

November 1, 2010 Minutes: Committees Meeting

Board Elections: Looking for new board member recommendations and request of for existing board members to decide on whether or not they are plan to stay on board.

Request for Web Featured Projects and review team

Board agrees to open up advertising options to other types of green businesses other than the building industry. The board agrees on limiting these advertisers to 10%. Board agreed that these advertisers can also become members.

Jake, the new intern, shared his agenda for target markets through which to gain additional public support and additional membership. Becky got no acknowledgement when she joined as an Individual Member. She mentioned the importance of the Council providing an acknowledgment in the form of a letter or listing individual members in the Directory (all on one page).

Directory:

Discussion about whether or not the Directory could make more money by including other green businesses outside of the building industry. Board members question the relevance of including these other entities and are concerned about diluting the intent of the Directory. Conversely, other board members identify the need to solicit to other types of business in order to keep revenue up in a time of building decline and economic downturn in general.

The Directory needs more inclusion of the history of Council, why Council is important, Council events and workshops, etc.

Potential for Education classes to make money is increasing

Potential New Classes:

Energy Star 2011 classes

Update on New Code Requirements for Contractors

Education

Team needs to identify 3 people to review project submissions of web featured projects.

Certification survey went out about which programs they use.

Online classes are still a topic of discussion.

Marketing

Isaac has been out of town. Also, this committee's goals have been difficult since the topic of target market is up for debate. Appalachian Offsets, says Kevin, could be included as an alliance for marketing purposes. Carbon-footprint campaign, says Melanie. HBH home sells faster than conventional and this could be marketed through media channels. The idea of an Existing Home Report Card program was mentioned.

Outreach

What was formerly referred to as the "City Repair" project, is up for a name change due to the first project potentially occurring in a neighborhood that does not need "repair." A site in the Grove Park vicinity has been selected for a "community node" meeting place. The committee initially questioned the location because it is a well-to-do neighborhood, perhaps not in need of "repair." Consensus was that we have a land donor who is willing to fund raise from her neighbors and spearhead the project. Therefore, the committee concluded that this would make a good pilot project and discussed the idea of hosting a charrette in January/February in combination with a Holiday party to meet with community and explain conceptual design and intended use of project. The current vision is to have a cob bench meeting place. The idea of a sensory garden was also mentioned at the meeting.

Melanie makes a motion to pursue the project on Country Club for the Outreach committee. Boone seconded. Becky made a motion to amend in order to include a staff review of the project before the board finalizes the project design. Jim seconded Becky's motion. Kevin called for a vote. Passed unanimously.

Kevin wants the committee to develop a set of goals for a hands-on outreach project in order to have a process in place through which community projects are chosen. He wants a specific mission outlined for the pursuit of these kinds of projects.