



# 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 – 5.12.16

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

### (5:30) WELCOME

(5:35) **CONSENT AGENDA**-Stephens motions to approve the consent agenda excluding the treasurers report. Mary seconds. All in favor.

- a. Approval of 4.14.16 Board minutes
- b. Approval of Treasurers Report- postponed until next meeting.
- c. Past Recent Events
  - i. Home Energy Assessors Mentorship April 8th & 18<sup>th</sup>
  - ii. Statewide Energy Conference April 19-20 in Raleigh
  - iii. HBA Trade Show April 28<sup>th</sup> at the Ag Center April 28th
- d. Ongoing/Upcoming Events:
  - i. Green Technology Show speaking gig May 17<sup>th</sup>
  - ii. Green Edge on May 19<sup>th</sup> at Catawba brewing company
  - iii. Rotary club speaking presentation on June 6<sup>th</sup>
  - iv. **Membership Drive June 7<sup>th</sup> 2-5pm at All Souls Pizza- come with ideas of your own contacts to call. There will be a list available as well.**
  - v. Annual Event August 25<sup>th</sup>- we are thinking it will be at Highland again this year as New Belgium wasn't available on this date.
  - vi. Living Building Challenge Competition September 23 or 30th
  - vii. Ciderfest November 5<sup>th</sup> or 6<sup>th</sup>
- e. Programs: There are 113 Green Built NC homes in process.
- f. Media:
  - i. Article in Mtn. Xpress Sustainability issue brought three GG requests
  - ii. Energy Innovation Task Force Article in 4/49 issue
- g. Ciderfest locations: We are hoping to secure Salvage Station. It is such an ideal location. We would need to run a shuttle and have pricing for parking to encourage carpooling. This would also be a good place to host a cider maker's appreciation party. Possible off site parking includes Deltec and UNCA.
- h. We now have GBNC and Green Gauge brochures at the City's permit counter, along with Green Building Directories. I have been in touch with Buncombe County and they will soon put our materials in their display rack as well.
- i. We have received 20 article Directory Article submissions.
- j. The City's Innovative Energy Task Force begins on May 13<sup>th</sup>.
- k. We will be asking Duke for a Green Gauge Sponsorship soon.
- l. I have sent a Green Built NC sponsorship request to 84 Lumber

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

- A. **Elect new Executive Committee members (10 min)**  
Mike nominates Steve Linton for chair, Kevin for Vice Chair, McGregor for Treasurer, and Jamie for Secretary. Stephens seconds. All in favor.
- B. **Appalachian Offsets- We have confirmation that we will receive \$25,000 to relaunch this program. As a board we will review the planning overview document. (30 min) Thanks to Jay's family foundation for their support! See below for notes about Appalachian Offsets...**
- C. **Committee chairs report to the full board on what each committee is doing**
  - a. **Executive/Operations – skipped this meeting.**
  - b. **Membership – Jay (10 min)- Membership recently completed a survey to evaluate how we are serving our members well and how we could improve. They propose improving the way that we tell our story- making sure people can understand the tangible ways that the council is improving the region. They also confirmed that the directory (Green Living Guide) is one of our biggest assets and biggest benefits to our members.**



# 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

- c. **Education – Chrissy (10 min)-** The Building Green Real Estate class has been a big recent success. The next seminar is on greening the MLS. There is an upcoming DIY workshop and they are looking for handyman types to present or be resources for this. Living Building Challenge preparations are going well. A site has been selected. We also discussed developing marketing materials directed towards engineers and architects and Robin mentioned the Climate Listening Project.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Σ
Mary Love													
Jamie Shelton		x											1
Jay Lanier			x										1
Mike Figura				x									1
Kevin Ward	x				x								2
Steve Linton													
Heath Moody		x											1
Steve Farrell	x	x											2
Chrissy Burton													
Rob Johnson				x									1
Margaret Chandler		x		x									2
Derek Allen				x	x								2
Jessica Arrowood													
Robin Cape													
McGregor Holmes													

**The next meeting will be held June 9, 2016 at 5:30.**



### **Appalachian Offsets Actions to Launch:**

To relaunch this program we must accomplish the following objectives:



# 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

1. Determine if we want to keep or change the AO name and logo- consensus by the board is to keep both the name and logo.
2. Determine if we want to keep or change the tagline- ‘A Local Solution to Global Pollution.’ The board would like to change the tagline to something that includes carbon and describes the program a little more clearly.
3. Website Domains- (appalachianoffsets.org is no longer available)
  - a. [www.appalachianoffsets.com](http://www.appalachianoffsets.com)
  - b. [www.appalachian-offsets.org](http://www.appalachian-offsets.org)
  - c. [www.appoffsets.org](http://www.appoffsets.org)
4. Develop an Implementation Plan- This includes a thorough SWAT (Strengths, Weaknesses, Opportunities, and Threats) analysis. It will also outline the process and timeline for implementation.
5. Conduct a survey of businesses to determine which ones are most likely to offset some or all of their emissions. Look into breweries, restaurants, and builders
6. Identify and Partner with a Carbon Calculator. Duke University has one we might be able to use.
7. Determine the Objective Standard to ensure the effectiveness and quality of the offsets we sell.
8. Research and thoroughly understand if third party verification is necessary to run a successful program. According to Eco-shift it may just be necessary to be transparent about the carbon offset projects. Transparency would be done on the AO website and through a publically available annual report. This would reduce expenses and travel needs for the third party verifier. More research is needed to determine the best course of action here.
9. Determine which (if any) offsets will accrue in the future.
10. Set the price for a ton of carbon reduced. Determine our Admin Fee per offset.
11. Write the marketing plan. Determine key audiences for participation along with branding, logo, tagline, messaging themes, promotional activities, and timeline for delivery.
12. Build a new website for Appalachian Offsets. This would include the carbon calculator, specific projects that businesses can fund to offset their carbon, success stories, program updates, and partner information.
13. Outreach to organizations to identify local energy efficiency and renewable energy projects to fund via off-set program.

## Program Launch Budget

Action Item	Cost	Implementation
Feasibility and Implementation Plan	\$4000	WNCGBC & Duke University
Business Survey & Outreach	\$1500	WNCGBC
Identify the Carbon Calculator	\$1800	Duke University



# 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

Objective Standard	\$3500	WNCGBC, Duke University & Eco-Shift Consulting
Third Party Verification	\$2500	Eco-Shift Consulting
Offset Accruals	\$2800	WNCGBC & Duke University
Set Price per ton of carbon	\$1500	WNCGBC, Duke University, & Eco-Shift Consulting
Marketing Plan	\$1500	WNCGBC
New Website	\$3500	WNCGBC & Local Designer
Outreach, PR, & Marketing	\$2400	WNCGBC
<b>Total</b>	<b>\$25,000</b>	

We spent a lot of time discussing this exciting new development. A big part of the discussion was figuring out who could benefit from the project. Mike mentioned that he would really like to see it benefit low income residents. Almost all the board agrees with this sentiment. The two big issues with this are that-

1. Kandeda is generally providing grants to green non-profits. At its most basic level this would be providing facilities improvements to local NFPs so that they can reduce their overhead and spend more on their programs. The downside of this is that it is less of a feel good for us and doesn't directly help low income families. A possible approach would be to partner with an existing non profit that already helps low income families with housing or home improvements. Some ideas were Section 8, Asheville Housing Authority, and Mountain Housing.
2. Single family carbon reduction generally costs much more than commercial carbon reduction. Sam's figure was up to \$70/pound in single family vs. as low as \$15/pound for commercial. One opportunity to directly help residents might be to find multi family project opportunities.

We spent some time talking about auditing the carbon reductions. Most of the board agrees that if we can self-audit the reductions at least at first, that this could help in affordably getting the program off the ground. In the future is we want to grow the program, third party auditing might be necessary. Chrissy mentioned that it would be good to have this in place from the beginning to make our program more creditable to future partners.

Sam will setup a short term Appalachian Offsets launch committee.

Stephens motions to adopt the proposed use of the grant funds for launching the program. Rob seconds. All in favor.



# 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