

Board Meeting Minutes: August 2010

Agenda

1. Finances- Memberships, Certifications
2. Outreach Membership Event
3. Committee Reports
4. Grants
5. Green BUILD

Finances

Memberships: Memberships renew because people are interested in being listed in the Directory. Many memberships expired in June choosing not to renew. Education classes are not making the money they used to. Discussion on new member solicitation/concept of free gift for existing or referring members. Suggestion to send invoice renewal with optional level increases, "Renewal Notice." Mention on this notice that renewal is required in order to maintain directory listing eligibility. Some discussion about lack of individual member benefits.

Target Market for new members:

- Green conference vendors
- Green Certified Home Owners granted auto membership and may renew

Certifications:

- HBA Certifications are down, need to focus more on county outreach and/or other counties
- Realtors need to pass out directories
- Speak to Board of Realtor group and offer discount for membership
- Demonstrate more advocacy for green building will increase visibility and memberships
- Request for contacts for Realtor speaking engagements, Haywood Board of Realtors
- Western North Carolina University has Construction Management degree, market to grads
- CREA group is target market to attract landlords, investors

Outreach Committee

Event went great! HomeSource was great host. The singles/networking event was fun. \$450 revenue made was donated back to host. WNCGBC had no expense. Turnout was 60 people.

Next event will be at Office Environments on 9/15/10.

Ideas:

- Local food potluck
- Panel of Designer's Projects (5 or 6) \$75 for designer submissions/event outline
- Green Building Trivia Night

- Community Outreach Project like Portland, Oregon's City Repair program that installs green benches in community neighborhoods and gets people excited about green building.

Broad discussion about how outreach committee should choose venue and whether or not host should be paid entrance fees from public, vendors, presenters. GBC was surprised no income was made for council. What is target market for Outreach Committee? Is the purpose for members to meet and network or solicit more members? Outreach mission is acquiring new members while offering event/celebration for existing members. Set budget that GBC contributes and the remainder is up to the host to provide. Offer hosting option to Platinum members. Hosting agreement- have whatever food venue offers plus beer. Members are free and guests have to pay is one idea. Committee will develop a hosting agreement so host is clear on event protocol and financial responsibilities. Next on Agenda for Outreach Committee is Directory Release Party and to get on board with other programs and organizations to partner on other events such as community service projects for purpose of media visibility.

Education Committee

Concept of online classes to earn more interest from outlying counties for HBH. Boone did research on online software program called MOODLE. Melanie talked about potential to receive continuing education credit. Ken mentioned how webinars can be successful, ex. LEED. Content copies can also be sold to generate additional revenue.

Grants

- YWCA- Underserved population for green jobs, conduct study
- Progress Energy Foundation- WaterSense program launched, but this does not fit their funding criteria that is specifically natural resources.
- Community Foundation- Self Help "Neighbor Saves" program for energy efficiency upgrades to neighboring households, consisting of five different work days. This is inspired by the Arizona model based on a USDA "Self Help" program design.
- GBC is working on strategic partnerships and looking for sub contract opportunities
- AB Tech GIST (Global Institute of Sustainable Technology)
- Advantage West Internship Program
- Land of Sky- Clean Energy Economy
- Appalachian Regional Commission

Green BUILD Conference

- Should Matt go? Cost is \$1000 for expenses related to one day worth of Residential track attendance. \$400 entry fee plus travel expenses.

Other Ideas

- Tour for certified HBH
- Partner with Eco realtors to host self guided tour in Sept. of homes for sale thru Eco Agents. Beverly Hanks accomplished this style of self guided tour well. Members could submit their own homes for tour.