

WNCGBC Board Meeting

Date: April 6, 2009

Location: Earthfare Community Room



Boone Guyton	
Camille Victour	
Carl Donovan	
Chad Lloyd	
Daryl Rantis	1
Emily Coleman-Wolf	
Hans Doellgast	1
Isaac Savage	
Judy Dinelle	
Kevin Ward	
Marcus Renner	
Nancy MacDonald	1
Paul Reeves	
Matt Siegel	
<i>Absentees</i>	<i>#</i>

1. **Present:** Boone Guyton, Camille Victour, Carl Donovan, Chad Lloyd, Daryl Rantis, Emily Coleman-Wolf, Hans Doellgast, Isaac Savage, Kevin Ward, Nancy MacDonald and Matt Siegel.
2. **March meeting minutes approval**
 - Approved via email on 4/12/2008. 2 abstentions.
3. **Committee Reports**
 - **Speakers Committee**
 - Progress Energy training for Energy Star. HBH training held on 31 March 2009. It was determined that the Speakers Committee will cease; Marcus R. will continue to provide reports.
 - **Directory Committee**
 - Has yet to meet.
4. **Treasurer's Report**
 - Net income for the month
 - Net income: (\$5,048.06 - loss)
 - Expenses for the month: \$14,652.91
 - This month's Finance Committee meeting will address rebudgeting.
 - Two consecutive month's of net losses. Last year at this time, we were further ahead. Expenses are hitting that had not been budgeted: green bus stops (building now...grant was conferred in 2007), the audit (\$6,000) and consultant (\$4,000). Matt anticipates 2009Q1 net loss at (\$25,000). Membership levels are down. Many real estate agents have pulled back on memberships. Matt S. will be contacting selected members in the coming weeks regarding renewals. Judy D. inquired about payment plan options; Matt S. noted that some upper level members are on payment plans already. Matt further noted that many may delay membership renewals until the end of year when Directory listings come due.
5. **February Dashboard**
 - Kevin Ward noted that YTD measures should compare to same time period as previous year.
6. **Attendance at last month's meeting will not count**
 - That absence will not count against the board attendance policy. Numbers have been adjusted in above table.
7. **Update on Community Development Block Grant**
 - Have received approval per Matt S. Meeting with City this Thursday. Granted \$42,000 to weatherize 25 houses. Approximately \$6,000 will be earmarked for GBC for administration/education/follow-up. The City of Asheville will be receiving \$800k in additional funds in the coming years (stimulus funds); WNCGBC will be coordinating with the city to identify future opportunities.
8. **Directory release party summary**
 - "Best event we've ever done" – Matt S. More than 300 in attendance. Ninety-four businesses represented. News media coverage very positive. Special thanks to Carl Donovan for volunteer assistance. Much positive feedback from membership (in terms of lead generation). Actual costs: \$1,500 approximately. "Free entry was key" – Matt S.

- Emily suggested considering a Friday Directory release/annual meeting, Saturday keynote speaker and Sunday tours.
- 9. Preliminary review of strategic plan draft**
- Kevin W. – a number of committees will result from the strategies identified in the strategic planning process to fully develop attainable action items.
 - Matt S. synopsis – the staff-created draft strategic action plan (sent to board electronically) includes specific action items and assignments (to maintain accountability). A planning session of the full board will identify subcommittees for each strategic category. Timeline for implementation 9-12 months. Reassess at the beginning of 2010 – what was achieved? What remains?
- 10. Strategic planning session set date – assigning groups.**
- The following groups were assigned:
 - Education – Camille V., Daryl R., Judy D., Hans D., Kevin W.
 - Marketing – Boone G., Carl D., Chad L., Nancy M.
 - Outreach – Emily C., Nancy M.
 - The May Board meeting will serve as the strategic planning session meeting.
- 11. Mission Statement**
- New language presented by Camille V. and Nancy M. for consideration. Hans D. – suggested language including “Mother Earth” could alienate some. Emily C. noted that the draft language did not include any mention of “Green Building.” Camille V./Nancy M. – the idea was to broaden the umbrella of sustainability. Matt S. – this approach risks diluting the understanding of the GBC’s mission. Kevin W. – note that some branding could include entire mission statement (something for consideration by marketing committee).
 - Camille V. and Nancy M. will continue to work revisions including iterations of the existing statement.
- 12. Board meeting frequency, committee meetings, and fulfilling committee requirements**
- Executive committee discussion included full board meetings every other month and committee meetings opposite these (so board members still meet once monthly). “Wonderful idea” – Hans D. The idea was suggested to hold committees accountable for progress with written reports; accountability would rest primarily with committee chairs. Emily raised the point of differentiating standing committees vs. more temporary “task force committees.” Kevin W. – standing committees could remain separate. Paul R. asked that reports from off months continue; Matt S. suggested that the executive committee notes serve this role. This committee will still meet monthly.
- 13. Confidentiality and conflict of interest policies tabled until May.**
- Prior to this, drafts will be sent out for the full board.
- 14. SEE Expo**
- Isaac S. asked if there should be more coordination with Ned Doyle on the SEE Expo as a mainstreaming opportunity. Isaac S. suggested he would have an interest in forming a task force on the issue.
- 15. New Business**
- Daryl Rantis noted that some businesses listed as architects were not licensed. Matt S. – license checks for directory listings are checked regularly (subsequent research from Matt indicated that such issues are very rare). Camille V. noted that it was not the job of the GBC to police licenses (that responsibility belongs to the Board of Architects). Individual issues should be directed to staff.

Adjourned 7:28PM.

Next Board Meeting: **Monday, May 4th, 5:30 PM, Earthfare**