

**USGBC-STL Executive Committee Mid-Year Retreat  
September 23, 2006, 8:30 – 12:30 am**

**Meeting Minutes**

**Attendees:** Emily Andrews  
Gary Adelman  
Steve Andert  
Ralph Bicknese  
JoAnn Brookes  
Suzanne Johnson Crocker  
Deb Chollet Frank  
Jordan Heiman  
Punit Jain  
Dan Jay  
Pat Justis  
Mary Ann Lazarus

**Apologies:** Rich Janis  
Bob Zagar

**Opening Round**

1. Many people expressed interest in doing these retreats twice a year as long as they are kept short.

**Administration**

1. June and August Executive Committee meeting minutes - Approved
2. Next Meeting: Thursday, October 5, 2006, 7:30 – 9:00 am at EarthWays Center - Approved
3. Finalize Agenda: Table committee updates for Next Meeting – Approved

**Strategic Planning**

1. Review January 2006 retreat goals

**LEED Registered/Certified Buildings**

- a. Goal: 30 LEED registered and/or certified buildings in 2006; 60 registered buildings by the end of 2007, 15 of which will be LEED certified.
- b. Actual: Currently have 36 LEED registered buildings and 8 LEED certified buildings.
- c. Ralph proposed increasing the number of LEED certified buildings to 20 by the end of 2007 – Approved.
- d. Issue: How can the chapter track projects that have been on this list for years to determine why projects do not get certified. Also, what can the chapter do to assist projects so they do get certified.
- e. **Action Item: Pat to lead research.**

**Chapter Membership**

- a. Goal: 400 members with increased diversity of building industry represented
- b. Actual: Currently have 345 members. Currently not able to determine diversity
- c. Leave chapter goal as is – Approved
- d. Issue: How to engage membership into committees

## 2. Vision 2010

### Visions for the chapter in 2010

- a. Financially sustainable in order to support administrative staff– Chapter
- b. Committees are more robust and engaged – Chapter
- c. Missouri adopts green building tax credits – Big Idea
- d. Clearer relationship identified between green buildings and climate change – Big Idea
- e. Chapter moves beyond education and moves to research and community resource - Chapter
- f. Chapter is financially sustainable – Chapter
- g. Expanding and educating the community on the 2030 Challenge – Big Idea
- h. Major developers adopt LEED-Homes – Chapter
- i. St. Louis is identified on the list of the Top 10 Most Sustainable Communities – Big Idea
- j. Missouri adopts sustainable design policies – Chapter
- k. Missouri adopts an energy code – Chapter
- l. Chapter expands community outreach into scholarships, solar installations, etc. – Chapter
- m. USGBC national becomes a more mature organization – Chapter
- n. Chapter has more active corporate members – Chapter
- o. Chapter hosts an annual event/fundraiser that we are known for – Chapter
- p. Improve mindset on sustainable design, not just a LEED plaque – Big Idea
- q. Identify and nurture community leaders that could advise and lead (i.e. Ray Anderson) – Big Idea
- r. Explore and leverage regional organization and interest – Chapter
- s. Look beyond the LEED checklist – Big Idea
- t. Reach out to K-12 market for education – Chapter
- u. Move beyond buildings – Big Idea
- v. Host Greenbuild – Chapter

These ideas were then separated into two groups – big ideas and chapter ideas. Big Ideas provide a long term vision for the chapter while chapter ideas are issues that are currently or could be implemented. After identifying the list as big ideas or chapter ideas, they were then grouped into three categories. These are:

### New Kind of Chapter

- a. Financial stability
- b. Increased outreach/philanthropy
- c. Nurture community leaders
- d. “Go-to” organization
- e. Robust/engaged committees
- f. Increase K-12 education
- g. Host Greenbuild

### Impact at state-wide level

- a. Tax credits
- b. Energy code
- c. Sustainability policy
- d. Leveraging with other region and metro areas

### Beyond LEED and buildings

- a. Most sustainable cities
- b. 2030 Challenge
- c. Improve sustainability mindset

## 3. Creating a Sustainable Organization

### Leadership Development

- a. Bob Zagar has been nominated for Program Committee for 2007-2008
- b. Steve Andert has been nominated for Membership Committee for 2007-2008
- c. Other Exec Board chairs open: Vice Chair, Finance Chair
- d. Other possible nominees were identified
- e. Proposal: Treasurer becomes Finance chair. Punit to explore
- f. **Action Item: Emily to invite nominations in early October for chair positions**
- g. **Action Item: Deb to check by-laws on nominations and elections**

- h. **Action Item: Dan to approach other companies to nurture membership participation**
- i. **Action Item: Punit to contact those who were identified as possible nominees**

### **Financial Stability**

#### Open Discussion

- a. Expo is popular, but needs strategic organization. Outreach committee to explore
- b. Program committee is interested in organizing a Green Film Festival – strong interest by board. Beth Burka and Jaime Kelly are pursuing. May combine Film Festival with Expo
- c. Grants can be good, but can misdirect goals. Focus on grants that align with our mission.
- d. Current sponsorship system has leveled off. Not much opportunity for growth. Suggested to raise sponsorship levels. Idea of pursuing endowments or corporate foundations for larger donations was suggested. Endowments may need independent governance – may be part of future Advisory Board.
- e. Local membership dues are too low, considering all programs are free. Currently, membership dues are determined by National.
- f. At programs sponsorship tables are not well located. It was suggested that sponsor tables be moved closer to the middle of the room. Also, it was suggested to expand the networking time to encourage program sponsors.
- g. Explore ways to increase revenue from the LEED workshops
- h. **Action Item: Punit to address membership dues to National**

### **2007 Training Opportunities**

- a. List Top 5 choices for LEED training seminars and return to Emily.
- b. Dynamic Governance: National has offered to come in and train Exec Comm on Dynamic Governance at no cost to chapter. 1 day training session.
- c. **Action Item: Punit to explore if others could be invited to Dynamic Governance Training at a cost.**

#### **4. Budget Review and Planning**

- a. Reviewed current budget
- b. Due to sponsorship issues, we are not making our current fundraising goals.
- c. Chapter matching grants will be available for 2007 from national. Grant was not available this year. National has a \$100,000 for a minimum of 4 grants. Grants will be a 1:1 match for administrative staff as long as the chapter can prove it can make the matching amount in 3 months.
- d. Issue for 2007: Garden will be charging USGBC for meetings. Fee is being negotiated by Emily and Deb.

#### **5. Follow Up and Follow Through**

- a. St. Louis to host Greening the Heartland in either 2008 or 2009.
- b. Pat/Outreach committee to establish a method of tracking LEED registered projects and establishing assistance programs in getting LEED certification
- c. Mary Ann to head task force and establish next steps for the Vision 2010.
- d. Steve/Membership committee to identify strategy to encourage participation in committees; pursue companies becoming national members.
- e. Continue to pursue Green Film Festival and Expo. Combined effort with Outreach and Program committees.
- f. Chapter does not want to charge for programs when local member

### **Closing Round**

- 1. Steve complimented the group on being well organized.
- 2. 2030 Challenge: USGBC has still not taken an official position. AIA, ASHRAE, and IESNA have all approved the challenge. A technical program will be presented as part of the AIA Continuing Education on January 3, 2007. USGBC, ASHRAE, and IESNA members will be invited to the program.
- 3. **Action Item: Punit to review new National mission statement with the chapter mission statement.**