

## Treasurers Report

Discussion about membership types- Individual memberships are down. Business Memberships are up, likely based upon higher level members downgrading to a basic business membership. Member benefits are not abundant. Home Star program could bring in additional income by offering discounts to existing members for taking Home Star class offered by WNCGBC.

Paid GO up front for grant funded expenses. The reimbursement from GO will show up in sometime in May.

## Committee Reports

### ***Education Committee***

Discussion about Progress Energy opportunities regarding home owner energy efficiency classes. Hans suggested that council member Browney, of FLS, should be contacted regarding Progress Energy options. Grant Opportunities...look into Tobacco Farming grants to see if partnership is available. USDA Rural Development grants should also be researched.

Committee members discussed the idea of offering Continuing Education credit classes on an a la carte basis. Thought was given to offering such classes between Thanksgiving and Christmas to get the people who waited until the last minute to get their continuing education credits achieved. Offer 1 or 1.5 hour classes, for a full day or two days.

### ***Marketing Committee***

NAHB Meeting was suggested as a venue to secure additional business members. Summary list of monthly class schedule would be handed out at meetings. USGBC representative described as a USGBC staff member, as to not confuse the audience, and gain audience attention by this person not being affiliated with another business.

Other topics regarding marketing discussed...

Home & Garden Expo- Board members thought it was a good event and worthy booth expense for WNCGBC. Attending board members thought it was quaint and led to general consumer education rather than overload.

Directory Release Party- Editor of Mountain Express thought it could be a bigger event.

EarthDay- Education outreach event for booth next year.

Green Business Certifications- Discussion about the relevance of WNCGBC providing some form of green business certifications. Locally, some green business services are provided by Appalachian Off-sets, Green Seal, Living Wage Certification, and Mountain Biz Works- Green Business Alliance.

Column/Blog/Tip of the Month- Look at Mother Earth News "poll" on their website. Need to develop format. Potential to use Constant Contact method

### ***Outreach Committee***

June quarterly event at Home Source. Potential theme...8 or 9 vendors with very unique green products that are not at every show. Speed Networking/Dating may be a theme for this event. Looking for food and drinks for this event. Summertime potential speaker Steve, author of interest. Community Outreach concept project being formed perhaps based on 1<sup>st</sup> Earth concept. Asheville Convergence. Asheville alliance could be formed. New Chairs of outreach committee are Daryl and Natalie Miller.

Shades of Green- Release party went great. Lecture had low attendance, at about 25 people. Easter week might be a difficult time to host event since some people might be out of town. 280 people at party, plus vendors. Tour had about 16 people of bus. There were about 25 people on bike tour. Bus broke down. Money was lost on tour. We broke even on entire event, not including staff time. Matt says he would not host three events during the time period next year. Tours are difficult because they are volunteer operated and there was not enough advertising done in advance. The bus rental was costly at \$500 for day. Goodie bags were not a big hit and they were costly. Speaker before release party event was suggested. A fee could be assessed for this speaker. People already coming to the party would be more likely to attend speaker segment if offered prior to party. Suggested start time for lecture was 5:30 pm if release party starts at 6:30.

Suggestion was made for a different venue for Directory Release Party due to vendor areas being broken up and difficult to access. Haywood park hotel was mentioned, Ag Center was not favored. Business Booths did not fill up. Out of 100 business spaces, only 5 or 6 spaces were vacant. Goodie bag topic is being discussed for next year.

### **Big Picture Topics**

USGBC- Yes, we are interested, as soon as USGBC figures out the process of starting a new branch. 3 Chapters in NC are currently combining into a state Chapter and becoming branches.

Matt will be out of town, potentially for 6 weeks.

Grant Update- Applying for a Community Foundation grant that will fund a concept called "green retrofit coop." Team Leader guides crew to work on homes that need efficiency upgrades. Sweat equity concept. This program is to service the more average person, rather than strictly low income, disabled, etc. Mission is to educate participating members and home owners. Opportunity for service learning. Council's role would be to train, market and organize team of mentors and field crew leaders. We would need tools, insurance. Homeowner and volunteers provide most of the tools. We are applying for subsidized amount to fund... Strategy grant would be enough to pilot the program. If 75 houses a year were serviced, program would make money and not need additional grant funding.

AmeriCore- Council intends to host another AmeriCore student in September. Carolina Mountain Land Conservancy is a potential partner. This is a full time position. Is there enough work for this potential person?