



U.S. Green Building Council - St.  
Louis Regional Chapter

3617 Grandel Square, St. Louis, MO 63108

**Executive  
Committee**

ISSUE DATE: March 25, 2004  
MEETING DATE: March 18, 2004

**Officers**

**Chair**

Ralph Bicknese,  
Hellmuth & Bicknese  
Architects, LLC

TO: Executive Committee, St. Louis Regional Chapter  
of the USGBC

FROM: Merrilee Hertlein, Secretary

**First Vice-**

**Chair**

Mary Ann Lazarus,  
HOK

SUBJECT: Executive Committee monthly meeting

PRESENT: Ralph Bicknese, Deborah Chollet, Tom Taylor,  
Punit Jain, Dan Jay, JoAnn Brooks, Debby Rathert,  
Dan Hellmuth, Rich Janis, Merrilee Hertlein

**Second Vice-**

**Chair**

Kevin Dickens,  
Jacobs Facilities,  
Inc.

PLACE: Workplace Resource

**Secretary**

Merrilee Hertlein  
Mackey Mitchell  
Associates

CC: All Present, Mary Ann Lazarus, Kevin Dickens,  
Jordan Heiman, Bob Cox

**Treasurer**

Richard Janis  
William Tao &  
Associates

**Meeting Minutes**

1. Executive Committee Retreat - Feb 21<sup>st</sup> meeting notes were approved. They will be posted on the USGBC-STL website.
2. Finance Committee Report
  - a. Rich Janis presented two statements: The Profit/Loss and Balance sheet for January, 2004. They were approved as submitted.
  - b. Rich will track Program Profitability as well to be submitted as information about each program becomes available.
3. Outreach Committee Report
  - a. Earth Day Symposium:
    - i. Deb reviewed the list of exhibitors and sponsors.
    - ii. The expo booklet is being compiled. It's important to have all vendors signed on by March 26, 2004 in order to be listed in the booklet.

**Chapter Advisor**

Jordan Heiman

**Committee**

**Chairs**

**Communications**

JoAnn Brookes,  
Woolpert, LLP

**Finance**

Bob Cox,  
Farnsworth Group

**Membership**

Debby Rathert,  
Ergo Genesis, LLC

**Outreach Co-**

**Chairs**

Punit Jain,  
Cannon Design

Tom Taylor,  
Alberici

Constructors

**Programs**

Dan Jay  
Christner, Inc.

**Chapter**

**Coordinator**

- iii. It is important for the Executive Committee to extend invitations to target guests and municipalities.
- iv. Deb R. mentioned we should possibly have membership available at the event.

b. Campus Ecology:

- i. We need some extra help to organize materials, registration, etc.
- ii. Dan will get info to Deb Chollet, such as time, location, etc., so she can solicit volunteers.
- iii. 72 sign-ups for the workshop.
- iv. Deb Rathert has requested two people to work registration at the workshop from 11-1.
- v. Dan gave details of Washington University's media push as a model for the Communications Committee.
- vi. The media has been targeted by the Communications Committee the get the word out for the Campus Ecology program.

c. Earth Day Festival:

- i. Takes place the Sunday before the Symposium in Forest Park.
- ii. The "Hot-Tea" exhibit will be combined with the Earth Ways home exhibit at this year's event. The cost for the exhibit will be \$100. Assistance at the booth will be needed. Ralph made a motion to pay \$100 for the booth.
- iii. Environ Design has changed their time frame to center around Earth Day. Should be consider revising our time frame? The Outreach Committee will review this.

d. University of Missouri Outreach:

- i. On behalf of the USGBC-STL Ralph is arranging for a meeting with Dr. Elson Floyd, Chancellor of the University of Missouri and members of the Facilities Department about getting them to consider adopting green building criteria. Ralph is putting together a group of 4-5 with a range of interests and constituencies. Bob Berkebile has been invited and will attend.

- ii. A business card with all Executive Committee members should be created to avoid professional conflict.
  - iii. An effort will be made to make a connection with the University's Human Environmental Services department, with the goal being the adoption of LEED by the University of Missouri campuses. Students should be targeted.
  - iv. Should another University professional be involved to provide input on the economics of going green? Example: The facilities manager for the School of Business at Harvard. Funding might need to be available in order for this to happen.
- e. Heartland Conference: This was a very effective forum. Deb Chollet to draft letter of thanks to Nick Peckham on behalf of USGBC-STL Executive Committee
  - f. Brownfields Conference: EPA is bringing a National Brownfields Conference September 20-22. They have requested a green building track. Expected attendance to be 4-5k.
  - g. LABS 21: EPA and DOE Conference – Call for papers deadline is April 1. An email has been circulated. Postcards are available for distribution.
  - h. 15-20 people have shown interest in being involved in the Outreach committee – a meeting has been scheduled for March 25, but needs to be rescheduled.
  - i. The committee meets every fourth Thursday, 11:30 – 1:00.

#### 4. Program Committee:

- a. We reviewed the registration form.
- b. Inst. for Market trans. is holding a seminar on June 18 which will target appraisers, real estate developers, etc. Program Committee has been engaged to help educate appraisers.

#### 5. Membership Committee:

- a. Membership Services is moving forward aggressively.
- b. Out-of-date members have been purged and those people will be contacted.
- c. Target goal is 100 new members by the end of the year.
- d. Guest pass was reviewed.
- e. Interested in organizing a social program in conjunction with Program Committee.

- f. The committee meets the third Monday of each month from 11:30 to 1:00.

6. Communications Committee:

- a. Newsletter is taking shape. New members and LEED accreditation will be listed.
- b. Media Relations is moving forward in conjunction with Washington University liaison.
- c. Annual Report will work in conjunction with Outreach Committee.
- d. Speakers Bureau issue was discussed and criteria for selection. Speakers should be given a format and even a slide background. Logos will be limited to last sheet.
- e. This committee meets the third Thursday of every month from 11:30 to 1:00.

7. National Issues:

- a. Advocacy training will be held in Chicago (May 3-4) and Dallas (June 7-8) – Dan, and Tom or Punit will attend.
- b. Chapter Retreat: Ralph and Mary Ann will attend; issues discussed will be how to move chapters forward.
- c. Media Relations: JoAnn and possibly Kevin will attend; New York, August 5 & 6, or Minneapolis, August 12 & 13. How to respond/react; what are our rights when being interviewed.
- d. Participants will report to the Executive Committee and implementation will be made in our chapter.
- e. Trade Association: Executive Committee Special Session April 5, 12:30-2:30: Rick Federizzi (USGBC Founder) from the NCC USGBC will visit St. Louis. A resolution was circulated and we have declined to sign until we can discuss the issue further.

8. Next Meeting: April 15, 7:00 a.m.

If the above information needs elaboration or clarification, please contact me within five (5) working days.

general/usgbc-mtgnts