

USGBC-STL Executive Committee
2004 Annual Retreat
February 21, 2004, 8:30 am – 2:30 pm.
Workplace Resource Conference Room

Attending: Mary Ann Lazarus, Merrilee Hertlein, Punit Jain, Tom Taylor, Joann Brookes, Debby Rathert, Rich Janis, Dan Hellmuth, Bob Cox, Kevin Dickens, Jordan Heiman, Ralph Bicknese, Deb Chollet

I. Introductions and Visioning

Deb Chollet facilitated the meeting. All attendees introduced themselves and noted why they were interested in serving on the Executive Committee.

Burning Issues – Previously submitted “Burning Issues” were posted. They included:

- How to prevent burn out in our present group?
- Can we increase the # of members associated w/ developers, contractors, operators, educators, community planners.
- How can we attract local media?
How to define/contact other organizations with common interests?
- How to communicate with membership regarding needs of the organization?
- How to target government officials as well as specific targets such as Mayor Slay.
- How do committees interact and where are committees heading in the next 3-5 years?
- What will the USGBC-STL organizational structure be in the next 3-5 years?

Ralph kicked off the meeting reviewing the larger picture associated with Green Building. **Can we**

USGBC national’s mission statement and it’s association with goals at the local level were examined.

- National’s mission – USGBC promotes the design, construction, and operation of buildings that are environmentally responsible, profitable, and healthy places to live and work. Key issue is that USGBC is a consensus organization.
- **USGBC-STL’s mission** –initiates, develops and accelerates implementation of green building concepts, technologies and principles that promote environmentally responsible, profitable and healthy places to live and work. (Suggested changes are marked in red.). The purpose statements that follow include raising awareness, promoting activities, collaborating, providing opportunities to learn and providing opportunities to network. The Board decided that this mission statement was acceptable to use in the coming year and that time at this meeting would not be spent wordsmithing.

The discussion touched on the following points and questions.

Are we hitting the national mission? Yes, in general, we are supporting the same mission.

Can we encourage different organizations, environmental groups and business organizations to come together over one common agenda? Need to consider partnering with organizations that have different agendas. Challenge was stated: to bring on whole memberships where political motivations are different as well as level of understanding of sustainability varies. Suggestion that we should create liaisons to different organizations.

Big picture should encompass all aspects of our lives, not just buildings (i.e. products, autos, environment)

Are we critics or advocates? Can we do both? Should we be taking a leadership role in challenging upcoming public projects? Alliance can be difficult due to politics.

We are still a grassroots organization. Should the goal be to target inside individuals to push the goal forward from a “grassroots” effort.

There is still a misinterpretation or complete disregard for sustainable design. We need to remember the “naysayers” and be able to counter the arguments in order to become a reliable and respected resource. Does this suggest a broader outreach? How can we encourage practitioners.

Education is still needed, even within the design community. Education should be a benchmark that will lead to our success. More focused and targeted. We need to teach to be good practitioners, to advocate and to educate.

How can we raise the bar? Should we hope to become obsolete? How can we measure our accomplishments? What are our goals? What is at the end of the path?

II. Reexamination of 2006 USGBC-STL Goals

The meeting notes from the 2003 Retreat were reviewed and discussed to determine if 2006 goals established were still appropriate.

The 2004 Executive Committee reconfirmed the goal:

There will be at least 20 LEED registered and/or certified buildings in the St. Louis region by 2006. In order for that to happen,

- LEED needs to be adopted as a requirement by municipalities and institutions in the St. Louis region.
- Green building financial (and other) benefits need to be demonstrated to the lending institutions, real estate industry, government entities as well as industry.
- Media’s level of understanding of green building topics and issues needs to be heightened.
- USGBC-STL focus should be aligned with available LEED tools.

Membership numbers and composition need to support the above efforts.

- There will be 400 level 2 members (500 – level 3) by 2006.
- 25% of these members will be building owners.
- Membership should include lending institutions, real estate industry, government entities and industry representatives.
- Health care industry needs to be targeted as well.

Membership issues discussed:

- To attract membership, it needs to be promoted that USGBC and green building is where the building design and construction industry is going. Being part of USGBC will give a company and/or professional a competitive edge.
- Need to clarify the differences between local and national membership.
- Membership needs to provide strong networking opportunities as well as learning forums.

Committee issues:

- Eight members per committee to be sure it is sustainable.
- Leadership of various companies should be approached to encourage participation of employees in USGBC-STL committee work.
- If committees become good networking connections, then there will be more participation.
- Each committee should, as much as possible, have a diverse representation of industry groups.
- Need to have committee meetings on a regular basis.
- Each committee should determine goals and a timeline so progress can be tracked.

III. Committee Review and Expectations

Each committee was reviewed in terms of 2003 accomplishments and 2004 goals. It was suggested that an End of the Year audit (Annual Report) be published that would measure accomplishments and be used as marketing materials. It was suggested that the title of the report include "Transforming the Market". **(Who leads this effort??)**

Programs

- 2003 programs were a success under the leadership of Ralph Bicknese. Dan Jay, working with Mary Ann Lazarus has initiated efforts for 2004.
- In May, there will be a LEED project showcase presented by building owners.
- Suggestion made that in-depth technical programs, potentially in round table format be offered. Technical Focus Group of the Program Committee will pursue this effort.
- Suggestion that an Annual Awards event be held to recognize local leadership in green building (potentially a fund raiser).

Outreach

- Tom Taylor and Punit Jain will co-chair with assistance from Ralph Bicknese.
- Outreach Committee has been targeting the "spheres of influence" related to building green projects.
- Upcoming goals include reconnecting with previous members, hold monthly meetings and identify target markets.

Finance

- Bob Cox will continue to chair Finance Committee with assistance from Rich Janis.
- The Chapter Sponsorship program was finally launched as part of the Earth Day Symposium sponsorship. Under various Earth Day sponsorships, chapter sponsorships were offered to avoid having to solicit funding from the same targets more than once during this time period. The description of Sponsorship categories was distributed.
- The Executive Committee would like to hear how other Chapters are raising money. Deb will provide that information via USGBC national.
- The Finance Committee needs to review the various methods of raising money such as: If USGBC-STL receives a percentage of the fees collected for national membership, should we consider the promotion of national membership as a fund raising strategy. Should we consider a large fundraising event each year in lieu of ongoing fund raising?
- Currently, the plan of the Finance committee is to promote annual Chapter sponsorships as well as Event sponsors as the primary fund raising method.
- Question was raised - What is our fundraising goal? Could we offer a higher level sponsorship?
- Top priorities are to establish working committee that will include architects and interior designers and to promote Chapter sponsorships.

Communication

- The Communication committee will be led by Joann Brookes working with Merrilee Hertlein.
- Effort has already been made to improve the website working with Suzanne Johnson Crocker.
- There is a consideration for creating a weekly newsletter similar to AIA missive.
- It was suggested that Communications committee provide templates and guidelines for the format (font, headings, etc) for all external and internal chapter communications
- Media communication is different than membership communication. This needs to be a task of the Communications committee.
- High priority is creating a working committee.

Membership

- Debby Rathert as chair will be assisted by Kevin Dickens.
- The Membership committee has established subgroups to provide Membership Services, to promote renewals of membership and to promote diversity of industry in our membership.

Executive Committee Chair

- Ralph stated that his goal is to support the committee process as much as he is able in order to see that all committees are functioning effectively.
- He will also work on behalf of the USGBC – STL to connect with the “movers and shakers” within the community.
- He would like consideration be given for increasing the funds available to support the coordination of the chapter.

Past Chair

- Dan will work at defining his role to support the 2004 USGBC Exec Committee.

Chapter Advisor

- Jordan suggested that each committee keep a log of their activities that can be used as a reference for future committees – avoiding the recreation of the wheel.

Chapter Coordinator

- Deb will circulate a message to the membership to solicit committee involvement.
- Volunteers are being engaged to assist with Chapter communications and administration

IV. Miscellaneous Topics

- Advisory Committee discussion was postponed. Mary Ann is leading this effort.
- Advocacy Training, Media Training and the Chapter Retreat are being offered by USGBC national. Executive Committee needs to evaluate who should attend these trainings and what financial support can be provided.
- Conflict of Interest policy was circulated.

V. Meeting Schedule

The 2004 Executive Committee is scheduled to meet the third Thursday of each month, 7:00 – 8:30 am. Next meeting is March 18th at 7:00 am at Workplace Resource. Hopefully all Committees will have an opportunity to have a meeting prior to March 18th.