

DRAFT MEETING NOTES (2/13/05)

USGBC-STL Executive Committee 2005 Annual Retreat January 29, 2005 8:30am – 2:30 pm William Tao Associates

Attending: Deb Chollet, Merrilee Hertlein, Rich Janis, Jordan Heiman, Don Williams, Punit Jain, Dan Jay, Mary Ann Lazarus, Ralph Bicknese, Maren Engelmohr, Dennis Dill,

Introductions and Burning Issues:

Jean Ponzi facilitated the meeting. All attendees introduced themselves, noted why they were interested in serving on the Executive Committee and identified “burning issues” for the chapter.

Dennis Dill - St. Louis Community College - 18.5 years teaching business/engineering. Personal interest in environmental issues - has become LEED accredited 30 years involved in real estate, facilities management

Dan Jay - Christner - Green has rekindled his passion for architecture!
Burning issue - society and cities need wake-up call - green building offers some solutions

Don Williams - Millard Group - Longtime facility manager - green building addresses issues he cares about deeply

Mary Ann Lazarus - HOK - Personal passion - Burning issue: As LEED hits the mainstream, it has a harder row to hoe - need to keep momentum going, deal with punches

Rich Janus - Wm. Tao - Long been involved in energy efficient design work, so he gravitated to GBC. Burning issue - Green building needs to go mainstream – we are not impractical idealists! Sustainable = maintainability - Green building lasts (durability) and makes \$en\$

Ralph Bicknese - Has believed in Green 20-25 years - it's an absolute necessity - sees that leading edge of market=green
Burning issue: re: missed-boat with City of St. Louis code revision - how did that communication opportunity slip by?
Need to improve GBC's abilities to serve as clearinghouse/ hot-button Responder Also brought up USGBC public comment deadlines on PVC (Feb. 15) and Certified Wood (Feb 1) - should the council respond as a whole, or urge individual comments?

Marren Engelmohr - Mackey Mitchell - filling in for JoAnn Brooks - less than three years awareness of Green - got involved with Alberici project, saw need to learn more about subject matter unfamiliar to her. Then was "born again" in McDonough conference presentation - obtained LEED accreditation.
Burning issue: Need to dispel myth that LEED costs more

Merrilee Hertlein - Mackey Mitchell - Personally, has natural concern for environment.

Her concern for chapter is \$\$-raising - sees good promotional models in CSI's newsletter - soliciting advertising, monthly revenue source - way to Get chapter now out more broadly, more regularly

Jordan Heiman - Informal advisor to chapter – Burning issue: Concept of how consensus achieved at the leadership level needs to be better articulated to organization as a whole

Deb Chollet Frank - MBG - Family background and engineering background both significantly contributed to awareness, passion for resource conservation, translating same into practical terms and project success
Burning issues: Staff funding, need chapter to define staffing needs - Need for better chapter communication w/Members

Burning Issues summarized:

- ❑ How to continue the momentum and the excitement of LEED and the USGBC – Provide solutions to the “green” wake up call – address the hard issues.
- ❑ How to change the perceptions of those concerned with the environment. Changing terminology has helped to change the image. Need to mainstream the practice.
- ❑ How to be on top of “burning issues” in the community.
- ❑ What is the chapters leadership role in the community to further our efforts.
- ❑ How do we deal/influence/respond to issues related to National setting policy. Ie., PVC comments, Certified Wood.
- ❑ How to dispel LEED related cost concerns
- ❑ How to move beyond LEED
- ❑ How to raise the profile of the local chapter through fundraising and exposure to the design/business community.
- ❑ How to continue leadership role in the community
- ❑ Funding and job description of paid staff.
- ❑ How to be create a more efficient structure/processes/communication with our membership and chapter.
- ❑ How do we change the perception that the buildings are not achieving their goals of performance.

Review Mission and Goals of the Chapter

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.

Some issues were raised:

- ❑ Should we remove the word “green” altogether or consider changing it to sustainable, and reducing the verbiage in the future.
- ❑ The word “people” is missing from the statement, but could be implied.
- ❑ Need to consider the model of “Build Green-Everyone Profits”

Decision was to revise in 2006 when we revisit our long term goals. Communication Committee is asked to do the preparation for this discussion.

Update/Confirm Vision and Measurables

The Exec Committee reconfirmed the previous goal to have 20 LEED registered and/or certified building in the St. Louis region by the end of 2006. However, the goal was expanded to say:

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

Media Hits

It was recommended that we track media hits, which can be very profitable and can be used to communicate the efficacy of the outreach of our chapter and provides us with the measurable for our chapter, but also for potential projects.

Membership numbers and composition need to support the above efforts. Previous membership goals were confirmed:

- ❑ There will be 400 members by the end of 2006.

Proposed new goals re membership:

- ❑ The percentage of chapter members representing the design community should be reduced in favor of increasing the percentage of building owners.
- ❑ Increase number of national members
- ❑ Increase number of local members employed by national members

Committee Goals/Measurables

Measurable goals should be defined for each committee. It was suggested that each committee determine measurable goals and establish a metric that tracks efforts. Suggestions included –

- ❑ Communication Committee tracks media hits and the associated value
- ❑ Membership Committee tracks membership diversity
- ❑ Program Committee tracks program attendance and collaborative efforts
- ❑ Outreach Committee tracks ?
- ❑ Finance Committee tracks income and revenue sources

Committees should communicate with Exec Comm electronically providing goals and metrics with the expectation that Exec Comm approval will be sought at April Exec Comm meeting.

Committee Issues

Each Committee chair briefly described accomplishments in 2004.

Programs: Dan Jay reported that there were close to 12 programs and 5 significant collaborations. He believes we doubled the number of folks attending programs but that needs to be confirmed. A format was established that can be repeated. (Showcase, Tours, social)

Outreach: Punit Jain reported that the committee targets two categories - large events and specific audiences. Large events last year included Campus greening workshop at Washington University, EarthDay Symposium/Product Expo, Brownfields National Conference and Labs 21 National conference. Advocacy efforts target various groups by committee including: local government, higher ed, building stakeholders, and healthcare. Government advocacy subcommittee was the most successful by creating relationship with several local leaders. Building stakeholders had a slow start but is educating contractors and owners etc. K-12 is a category of both Higher ed and government and will become a government advocacy subcommittee task.

Government advocacy effort was the main reason we were joined with the earth day symposium in 2004 and will continue to keep us linked.

Communications: Maren Engelmohr reported that the committee focused on creating the electronic newsletter, advertising campaign with USGBC national, chapter brochure, working

towards letterhead, speaker's bureau, and universal power point used to familiarize people with USGBC.

Membership: Deb Frank reported on behalf of Debby Rathert, former Membership Committee Chair. The focus in 2004 was customer service, providing name tags for members, special tags for sponsors and new members, establishing mentoring connections with new members. The December social, sponsored by membership committee, was a great success.

Finance: Committee was non-existent.

General comments made:

- ❑ Executive committee needs to be concerned with avoiding burn-out from committee members. Continue to explore ways to engage additional assistance.
- ❑ The chapter is to be congratulated on an extremely successful year and is challenged to surpass their previous accomplishments.

Budget

Dan Jay reported on current finances. Balance sheet as of December 31st shows a equity of \$7,798.61 which is dwindling through the month of January with no income. Dues revenue is approx. 14% of total. Sponsorship is the biggest revenue generator along with the product expo. The product expo needs to be tied to a big event that attracts the design community to assure success.. This can be a joint discussion by the outreach and programs committees.

Fifty percent of our expenses are administrative - the work by Deb and Kristin. Deb is very anxious to clarify her job description and expectations of the Exec Committee. Rich Janis has agreed to work with Deb to review and revise job description

The anticipated USGBC challenge grant was discussed. National is proposing six 50K matching grants - chapters have to demonstrate they can generate the equivalent 50k. This is expected to provide for an executive director for chapter that already have a 501 C (3) and tax exempt status. This would be a one time grant and the USGBC national would be involved in the selection of the chapter director. Applications are due in April.

The general feeling is that 2005 for our chapter is already planned and we are not in the position to generate the needed match. However, further discussion will be conducted once the Challenge Grant criteria is issued.

2004 Budget/Looking to 2005

Key points made:

- ❑ Total expenses of 67K
- ❑ Total revenue of 77K
- ❑ Proposed 2005 budget shows revenue of \$6,429.70
- ❑ Balance sheet should be reviewed by the executive committee monthly
- ❑ 2005 Sponsors: Revenue could be generated now by early commitments from chapter sponsors by providing them a booth at the product expo.

Sponsorship levels need to be further defined. Task assigned to Finance Committee.

Revenue generating ideas

- ❑ Newsletter sponsorship. The newsletter if done correctly is time consuming but may provide the needed communications and provide opportunity for sponsorship.

- ❑ Target Contractors and vendors who worked on or operate LEED registered projects to sponsor programs to be held at those venues.
- ❑ Engage Utilities
- ❑ Review membership list for sponsorship potential
- ❑ Could the chapter support investment in property/development that could be profitable and put back into the chapter, and the property could be used for green building.
- ❑ Conduct a meeting that engages local institutional and business leaders to discuss fiscal sustainability for USGBC-STL. This gathering could lead to invitations to serve on an Advisory Committee. Finance Committee was tasked with this effort.

Names to be considered include:

- ❑ Peter Raven
- ❑ Bob Clark
- ❑ Bob McCoole/John Alberici
- ❑ Bob Chapman
- ❑ Dick Fleming
- ❑ Andy/Jack Taylor
- ❑ John Dubinsky
- ❑ Ralph Thaman
- ❑ Anheuser Busch
- ❑ Carla Chance
- ❑ Gerry Sincoff
- ❑ Roger Beechy
- ❑ Danforth foundation
- ❑ Bob Archibald
- ❑ Jim Mann
- ❑ Lou Sachs
- ❑ Richard Baron
- ❑ Ralph Korte
- ❑ Peter Bunce
- ❑ David Fischer
- ❑ Joe Steinert
- ❑ Bill Coad

Potential Company Sponsors

- ❑ Carrier
- ❑ Tate
- ❑ Bick
- ❑ McCarthy
- ❑ BSI
- ❑ Clayco
- ❑ SM Wilson
- ❑ Brinkman

Goals and Expectations of Committees

Membership

Needs -

- ❑ Membership committee contact information
- ❑ Breakdown of current membership and affiliation

Goals:

- ❑ Increasing number of membership and diversifying membership,
- ❑ Track renewals/non-renewals.
- ❑ Consider a Membership survey could be helpful.
- ❑ Consider membership recognition/levels for length of membership.
- ❑ Consider recognizing new members with a new member breakfast and/or personal phone call
- ❑ Evaluate Member Benefits - Monthly programs, access to seminars, free and discounted publications and educational programs, networking opportunities. (Raise cost of program to encourage folks to become members)
- ❑ Consider the design of a “Welcome Packet” for new members

Programs

The year’s programs are nearly finalized.

Need:

- ❑ Work together with Outreach to provide advocacy targets with programs they are interested in.
- ❑ Highlight opportunities for vendors to showcase their products/services.

Outreach

Need:

- ❑ Proper materials to handout to various types of contacts.
- ❑ An annual report of accomplishments of the local chapter would be beneficial

Communciation

Goal

- ❑ Facilitate the development of needed Outreach materials.

Budget Approval

A Proposal was made to move the final approval of the 2005 budget to the next executive committee meeting on February 24, 2005 – Approved

Future Exec Committee meetings

To be held the 4th Thursday of the month, 7:30 – 9:00 am. Locations may vary.