Board of Directors – 6.8.17

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 the consent agenda. McGregor seconds. All in favor.

a. Approval of 4.22.17 Board minutes
b. Approval of Treasurers Report
c. Green Built/LEED: In 2017 there have been 55 Green Built NC homes certified, and 98 more Registered. 42 certified LEED Homes and 293 registered.
   i. Green Built Workshops- The first one happened in Hendersonville on April 19th. There is one scheduled for July 12th in Boone. We will do others in the fall.
d. Appalachian Offsets:
   i. We have secured a matching challenge donation of $110,000 for the IDES PV project. This donation was secured by Dave Hollister. We have raised $7420 towards that match.
   ii. A fundraiser for the project will be held June 17th at the Altamont.
   iii. Radio interview on Asheville FM 103.3 tonight at 7pm
   iv. We are recruiting sponsors to pay for the airport kiosk. The project costs around $11,000 to develop and we are hoping a company will step forward to pay for this. We are approaching New Belgium and Sierra Nevada. If you know of others who might be interested please let me know. Kevin Ward is working on a display rendering for us.
   v. A presentation on AO and the IDES project was given at the May EITF meeting.
   vi. We have asked our AO website contractors to add a monthly donation feature and a special donation page to the website for those not wishing to go through the calculator. Hope this will be complete by our next meeting
   vii. Please consider offsetting your personal and/or business footprint.
   viii. Heath suggested approaching the independent restaurant association about doing some sponsorships. Chisa in Montford is donating their poor box for July to the IDES project. Cari is approaching other restaurants and breweries. Also there is an opportunity to expand to other cities in our region.
e. Education:
   i. The education committee met on April 24th. We decided to postpone the LBC Challenge competition, but support an LBC workshop.
   ii. We discussed the BGRE workshops
   iii. Two presentations to schools have been given over the past month. Cari organized and Laurie Miller and Emily Coleman Wolfe taught the classes.
f. Membership Drive on June 15th. Thanks for coming out to support the organization!
   i. May was the strongest month for membership in the past year.
g. Directory- Ads are due to SMN by July 1st. Please get yours in. Articles are due June 1st and they have been coming in. We have a great list of topics and authors and are awaiting content.
h. Building Committee- The first meeting of the building committee will be June 28th.
i. The Energy Innovation Task Force- I made a presentation to the Buncombe County Commission on June 6th to request $550,000 for clean energy efforts. They are deliberating this during the budget hearings.
j. Spring Fundraiser: The disc golf tournament was a success! We sold out and had great sponsors. Thanks to Raymond and Cari for all their excellent work on this. We netted $2517, which included staff time. Minus staff time was over $3200. Our goal was a net of $3000.
(5:40-7) NEW BUSINESS

A. Logo and tagline proposals (5:40-6:15)
   a. Design1 brought 5 logos to show everyone. We narrowed the list down to three options fairly quickly. Through a show of hands there was a majority of people that were comfortable with the three tree logo. Sam’s favorite is the Leafy G logo. After more conversation these are the two remaining contenders. We discuss more options about each. We take a vote between the two and despite Sam and Chrissy’s support of the leafy G the majority vote was for the three trees. Design 1 offered to make a few tweaks based on our feedback.
   b. Design 1 offered 5 tagline proposals. After much discussion we settled on v. because of the way it mirrors our mission statement. It is longer than the others but it is strong and most descriptive.
      i. Advancing Sustainability
      ii. Advancing Sustainable Building
      iii. Transforming Building
      iv. Transforming the Built Environment
      v. Advancing Sustainability in the Built Environment
   c. Design 1 will be working on this logo, messaging, an ad for the directory, press release, etc. It will be a very busy and productive month. There will be an opportunity to align our existing brands with the organization’s new logo.
   d. In the meantime integrative is working on our new web site and they will be anxious to get the new logo and other design materials.

B. Discuss rollout of Green Built Alliance (6:30-6:45)

C. Appalachian Offsets updates (6:30-6:45)

D. Fiscal Sponsorship of 3rd Millennium project and their NSF grant (6:45-7)
   a. It is a personal home.
   b. Robin requests that if we move forward with this project that we come up with standards for entering in to such agreements in the future.
   c. An attorney’s review on our behalf would be a requirement for entering into this sponsorship. We do not want to jeopardize our organization for this project.
   d. Raymond suggests requiring a bond for the project.
   e. Jay motions to move forward with the project pending legal approval and other due diligence measures. Robin seconds. All in favor.

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