jamie Shelton			p										
Jay Lanier			p										
Mike Figura	x		p										
Kevin Ward	x		p										
Steve Linton			p										
Heath Moody			p										
Steve Farrell	x		x										
Chrissy Burton			p										
Rob Johnson			x										
Margaret Chandler	x	x	x										
Derek Allen			x										
Jessica Arrowood			x										
Robin Cape	x		x										
McGregor Holmes			p										

**The next meeting will be held April 13, 2017 at 5:30 pm at Community Action Opportunities.**