

USGBC-STL Executive Committee Meeting
Saturday, September 24, 2005
8:00 am – 12:30 pm

DRAFT

Present: Ralph Bicknese, JoAnn Brookes, Deb Chollet Frank, Jordan Heiman, Punit Jain, Dan Jay, Mary Ann Lazarus
Absent: Dennis Dill, Merrilee Hertlein, Rich Janis,

Those present created a list of topics they wanted to be sure were addressed at the meeting.

- o USGBC-STL Expo Planning Update
- o USGBC Gulf Coast Restoration efforts
- o Rick Fedrizzi in town this week
- o Chapter staffing needs
- o 2006 Budget
- o 2006 Elections

Expo – Jean Ponzi and Suzanne Gregory, with the assistance of Executive Committee members have fully booked the Expo. JoAnn and the Communications Committee prepared and mailed information packets to media representatives promoting the Expo.

Mary Ann Lazarus is coordinating efforts with Bill Reed who arrives on October 12th and is scheduled to be interviewed on KWMU, St. Louis on the Air on October 13th. Workshop will be sold out at 50. Executive Committee members are asked to PROMOTE the EXPO.

USGBC Gulf Coast Restoration Efforts – With the leadership of Ralph and Mary Ann, USGBC national will be conducting a charettes at 2006 Greenbuild in Atlanta. Additional information will be available shortly to encourage local membership involvement.

Rick Fedrizzi, President of USGBC is going to be in St. Louis on Wednesday, Sept 28th to present Alberici with their Platinum certification plaque. The event is designed for folks directly related to the project. Deb and Ralph will be attending.

Discussion continued about the best way to position USGBC-STL in relation to Alberici project. It was decided that USGBC-STL chapter would take out an ad in the Post for Thursday, Sept 29th stating Congratulating Alberici on behalf of USGBC-STL Chapter. JoAnn agreed to follow up.

Ad Campaign - Additional discussion was conducted about the national ad campaign. There is concern by some that this is an inappropriate use of USGBC funds allowing for inequitable promotion of specific projects and vendors. JoAnn will also follow up on this issue.

Chapter Staffing - To frame this discussion, Exec Comm members were provided the chapter mission statement, statement of vision and measurables and a list of burning issues identified in the January 05 retreat related to green building issues and chapter issues. See Appendix at the end of this document.

Discussion questions -

What role do we want the chapter to have in terms of supporting green building in the St. Louis region

Responses:

Mary Ann and Ralph – At least what we are doing now (status quo), not less.

Dan – Need to acknowledge what status quo is. Chapter’s mission dictates that we are an advocacy organization and our status quo is a growth mode.

JoAnn – We have secured a lot of the low hanging fruit – how do we make the next jump?

Punit – Need to address the roles of volunteers versus paid staff.

Rich Janis (as reported by Deb) – Prefers the no-growth model - 10 programs a year, provide workshops, strong executive committee, strong program committee, IFMA model with staff role similar to Karen Shymanski who is only involved administratively, not in terms of organization’s spokesperson. Considers this the “sustainable” model.

Jordan – Sees current USGBC-STL as more effective than any other organization he has been involved with. Not a bureaucracy – great programs. The challenge is bringing others into the organization and maintaining the same enthusiasm and intelligence.

What skills do we want staff to have versus Executive Committee?

Comments supported the importance of not creating a bureaucracy, maintaining a strong, working Executive Committee.

Board/Volunteers would be responsible for

- leadership development,
- financial stability,
- being spokespersons for our mission and branding and
- guiding Program development, Outreach efforts, Membership recruitment, and Communication initiatives

Staff/Director should

- monitor and support committee activities,
- monitor budget and manage the books
- manage specific events,
- participate in fundraising (sponsorship solicitation, grant writing),
- coordinate media relations and
- maintain communication with local membership as well as national USGBC staff.

What will our relationship with the Garden be after January 2006

Deb reported that MBG is committed to maintaining the current relationship with USGBC-STL chapter. The new Chapter Coordinator will be hired by MBG’s EarthWays Center and therefore will be an employee of MBG with all the associated benefits. EarthWays will continue to invoice USGBC-STL for time spent by staff in supporting USGBC-STL. USGBC-STL headquarters will be maintained at EarthWays. EarthWays Center, as a department in MBG’s education division will be supervised by Deb and therefore she will have an oversight role of the new coordinator.

2005/06 Budget

The revised 2006 Budget is \$75,000 down from \$81,730. Based on projected revenue, we anticipate \$13,593 fund balance at the end of the year. The Finance Committee is preparing the 2006 Budget to be presented to the USGBC-STL Exec Committee at the October 27th meeting. Dan does not anticipate much change from last year. However, we need to confirm the funding from Ameren Collaborative for \$25,000 because \$20,000 can be used as matching funds for our proposal to USGBC national for chapter administrative support.

2006 Elections

Those present reviewed the history of Executive Committee membership in preparation for developing slate of nominations for 2006 Exec Committee.

USGBC - St. Louis Regional Chapter Executive Committee

	2002	2003	2004	2005
Chair	Dan Hellmuth	Dan Hellmuth	Ralph Bicknese	Ralph Bicknese
1st Vice Chair	John Hoag	John Hoag	Mary Ann Lazarus	Rich Janis
2nd Vice Chair	Suzanne Johnson	Debby Rathert	Kevin Dickens	XXXXXXXXXX
Secretary	Rich Janis	Rich Janis	Merrilee Hertlein	Merrilee Hertlein
Treasurer	Frank Lorberbaum	Frank Lorberbaum	Rich Janis	Don Williams
Communications	Jordan Heiman	Allen Schaeffer	JoAnn Brookes	JoAnn Brookes
Finance	Tom Tyler	Bob Cox	Bob Cox	Dan Jay
Membership	Brett Krug	Brett Krug	Debby Rathert	Dennis Dill
Outreach	Bob Looman	Bob Looman	Punit Jain	Punit Jain
Programs	Ralph Bicknese	Ralph Bicknese	Dan Jay	Mary Ann Lazarus
Chapter Advisory	Jordan Heiman	Jordan Heiman	Jordan Heiman	Jordan Heiman

The following are the first year of two-year terms:

- Vice Chair – Rich Janis (Does he want to continue to serve?)
- Membership Chair – Dennis Dill (Does he want to continue to serve?)
- Programs – Mary Ann Lazarus (agreed to serve a 2nd year)
- Finance – Dan Jay (agreed to serve a 2nd year)

The following positions need to be filled:

- Chair – Punit is seeking this nomination.
- Secretary – JoAnn Brookes is seeking this nomination
- Treasurer -
- Communications –
- Outreach -

Questions, Issues and Concerns:

- We do not increase the number of architects on the Exec Committee.
- How can we increase the diversity in industry sector representation?
- How do we increase the committee involvement to pave the way for future Exec Comm members.
- Does Merrilee Hertlein want to continue on Exec Committee. If so, in what role?
- What is the best way to maintain Deb Chollet Frank's involvement in Exec Comm.

Action Items for Oct 27th Exec Committee meeting

- Punit will work with Deb in drafting slate of nominations. Any suggestions should be forwarded
- Ralph to work with Deb on creating a 1 page Chapter Summary (mini Annual Report) to include number of members, programs, highlights of impact.
- Dan to prepare 2006 budget

Appendix

Recap of January 2005 retreat

Chapter Mission

The mission of the St. Louis Chapter of the USGBC is to initiate, develop, and accelerate the implementation of green building concepts, technologies and principles that promote environmentally responsible, profitable and healthy places to live and work.

Vision and Measurables

There will be 30 LEED registered and/or certified building in the St. Louis regional by the end of 2006 – 20 should represent LEED-NC; 10 should represent a combination of LEED-EB, LEED-CI and/or LEED-CS.

Burning issues

Green building issues:

- Continuing the momentum of LEED and USGBC
- Providing solutions to the “green” wake up call
- Mainstream the practice of green
- Influencing issues related to National setting policy
- Dispel LEED related cost concerns
- Moving beyond LEED
- Changing the perception that buildings are not achieving their performance goals.

Chapter issues:

- Should the chapter be taking a leadership role in any of the above?
- How should the chapter generate revenue?
- What are the expectations of staff versus committees?
- What are committee priorities?
- How to best communicate with our membership?
- How to prevent burnout of committee members?