

**USGBC-STL Executive Committee  
Mid-Year Retreat  
August 6, 2007, 4:00 – 8:00 pm**

**Meeting Minutes**

**Attendees:** Emily Andrews  
Ralph Bicknese  
JoAnn Brookes  
Suzanne Johnson Crocker  
Punit Jain  
Craig Jung  
Pat Justis  
Paul Todd Merrill  
Kurt Thompson  
Bob Zagar

**Apologies:** Gary Adelman  
Steve Andert  
Deb Chollet Frank  
Jordan Heiman

**Opening Round**

**Administration**

1. Next Meeting: August 23, 2007, 7:30-9:00pm at EarthWays Center. Suzanne and Paul cannot make it. – Approved
2. Finalize Agenda – Approved with the following additions:
  - Discuss LEED-EB name change
  - Greening the Heartland 2007
  - DB/MB involvement update
  - Budget homework
3. LEED-EB: Proposed name change to LEED for High Performance Operations. The update is part of the new public comment. Reminder about the LEED-EB training in St. Louis on August 21, 2007 at Ameren.
4. Budget: Time to start budgeting for 2008. Review the budget provided by Emily and provide comments by next week.

**Hot Topics**

Sustainable Cities  
How to close loop on meeting goals and measurables  
Diversify membership – include more corporate and business members  
LEED 3.0 Chapter response  
2008 Board Candidates  
Competing Entities – how to support each other, partner with each other  
LEED AP Study Sessions/Develop Education Sub-committee  
Local service directory – partner with Resource St. Louis?  
Improve recycling and construction waste management  
St. Louis becomes innovating in a particular green building technique  
Clearinghouse for “green”  
Expand reach beyond metro St. Louis  
LEED-Schools  
Maintaining integrity of LEED

Greening the Heartland (GTH) 2007: Get the word out for people to go. Madison is very concerned about attendance

DBE/MBE: Held a seminar at Harris-Stowe sponsored by the Airport Authority. 30-40 people attended. Looking for other opportunities to encourage minority participation in LEED.

### **Goals & Accomplishment Review**

1. Vision 2010: Reviewed issues established at the last retreat. Many overlap with Chapter Challenge Grant (Emily used the Vision 2010 in writing the Chapter Challenge Grant application).

Financial Stability: Still working towards. Craig will present more updates on sponsorships. In the past two years, the chapter has received grants from Ameren and the USGBC national. Concerns were expressed that future grants opportunities may not exist. Ways to measure financial stability exist through increased outreach and philanthropy. The chapter should also nurture community leaders. Nurturing community leaders will also tie into the goal of developing a chapter advisory board.

Robust, engaged committees: Still working towards. Ideas for encouraging committee participation include highlighting committee successes during chapter programs. Executive committee should focus on recruiting committee members. Market Vision 2010 to the chapter membership.

2. Goals set at January Retreat

60 LEED buildings by end of 2007 – 20 of which will be certified. Currently, we have over 60 registered projects with 11 certified. No change to goal

3. Committee Goals

Committees are actively working towards goals. Most goals have been completed or in progress.

4. Chapter Challenge Grant Goals/Tasks

Establish Speakers Bureau: Still to be completed.

New Member Mixer: First event scheduled for October 17, 2007. Refer to July 2007 Meeting Minutes for more information.

Membership Campaign: Goal of 15 new national members has probably been obtained. Goal of 50 new chapter members has also been obtained. Concern was expressed that we did not actively recruit to meet these goal. As the membership committee continues to grow, this may become part of their goals.

LEED General Information Sessions: Goal to hold 2 sessions with 25 in attendance each session not met

Increase LEED workshops: Goal: 4 modules and 2 workshops 2007. Will have held 2 modules and 4 workshops by end of 2007.

LEED AP Study Sessions: Currently developing through the Education Sub-committee within the Program committee. LEED General Information Sessions and information sharing opportunities could tie into this effort.

Lobby for statewide green building legislation: Chapter assisted with several pieces of legislature during the last session. Government sub-committee is looking into new opportunities during the next session.

Lobby for municipal LEED adoptions: Government Advocacy Committee is working on this – sent letters to about one dozen municipal leaders in the spring offering presentations. Committee is now working on a strategy to follow up.

Investigate Information sharing opportunities and like-minded organizations: Goal: To create 6 opportunities. See LEED AP Study Sessions

Media Outreach Strategy: Developing quarterly press releases. Updating local media contact list.

5. Getting St. Louis on the Top Green Cities list(s): Look at criteria established by organizations like Sustainlane. Also look how cities such as Madison market themselves.

### **New Topics/Tasks**

6. LEED-Schools: Chapter shall create a new subcommittee under the Outreach committee. USGBC national is also asking for an advocate similar to the LEED-Homes advocate. Question – are they also the chair? To be determined. Emily will send out chapter notice about the sub-committee and advocacy position. Training will take place at the end of September 2007.
7. Outreach to full Chapter Territory – creating branches? USGBC national is interested in larger chapters creating smaller branches to support smaller communities, similar to Cascadia chapter. This issue is being discussed at the USGBC national steering committee. Board agreed to investigate creating branches.
8. Coordination of efforts with Greening the Heartland 2008: How does the chapter leverage the GTH efforts. Chapter would like to use GTH as an opportunity to increase financial stability as well as establishing a Board of Directors. Linda Goldstein named honorary chair of the government track.
9. EGB update: chapter's listserv has 159 subscribers – not sure if this translates into actual members. Goals of EGB include establishing more structure and creating monthly committee meetings. Chapter would like to fully engage EGB members in the chapter's efforts rather than being a separate organization.
10. Candidates for 2008 election: Open positions include Chair, Secretary, Treasurer, Communications, and Outreach. Question arose for Craig's position as finance chair – normally elected during the other cycle. Proposal to grandfather Craig for this year to keep the elections evenly split. Another question arose about the sub-committee chairs – how long is too long in those positions?
11. LEED 3.0: Switching to the bookshelf system along with the continuous improvement cycle. JoAnn to talk with USGBC national about implications.

### **Closing Round**

Smart product standards qualify for LEED Innovation Credit

Punit attended World Green Building Council meeting in Toronto. Currently have 11 member countries and are forecasting 100 member countries in 3 years.

## **Original Proposals presented at May 12 Dynamic Governance Training:**

**PROPOSAL 1:** Review Strategic Plan, goal areas, and measurements, vis a vis national 2010 Targets (100,00 LEED Certified Commercial Buildings, 1 million LEED Certified Homes)

- Congratulations! You're over the hump of kick-off; you've accomplished much; you can afford to view the tasks ahead more strategically
- National BOD has adopted new, aggressive targets that will require every chapter's support
- Potential strategic capacity that's not being realized

**PROPOSAL 2:** Redouble Board's focus on strategic development.

- Seek additional members who wish to contribute strategically (BOD level), or operationally (Committee level)
- Prioritize diversity
- Delegate operational matters to greatest degree possible; continue this process as infrastructure grows
- Evaluate in 6 months

**PROPOSAL 3:** Adopt full DG structure as a plan for the future, with a double-linked Board, General Circle, and functional committees.

- Develop a Transition Plan, to be reviewed and modified over time, as needed.
- Define transition steps in follow-up Board homework, with assigned leadership; also Chapter may request support in phone calls with DG Consultant.

**PROPOSAL 4:** Adopt Dynamic Meeting Format and consent decision-making.

- Encourage Committees to use DG for policy-making
- Engage in follow-up phone calls with DG consultant to ensure integration of process learning

**PROPOSAL 5:** Continue development of operational activity templates in conjunction with national initiative to support this effort.

- Enhance St Louis-USGBC's institutional memory
- National initiative to further develop regional strength by pulling together chapter leaders within each Region to share best practices and further develop resources