

# 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 – 4.20.17

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

### (5:30) WELCOME

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

- a. Approval of 3.9.17 Board minutes
- b. Approval of Treasurers Report
- c. Green Built/LEED: In 2017 there have been 37 Green Built NC homes certified, and 95 more Registered. 20 certified LEED Homes and 296 registered.
  - i. Green Built Workshops- We have developed a list of building professionals and realtors and will be setting up 10 workshops in small towns in 2017. The first one in Hendersonville is April 19<sup>th</sup>.
- d. Appalachian Offsets:
  - i. We are running 4 ads in the Xpress this month. There will be an article in the April 19<sup>th</sup> or 26<sup>th</sup> edition
  - ii. Mosaic is offsetting their firm's footprint, making them the first carbon neutral real estate firm in the area.
  - iii. The Collider is interested in offsetting their building, travel and events footprint
  - iv. VandeMusser Design offset their footprint.
  - v. We are looking into getting a touch screen kiosk at the AVL airport for travelers to offset their trips footprint in a very easy way.
  - vi. Please consider offsetting your personal and/or business footprint.
  - vii. Robin suggests making an option for a monthly payment. Sam and Cari think this is possible and will look at it.
- e. Education:
  - i. March 17-19 - Home, Garden and Green Living show (complete)
  - ii. March 28<sup>th</sup> - Building Green Real Estate Class (complete)
  - iii. April 11-12 - State Energy Conference in Raleigh (complete)- showed promise for some positive changes at Duke.
  - iv. May 6-7 - Mother Earth News Fair
- f. The Energy Innovation Task Force continues to progress. The City allocated \$202,000 for energy efficiency projects and education based on our recommendations. They have proposed a \$25k allocation for education. Buncombe County is also proposing \$25,000 for education. We hope to receive those funds.
- g. **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).**

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

#### A. Board member updates and process (5:30-5:50)

- a. Amber was asked by the city to step down to avoid a possible conflict of interest.
- b. Andrew resigned due to a lack of time to contribute to the board.
- c. Executive committee has discussed not trying to fill these seats immediately. We can stay on the lookout for the right new members. We do need add more diversify to the board. Also commercial construction or beer industry. Potential board members include Terry Bellamy from Asheville Housing Authority (Jay following up), Sarah Frasier (Cari following up), and Jay Hackett from Green Opportunities (Sam). Also Sam to ask Kendra (Brewers Alliance) for ideas. If you have other ideas please send them to Sam.

#### B. Re-branding update (5:50-6:10)

- a. Green Built Alliance is the new name.
- b. We took a look at some new logo ideas from Des1gn. Most folks seem to like the logo with the leaves on it but find the accompanying font is not great. We need something to make the

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words stronger- bolder font, no tail on the t, arranged differently. Also we like the two greens instead of the green and blue. Also how does the new logo work with the logos for our other programs?

- C. Fiscal Sponsorship of 3<sup>rd</sup> Millennium project (6:10-6:30)
  - a. Mike Sandufer came to present his project to us.
  - b. Mike approached us about being a fiscal sponsor for a project he is working on. Sam has vetted it quite a bit and talked it over with Maggie and the Executive Committee.
  - c. He is working on an energy efficient building method and wants a model to test and get data on. It incorporates hydronic tubing in the thermal mass of poured concrete walls. He gave a slideshow about his methodology and its benefits which Sam will share for us to review.
  - d. He has applied for a patent for his method.
  - e. The Board and Executive Committee will debate this further.
- D. New Website quotes (6:30-6:45)
  - a. We have proposals from Big Boom Design, Green Stone (\$14,000), and Integrative (\$19,000 but will trade for membership).
  - b. Cari and Sam are recommending Integrative due to their responsiveness. Also their hourly rate is less when it comes to maintenance.
  - c. The goal is to launch the new brand (name, logo, website) at the annual event in August. So if we are to meet this goal.
  - d. MacGregor mentions that the new site is not funded through new grants or anything specific in the budget. He thinks that there is room in the budget to build the site though- some potential funding from grants later in the year and also there are some expenses in the budget that we probably won't incur. The board seems to agree that this new site is mission critical.
  - e. Integrative promises to make consistency between our sites.
  - f. Heath motions to let Sam and Cari push forward with the new website design as they see fit. MacGregor seconds. All in favor.
- E. Cari updates (6:45-7)
  - a. Membership drive- late May or early June we will try to get together and call potential and past members.
  - b. Membership boost for your companies- share with your employees they are eligible for free membership.
  - c. Disc Golf recruitment
    - i. Discussed reducing entrance fee for a short time or permanently. Lots of sponsors. Going to be lots of fun. We have raised \$4,000 in sponsorship (mostly thanks to Raymond). We now need more players to sign up. Will be doing a big push to get signups this coming week.
  - d. Directory- looking for article ideas. Cari will be the lead on the Directory production. We have met with Smoky Mtn. News and they will again be selling ads and doing the layout and distribution.

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	A	M	J	J	A	S	O	N	D	J	F	D	Σ
Jamie Shelton													
Jay Lanier													
Kevin Ward													
Heath Moody													
Steve Farrell	X												
Chrissy Burton													
Rob Johnson													
Derek Allen	X												
Jessica Arrowood													
Robin Cape													
McGregor Holmes													
Jose Ruiz	X												
Raymond Thompson	X												

**The next meeting will be held May 11, 2017 at 5:30 pm at Community Action Opportunities.**