

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 – 9.8.16

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

(5:30) WELCOME

(5:35) **CONSENT AGENDA. Mike motions to approve the consent agenda. Rob seconds. All in favor.**

- a. Approval of 8.11.16 Board minutes
- b. Approval of Treasurers Report
- c. Annual Event- Thanks for everyone's support!
- d. Bylaws Update was passed. Of the members who came to the meeting, 84% cast a vote. Of those who cast a vote, 95% were in favor of the new By-Laws. We can now get a vote from the membership in an online format and the Board can appoint board members.
- e. Ongoing/Upcoming Events:
 - i. Living Building Challenge Competition launch September 23rd
 - ii. Living Building Challenge Workshop on Affordable housing November 3rd
 - iii. Stormwater workshop at New Belgium by David Tuch on Sept. 28th. Register ahead of time if possible.
 - iv. **Ciderfest October 15th at Salvage Station**
 - v. **PACE Conference October 9th in Charlotte**
- f. Green Built/LEED: There were 13 Green Built NC homes certified in July, and 98 Registered. 58 LEED Homes (one multi-family), and 330 registered.
 - i. Green Built Sponsor- I have drafted the powerpoint and asked for feedback. Plan on approaching LOTSAR this month.
- g. Green Gauge: There have been several updates to the website. Interest in the program has been lacking. People call, but typically don't want to pay for the service.
 - i. Article in this month's Laurel of Asheville will focus on Green Gauge.
 - ii. We have applied for another \$35K from ZSR for GG. We will have a GG update at the November 10th meeting. At that time we will know if it has been funded.
- h. Appalachian Offsets: The website is up. Five offset purchases have been made. We had some technical difficulty with the payment feature, but that is now fixed.
- i. Grants: We didn't get the CFWNC grant. Also Mountain True wasn't awarded their grant (that included time for me). We will keep looking for additional grants.
- j. Capacity Coaching and Funding: We have our coaching session on the 15th. We will follow that up with a grant application to the Community Foundation for support
- k. Directory: The first wave of distribution occurred on 9/2/2016. What do y'all think about the Directory?
- l. Web/IT: Our website has been more stable over the past month.
- m. The Energy Innovation Task Force continues to meet. We are now in the weeds of program design.

(5:45-7) NEW BUSINESS

A. Ciderfest Updates (Cari)

- a. **Right around the corner- October 15 at the Salvage Station We have 9 cider makers and 3 meaderies confirmed for this year. There are also plenty of food and arts type vendors with more to come. We have 8 sponsors including Mosaic. Thanks Mike. There are also several ad swap sponsors.**
- b. **Tickets are on sale now and we have sold 128 of 1,200 tickets available.**
- c. **Steve makes some suggestions about t-shirts- more XLs and better options for women**
- d. **Derek raises some concerns about permitting for both the venue and the cideries. There is a long list of permits needed that we need to make sure are in place. Derek is the apparent events permitting guru and has offered to provide some assistance with this piece. Some of the things we need to make sure of are:**
 - i. **proper permitting for our organization**
 - ii. **proper permitting for the venue**
 - iii. **proper permitting for in and out of state cider makers**

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iv. compliance with ABC and ALE

- e. Possible mini film festival in the PBR can shed. Mike had a suggestion for who to consult with
- f. Volunteers needed. If anyone has any ideas for things to do this year or pieces of the event that you did last year, let Cari know. Otherwise she will be appointing roles for everyone.
- g. There will be incentives for, carpooling, etc.
- h. We did a dinner for the cider makers on Friday night last year and sold tickets. A lot of folks really enjoyed it and we want to try it again in the future but we are going to skip it this year.
- i. We have several musicians lined up as well as other performers.

B. Appalachian Offsets marketing

- a. Website is up and running. It looks good. There is an opportunity to create reciprocal links from board member sites (good job Rob).
- b. Mike suggests creating the ‘Quick Offset button’ option of donating a certain amount of money to the program and seeing how much carbon that offsets for a quick way to get some donation money quickly without folks having to do all the calculations.
- c. There is an idea to offer a carbon neutral home build package that builders could offer to clients. This could become part of the greenbuilt checklist for an additional point opportunity.
- d. Articles in several publications
- e. Radio
- f. Billboards
- g. Heath suggests advertising at the airport
- h. Events
- i. Face to face meetings with brewers, restaurants, etc.
- j. We will be tracking the website analytics evaluate which marketing strategies are the most effective.
- k. Isaac Dixon solar project is an opportunity for a first project.
- l. 20% of the normal donations will be going to admin with the rest funding projects. Bigger projects could require less of an admin fee.

C. Living Building Challenge Updates

- a. Program launches September 23
- b. Looking for sponsorships
- c. Workshop coming up at the Colider on November 3 that is a requirement for participation.
- d. Looking for firms or groups to participate.
- e. Event in January for the presentation of buildings. This will be when judging will occur and prizes will be awarded.

	J	F	M	A	M	J	J	A	S	O	N	D	Σ
Mary Love						x			x				2
Jamie Shelton		x				x							2
Jay Lanier			x			x							2
Mike Figura				x		x	x						3

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Kevin Ward	x				x			x						2
Steve Linton														
Heath Moody		x					x							2
Steve Farrell	x	x												2
Chrissy Burton								x						1
Rob Johnson				x		x		x						3
Margaret Chandler		x		x			x	x	x					5
Derek Allen				x	x		x							3
Jessica Arrowood								x	x					2
Robin Cape									x					1
McGregor Holmes						x			x					2

The next meeting will be held October 13, 2016 at 5:30 at Ward and Smith