

**USGBC – St. Louis  
Executive Committee 2007 Winter Retreat**

Date: January 27, 2007

Time: 8:30am – 2 pm

Attendance: Jean Ponzi - Facilitator  
Emily Andrews  
Gary Adelman  
Steve Andert  
Ralph Bicknese  
JoAnn Brookes  
Suzanne Johnson Crocker  
Deb Chollet Frank  
Merrilee Hertlein  
Jordan Heiman  
Punit Jain  
Pat Justis  
Frank Lorberbaum  
Paul Todd Merrill  
Bob Zagar

Apologies: Craig Jung

- I. Opening Round
  - A. Starting to see fruits of our labor
    - 1. Last Friday had a green building article in the Business Journal.
    - 2. Commercial Journal will feature green buildings in their April/May issue.
  - B. Excited about diversity of building professionals around table.
  - C. EarthWays Center is working on a Green Homes project with Ameren
  - D. IESNA conference will highlight sustainable lighting
  - E. Congratulations to Punit for being elected to the national board.
- II. Meeting Administration
  - A. November meeting minutes - Approved
  - B. 2007 Exec Comm meeting schedule – Approved
    - 1. 4<sup>th</sup> Thursday of the month, 7:30-9:00am at EarthWays Center
    - 2. Next meeting – February 22<sup>nd</sup>, 2007.
    - 3. Board asked for Outlook reminders
  - C. Retreat Agenda – Approved
    - 1. Add WBE/MBE to vision and goals
- III. Chapter Administration
  - A. Ameren is asking for letter of support for their Pure Power initiative – Approved
    - 1. Program is the 1<sup>st</sup> step towards green power.
    - 2. The proposed program is a “pass-thru” program. Ameren will purchase green power from a third party and sell to customers.
    - 3. Board asked for additional lines in draft letter to encourage net metering and developing their own renewable energy sources.
    - 4. Revised draft to be sent to Exec Comm for final approval.

5. Pat suggested that letter be sent to the power regulatory agency and Governor Blunt's office. He also encouraged individuals to send letters to both organizations to show support for the program.
- B. Regional Council At-Large Delegate, Merrilee Hertlein – Approved
1. St. Louis is in Heartland Region
  2. St. Louis chapter has two delegates, one from the Exec Comm, and one at-large. Punit is the delegate from the Exec Comm, and Merrilee has been the at-large delegate. Delegates serve 2 year terms.
  3. Merrilee's term ended. Nominations were sent out, and only Merrilee responded.
- C. Ameren Challenge Grant
1. 18 projects were submitted for the challenge grant. All of the projects will be funded by Ameren.
  2. Total value will be \$385,000 if all projects become certified.
  3. USGBC will ask for an additional \$15,000 for additional administration which will be chapter income.
  4. Ameren may do the grant again in 2007-2008 as part of the rate hikes they have requested.
  5. Due to this program, St. Louis now has over 60 LEED registered projects.
  6. As follow-up.
    - a. Present program at Greening the Heartland and Greenbuild
    - b. The chapter should develop case studies.
- D. Dynamic Governance Training
1. Will be all day on a Saturday.
  2. John Brock will be the trainer.
  3. Emily has proposed several dates and wants everyone to vote on their preferred date.
- IV. Hot Topics
- A. EGB
  - B. Greening the Heartland
  - C. Increasing DBE/MBE participation
  - D. Sustainable funding for the chapter
  - E. 2010 Imperative
  - F. 2030 Challenge
  - G. LEED adoptions for city government
  - H. Cultivating strong committees
  - I. Sharing of available knowledge
  - J. Recognition of chapter as leaders
  - K. Developing green building metrics
  - L. Collaboration with other organizations
  - M. Fostering living communities
  - N. "New Town" in a real city
  - O. Major home builders adopt LEED
  - P. LEED-ND project in St. Louis
  - Q. Leadership development
  - R. More administration support
  - S. Zero energy buildings
  - T. At Greening the Heartland – developing a St. Louis project
  - U. Connecting and mentoring for K-12
  - V. Program venue
  - W. Evaluate organizational structure

- V. Goal Review and Accomplishments
  - A. Committee Chairs to submit by February 19, 2007, to Emily.
    - 1. Review 2006 accomplishments
    - 2. Set 2007 committee goals
    - 3. Calendar of meeting dates for year.
    - 4. Will be reported at the February Exec Comm meeting
  - B. In looking at the Hot Topics, problem in finding out where issues can be addressed.
    - 1. Proposed creating a task force to review organizational structure and make adjustments where needed.
    - 2. National divides committees into advocacy, education, and research
  - C. Review Goals – 2007
    - 1. Currently have 60 registered projects – No change
    - 2. Currently have 8 certified projects – No change
    - 3. Currently have 421 members – No change
    - 4. St. Louis has 60-70 national member firms.
  - D. Developing relationships with other organizations. Those suggested include:
    - 1. IESNA
    - 2. St. Louis Council of Construction Consumers
    - 3. IIDA
    - 4. ASID
    - 5. ASCE
    - 6. ASHE
    - 7. Carpenter's Local #24
    - 8. SMPS
    - 9. CoreNet
    - 10. HBA/NAHB
    - 11. SAA
    - 12. ASPE
    - 13. RCGA
    - 14. APA
    - 15. CREW
    - 16. National Association of Women in Construction
    - 17. Minority Contractor's Council
    - 18. AGE
    - 19. Faith-based organizations
    - 20. Jobs for Justice
    - 21. ASLA
  - E. Other Ideas
    - 1. Focus St. Louis – Has green building program scheduled for April/May, but no speaker.
    - 2. Phone book – currently not listed, but could pay extra for special listing
    - 3. Booth at NAHB convention – Frank to look into. May be part of EarthWays tour stop.
  - F. Government Advocacy
    - 1. Expand to state and regional
    - 2. St. Louis to propose LEED for all new buildings
    - 3. Next targets for advocacy
      - a. Chesterfield
      - b. Wildwood
      - c. Overland
      - d. U-City
      - e. Cities which have signed the Climate Change Initiative
    - 4. Propose bringing in Sadhu Johnson as a speaker for a local government conference
    - 5. Suggested Local Government Day with East-West Gateway or RCGA

- G. Higher Education Advocacy
  - 1. All UM campuses except Columbia are planning on requiring LEED.
  - 2. Wash U has a position open for Vice Chair for Sustainability
  - 3. Established EGB in St. Louis.
  
- VI. Vision 2010
  - A. Finances
    - 1. No current committee chair – Craig Jung has stepped up to lead in unofficial capacity. Will review his progress at mid-year retreat.
    - 2. Increase in sponsorship goals to \$37,000. As a result, increase costs for sponsorship levels
    - 3. 10% of national member dues go to the chapter. Reminder to encourage companies to become national members.
    - 4. Chapter Challenge Grant application due February 1, 2007. Grant for staff person.
    - 5. Greening the Heartland – Sponsorships/fundraising will be separate from Finance committee. Goal is to make money for the chapter.
    - 6. Dan Jay and Rich Janis are still excellent fundraisers. Would like to keep them engaged.
    - 7. New Goal – Pay for administration person to assist Emily. Emily can then focus on being the spokesperson for the chapter and other outreach efforts.
    - 8. In the meantime – Emily will post an opening for a volunteer from the Garden. Emily and Joyce will determine the amount of time and effort needed.
    - 9. New Goal – Given Emily’s expanded role, suggest increasing her compensation as Chapter Coordinator. May also change title to Executive Director.
  - B. Greenbuild
    - 1. Modify statement to be considered by 2010 instead of host.
    - 2. 2007 Greenbuild – Los Angeles
    - 3. 2008 Greenbuild – Boston
  - C. Top Sustainable Cities – Ralph offered to take on.
  - D. 2030 Challenge
    - 1. Find out what USGBC set goals are
    - 2. How is this going to be incorporated into LEED?
  - E. Improve Sustainability Mindset – How does the chapter respond to the influx of LEED projects anticipated as the “tipping point” is reached?
    - 1. Ratchet up Outreach
    - 2. Metrics – become overt
    - 3. Continue to push LEED-EB
    - 4. USGBC is a technical organization – we bring sustainable goals and benchmarks. We bring answers
    - 5. Committees – How support issue?
    - 6. PROPOSED RESOLUTION on climate change – USGBC St. Louis
  
- VII. USGBC National and Regional updates
  - A. National
    - 1. Created partnerships with Autodesk, Clinton Climate Initiative, and ANSI.
    - 2. Torpedos – Green Globes, GBI. No negative advertising against these organizations.
    - 3. Greenbuild 2006 – 13,000 attended in Denver. Estimate 23,000-25,000 in Los Angeles

4. National Core Committees – Anyone can join and get meeting minutes. Information about the core committees is available on the USGBC website.
- B. Regional
1. Chapters are divided into territories. St. Louis is in Heartland Region.
  2. Greening the Heartland – other chapters would like to get involved in the planning of the St. Louis event.
  3. Want to develop regional websites for posting
    - a. Materials
    - b. Schedules
    - c. Create committee chair circles
    - d. 501(c)(3) information
  4. Develop Speaker's Bureau
  5. Currently 30 people on the Heartland Council
- VIII. Chapter Activities Update
- A. Emerging Green Builders update
1. Submitted information for USGBC national charter
  2. Merrilee – coordinator
  3. Still need chair for Executive Council
  4. Currently have 3 people have been leading the group.
  5. Punit and Merrilee to help with leadership issues.
- B. Greening the Heartland
1. 23 attended organizational meeting
  2. Chair – Cheryl Robinson
  3. Co-Chair – David Bertorelli
  4. 8 Subcommittees developed
    - a. Tours & Training
    - b. Site Selection
    - c. Expo & Sponsors
    - d. Communications
    - e. Finance
    - f. Steering
    - g. Program
    - h. Project
  5. St. Louis will host in Fall 2008
  6. Anticipate 1,000-1,500 in attendance
  7. Would like regional EGB presence
  8. Project – something that could be accomplished during the conference
    - a. 2010 discussion
    - b. Charrette
    - c. Habitat for Humanity project
- C. EarthWays Center Green Homes Festival & Tour
1. Combined with USGBC Green Homes program
  2. Emily will need additional assistance in putting this together.
- D. Task force to review board positions and committee chairs
1. Punit
  2. Suzanne
  3. JoAnn
  4. Pat
- IX. Follow-up and Follow Through
- A. As a chapter – look at our guiding principles
  - B. Paul to research DBE/MBE metrics locally
  - C. Ralph to review metrics and report back to Exec Comm
  - D. JoAnn and/or Jean to craft resolution.

- E. Media training webcast will be available on USGBC website.
- F. Two things – Emily
  - 1. CSI requested our database – No. We will send information regarding CSI programs to our membership
  - 2. USGBC to sponsor Climate Change Forum on April 4 & 5 – Yes
- G. Two things – Bob
  - 1. Winter Social or Fundraiser? No decision at this time
  - 2. Gift to speakers – Exec Comm recommended carbon offsets.
- X. Closing Round
  - A. Reminder that communications committee is available to assist with other committees.
  - B. Overall very successful.
  - C. Hope not last retreat for Jordan.