

USGBC-STL Executive Committee
April 28, 2005
7:30 am – 9:00 am

DRAFT Meeting Minutes

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

□ **Finance Update**

- **The list of suggested sponsors** as well as sponsors secured was circulated and discussed. Dan Jay asked for Executive Committee members to volunteer to make sponsorship calls related to the LEED Showcase program on May 17th. He said that Mackey has set the bar high as a Platinum sponsor. Dan Jay agreed to contact Answers, Christner, Hastings and Chivetta, Tao and HOK. Punit agreed to contact the Forum and Cannon. JoAnn agreed to contact Fox. Rich agreed to contact Ittner and Trivers. Ralph agreed to contact Clayco. Deb to forward sponsorship categories to all.
- **Ameren Collaborative** – Dan Jay and Punit will work with Ralph on developing a proposal to Ameren about LEED incentives. Deb is going to work with Mary Ann and Program committee on submitting the training proposal for \$25,000.
- **Benchmarks** – The goal was to secure \$25,000 in sponsorship dollars. \$12,000 has been secured to date. According to Dan, this was the low hanging fruit. Greater efforts will have to be made. He is also asking for a meeting with Deb and Don Williams to review financial status within the next two weeks.

□ **Program Update**

- **LEED showcase** projects were clarified. JoAnn described efforts of Communication Committee to promote the LEED showcase through press releases, request for slot on KWMU-St. Louis on the Air.
- **Product Expo** is now scheduled for Oct 13/14th. Deb indicated that Jean Ponzi of her office will be available to coordinate this effort. The Expo is to be combined with a program on Integrated Design presented by Bill Reed, in partnership with AIA. There has also been discussion about incorporating a program with Local Government Officials in partnership with Julie Stone (UMSL/East West Gateway Council of Governments).
- **Benchmarks** – not discussed in Mary Ann's absence.

□ **Communications Update**

- **Letterhead** – JoAnn reported that progress is being made. Will have recommendation to Exec Committee soon.
- **Newsletter** – Chris Griffith is coordinating the latest attempt to have a newsletter. The goal will be a monthly electronic publication that will highlight upcoming programs, events, trainings, committee work, new members and chapter sponsors.
- **Website** – Merrilee to increase efforts to coordinate website improvements with national USGBC. Also working with Suzanne Johnson Crocker on this task.
- **Benchmarks** – JoAnn indicated the goal is to be sure Press releases are distributed for each program. Also looking to improve coordination/communication between Program and Outreach committees related to Communication needs.

□ **Membership Update**

- **Recruitment** – Dennis Dill circulated committee meeting notes. He requested that each Committee forward membership referrals to him. Membership committee is considering the use of incentives for recruiting new members.
- **Name Tags** – A format was finalized prior to the April 12th program which Debby Rathert has incorporated.
- **Membership Renewals** – Recommendation by Membership Committee to go to quarterly renewals. Judi S to design a reminder postcard.
- **Benchmarks** -

□ **Outreach Update**

- **Fedrizzi Debrief** – Punit reported that Washington University Luncheon and Local Government Roundtable were successful. Subcommittees working on preparing packets for follow up to all that attended. Thank you notes went to Chancellor Wrighton and John Alberici under Ralph's signature. RCGA event attracted approximately 75 folks. Overall, very successful 24 hours.
- **LEED EB Workshop** – Was held on April 5th. Less than 25 attendees so no opportunity to revenue share.
- **Earth Day Symposium** – USGBC partnered with the Local Government Partnership on a session on Sustainable Sites. Mark Meyer of Intuition and Logic presented with Wayne Olderoyd of Maryland Heights. Approximately 30 attended.
- **LEED CI Workshop** – Scheduled for May 24th. Currently no one has registered. Needs to be emphasized that LEED CI training is effective for preparing for LEED AP exam. It was suggested that national consider combining LEED CI and LEED NC into one workshop-explain differences and similarities.
- **Gateway Mall Charette/RUDAT** (Regional Urban Design Action Team)-JoAnn reported that AIA has begun coordination of a charette to

address the Gateway Mall. Mayor Slay, Barb Geismann and Rollin Stanley are all involved. USGBC is invited to participate. Dates to be determined. JoAnn will communicate with Punit and Pat Justis about these efforts.

- **Benchmarks** – not discussed

□ **Other**

- **Chapter Retreat** – Deb and Punit to attend on behalf of USGBC-STL.
- **Staffing** – Seeking Kristin’s replacement via MBG’s Human Resources Division.
- **Greening the Heartland** – Deb distributed conference information, encouraged folks to promote.

□ **Next Meeting**

- May 26, 2005