



Western North Carolina Green Building Council

“Helping Build a Sustainable Community”

P.O. Box 17026 Asheville, NC 28816 www.wncgbc.org 828-254-1995

Board of Directors – 7.14.16

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 6.9.16 Board minutes
- b. Approval of Treasurers Report
 - i. McGregor reviewed the report. We are ahead on income due to some grants that weren't in the approved budget. We are ahead on membership due to the drive but that might dip in months to come. McGregor and Sam are working on a grant summary to make that side of our income a little easier to understand.
- c. Past Recent Events
 - i. Greening the MLS workshop with the Board of Realtors. Mary delivered presentation. We did a video recording and it will be posted to several workshops
 - ii. Model Programs presentation at the Energy Innovation Task Force by Sam
 - iii. Spoke at the AIA chapter meeting in June
- d. Ongoing/Upcoming Events:
 - i. **Annual Event August 25th at Highland**
 - ii. Living Building Challenge Competition Workshop September 23rd
 - iii. Stormwater workshop at New Belgium by David Tuch on Sept. 28th.
 - iv. **Ciderfest October 15th at Salvage Station**
- e. Green Built: There are 119 Green Built NC homes in process. Only one was certified in June. Maggie took time off for maternity leave. Certifications are picking up again as she is able to work more.
 - i. We are looking for a Green Built NC Sponsor. Do you know anyone who would like to be co-branded with this program?
- f. Green Gauge: We have been promoting GG in many different ways. Articles to be run in the *ACT*, *Natural Awakenings* Charlotte Magazine, the Asheville HBA's "Blueprints" blog and OnHaywood.com. Post on Laurel of Asheville
 - i. Links to Green Built NC and Green Gauge websites added to the Brunswick county HBA website. The Fayetteville HBA is in the process of adding them to their site as well.
 - ii. Our brochures will be added to 7 Building permit offices throughout WNC.
 - iii. Working on recruiting more HES/Green Gauge assessors: 5 new candidates right now at various stages of the certification process.
 - iv. Designed a new Green Gauge rack card. Working on improving the website.
 - v. We will be asking Duke for a Green Gauge Sponsorship in the next couple of months. Sam is working to synergize the ask with the work of the Task Force. Steve has gathered that it will be difficult to get more than the Duke Foundations normal cap of \$10,000.
- g. Appalachian Offsets: we arrived at a logo! Website and calculators are coming along.
- h. Grants: We have applied for a \$40,000 grant from the Community Foundation of WNC to support non-profits in doing Energy Efficiency retrofits. We will be applying for another \$25,000 from Z. Smith Reynolds to help further Green Gauge (due 7/25, money awarded in 2017). We were included on a grant to the Community Foundation written by Mountain True for my time spent on the Energy Innovation Task Force.
- i. Media:
 - i. Asheville Citizen-Times doing an article on Green Gauge on July 16th.
- j. Staff: Katie took a job with the Carolina Mtn. Conservancy. Sam is interviewing people this week and has posted the job on Craigslist and our FB page.
- k. Directory: We are wrapping up the articles and content. Ad Sales close on 7/15. Goes to printer first week of August.
- l. Web/IT: Our website has been moved from MAIN to Big Boom Design's server. We are exploring moving our email service away from MAIN as well. We have gotten quotes to move the website from Joomla to



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Wordpress which gives us more flexibility and in-house capacity to do updates. This will include an updated design to the website.

- m. Sam has been selected to be the chair of the Programs Committee for the Energy Innovation Task Force
- n. Interns- Abigail is from UNCA and is helping with Green Gauge promotion and Nathan is from Appalachian State is doing modeling on the effectiveness of Green Built so we can quantify our collective impact.
- o. Sam will be gone backpacking 7/25-8/1 and will be out of touch.

(5:45-7) NEW BUSINESS

A. Review Highlights of Capacity Report and next steps

- a. See report. We have some strengths and some weaknesses. One weakness is IT and website and another is strong staffing support with the loss of Katie.
- b. Staffing- there are some good candidates out there to fill Katie's position- TB being one of them who many of us know and think is awesome but doesn't have all of the skills that we are looking for- particularly events, marketing and website design type skills. He might not be the right fit for this particular job but could be a great fit for a future position like guiding Green Gauge. We discussed this at length. There is an option to contract out ciderfest planning. Sam will continue interviews and select the best candidate.

B. Marketing, Rebranding, and Website updates

- a. Rebranding is an upcoming possibility that Sam has been doing some background work on. He has met with a couple of marketing/ design firms. There is a discussion of changing the name of the organization and completely rebranding. If we choose to rebrand we might need to wait on the website improvements in order to go about things in the most efficient and economical way. The next step in the process would be a coaching session, perhaps at a board retreat after ciderfest. This would involve a third party helping us through the decision about a potential name change and rebranding.
- b. Website rebuild is a necessary change in the near future. We need to get everything over to the WordPress platform. We have two quotes. One from Integra and One from Big Boom who did the most recent version of the site. Integra's bid was 3 times what Big Boom's was but some are doubtful about whether those quotes are for identical services given the fact that Big Boom significantly underbid the last site and left some loose ends. It's a deep conversation since we recently rebuilt the website less than 3 years ago and it is already in need of help, and we did not budget for this expense. Is it too soon to redo the website if we rebrand? Some short term fixes on the website (roughly \$750) are almost done.
- c. Marketing- we don't have an overall marketing plan but we have been spending our marketing budget as planned. Kevin suggests that a marketing plan is key to our organization and something we have never had and that is sorely needed. This sentiment is echoed by most of the board.
- d. Sam feels that we will be in a strong financial position at the end of the year and that might be a good time to assess what our capacity is for these types of changes- decide about rebranding and what we have to invest in website and marketing.

C. AO Logo selection- 1.a- it's the first of the designs with a slightly redesigned foot.

D. BRSI/Z. Smith support needed from the Board

- a. The board has provided the matching \$1,350 for these grants. Robin has offered to provide personnel for the annual event.

E. Who on the Board will attend the Annual Event? Mary and Stephens are out of town.



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

The next meeting will be held August 11, 2016 at 5:30.