



# SAN DIEGO GREEN BUILDING COUNCIL

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## OFFICERS

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Brummitt Energy Associates

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## Meeting Minutes - #61

San Diego Green Building Council - Board of Directors

**Meeting date:** October 8, 2013

**Meeting time:** 5:00 PM – 7:00 PM

**Location:** DPR Construction, San Diego, CA

**Minutes submitted by:** Barbara Fanning

**Board Member and Steering Committee Attendees:** Robert Thiele, Micah Mitrosky, Barbara Fanning, Zach Pannier, Walt Kanzler, Bill Barnard, Avery Kintner, Thomas Del Monte, Beth Brummitt, Danielle Horton (via phone), Jacques Chirazi, Matthew Porreca

**Board Members Absent:** Lucia Stone, Sean Hulen,

**Staff Attendees:** Renee Daigneault

### 1. Board Meeting called to order

(5:10 PM) Zach called the meeting to order.

### 2. Opening Round / Status

(5:10 PM) Board members shared updates and thoughts.

Zach – Working with Excomm to finish out year with benefits structure, Doug performance review, honor Doug as our Executive Director, creating case for rename with national, and will regroup with nominations committee.

Walt – Working with nesting and soliciting donations from potential sponsors.

Renee – Busy time of year. Working on 3 grants for the chapter.

Robert – Water recommendations going to city council next month. Letter from AIA and Chapter will be provided. SDAC. Interested in eco-district for pacific beach and mission bay and where chapter can get more involved.

Micah - Knee deep in nesting. Have not done a lot on fundraising commitments. Will be able to focus after nesting. Looking forward to being part of nominations committee.

Thomas – Bylaw drafted and what issues board need to address. Goal is to have everything done prior to the elections. Working with Doug on some legal issue spotting regarding buildings being pushed through Coastal Commission and exposure, and Jay Corrales fiscal sponsorship project. Decided to forego the presenting to the Coastal Commission. Deciding on the fiscal sponsorship project.

Beth – Slowly picking up on bylaws and providing feedback. Looking forward to sharing with board. Have not been active with fundraising goals but looking forward to engaging.

Bill – Looking forward to soliciting sponsorships. Have tried a few but not successful as of yet. Looking forward to nominating committee. A couple of potential board members have caught eye and keeping a list. Volunteering with the Living Building Collaborative. Have been working with Danielle on her partnership in case there is a conflict of interest.

Avery – Discussing financials with Doug. Don't have final from last year ready to share but we are operating at a surplus so far this year but if you take the one large gift out and average it out, we are right where we should be or slightly short. Need to keep focused on our fundraising. Hoping he and Doug will be able to provide fiscal position to group. Open conversation with Doug and Wells Fargo. Need to reconnect of our momentum on the Wells Fargo opportunity. Wells Foundation and Wells Community Development fit. Living machine there is a potential but have not been able to secure sponsor commitment as of yet.

Matthew – Need to close some sponsorships with Integral and others. Working towards that.

Jacques – Have had meetings with Lucia around PR plan but need to follow-up. Talking with Car-to-Go to partner but cannot reach out directly. Zach or Doug to reach out. Need to move quickly as there funding needs to be completed by end of month.

Barbara – Had a great Green Apple Day and working on writing an education grant with Renee. Have reached out to clients about sponsorship and researching others.

Danielle – Not a lot of progress reaching out yet. Has a good relationship with Wells Fargo sustainability team. Tomorrow have breakfast meeting at Balboa. Speaking at Green Meet later this month. Fundraising is hard since contacts are in LA. Offered to host/lead a workshop for the chapter to raise funds.

### **3. Agenda Approval**

Updated to include Beth Matheson nominations. Zach moved to approve Agenda. Matthew approved and seconded by Beth.

#### **4. Meeting Minutes Approval**

(5:36 PM) The meeting minutes approved.

#### **5. Conflict of Interest**

(5:36 PM) No conflicts indicated or expressed with agenda.

#### **6. Working Session (5:37 PM)**

##### **Nesting Update**

Zach thanked Micah and team. This will be really good for us to show where we are and where we are going. Excited to be here. Goal is to finalize with some minor tweaks but looking to move forward.

Micah presented SMART Goals presentation. – Thanks for Nesting Committee. Thanks to Doug and Zach for driving this conversation.

##### **Where are we now?**

Regrouped on next steps. Last meeting we did a deep dive into the proposed programs. Had some great feedback but as a group held off on a final approval but did agree to draft SMART goals to move forward. Tonight – presenting revised programs / campaign with draft SMART goals.

##### **Themes that resonated:**

We don't need 2 education programs we can create one but need to come up with name  
Program names need to include program in there or campaign if is a campaign

Green Meets important

Update Marketing spoke name

Nesting can't be the only driver

Value Proposition important

Scorecard is something to still consider

Need to develop an assessment tool

Need to continue to refine and allocating resources appropriately to meet our mission

Micah created graphic that ties the specific programs back to the mission

GAP Program, Neighborhoods Program, Green Building Education Program, and the Living Building Challenge Campaign – to inspire educate and collaborate.

We have a great story to tell! Can use with funders, volunteers, and community.

Description of program is a placeholder and needs to be refined but this is a start open for editing. SMART Goal is a draft but can be modified as needed. Can you align a committee around a program? There may be committees not tied to a specific program. Committees have the option.

## **Goals**

Are these the right programs and campaign?

Drilling into smart goals – is this right?

Micah presented overview

Program #1 – GAP

Program # 2 - Sustainable Neighborhoods Program

Program # 3 - Green Building Education Program

Program # 4 - Living Building Future Campaign

Zach suggested Innovation HUB for orphan activities and a place to test other programs.

- LEED EBOM tours
- Waterwise Balboa Park
- CleanTech San Diego
- Marketing / Membership committee

Robert asked about where waterwise balboa park lives. Is it an orphan, does it go with GAP? Zach assured that the Hub is a good place for this at this time because it will fit naturally if appropriate.

Looking to produce measurable results and this is a good way to stay focused. Need to make sure options for creativity as well.

## **Tonight:**

Are these the right programs and campaign?

Drilling into smart goals – is this right?

Goal is to approve programs and campaigns tonight and Doug to confirm that these SMART goals are doable. If approved, need to develop a workplan for each program and campaign.

Logic is to focus and strategies to address programs that might be stretching chapter staff too thin.

Zach wants to force the approval process to occur first. Are these the right programs / campaigns? If consensus we will move to next phase.

Proposal: Does the group approve as written?

## Quick reactions

Walt – Excited about it conceptually. Reviewed scorecard and believes the nesting strategy does a better job helping the chapter tell its story. It is also not limiting as it allows the chapter to be fluid. This is a strong way to organize the chapter.

Renee – Great work. It is nice to be able to focus on a specific thing and tool for communicating what the chapter does.

Robert – Thanks for the graphic. Not very comfortable with scorecard and this gives us a clear way to tell our story a lot easier.

Avery – We as the committee have listened intently and have tried to craft language appropriately. Does a good job focusing Chapter's goals. Believe it is easier to get your arms around and easier to start conversations with people who want to get involved and raise funds. Expands beyond committees.

Thomas – Been a tremendous focusing effort. I think this is very important for the organization in helping guide forward. We will have opportunity to include the new resolutions in the employee guidebook with how we will score success and how rigid we will be.

Beth – Filling a gap with how to tell the story very well or potential to do that very well. Reaching higher to mission and reaching lower to volunteer and staff – it creates a framework and can help us refine the mission we are pursuing. This will make our mission and chapter more impactful.

As the assessment gets developed we need to look at progress towards these goals and the health of the organization supporting those goals. There are a lot of things we do to support specific goals but there is also a lot of cross cutting between areas. Committees cross over. Great way to tell story and refine upwards and downwards for the health of the organization. This is transparent and doesn't rely on the executive director. Everyone understands metrics and it is transparent.

Bill – Getting behind this more. Not as much detail helps when making sure we have the right big picture. It is organic and flexible but the structure is crystallizing. Lots of cross-over for example its all about community engagement. Structure is great and gives us something to use in telling our story.

Micah – Nothing at this time.

Matthew – Commend team on the updates. Thinking back to the retreat, we have come a long way with a simple clarification tool that provides visibility for managing and focusing our efforts, marketing. Lots of clarity comes from this and hopeful that it unburdens and allows us to move forward.

Jacques – This is an amazing way to organize a lot of information. It helps differentiate us from others and able to tell a better story. Gives us tool for track records, what has been the success? Help us get a better value proposition. Help us refine the mission of organization

itself. How is campaign different than program? Very adaptable and dynamic. On assessment side important to have metrics for organization.

Zach explained - Program is a legacy beyond our 2-year reach. Campaigns are more time-bound and limited. Program is an ongoing maintained thing. Campaigns are shorter-lived move faster.

Matthew - Should campaign have a different name? (Initiative) Walt – Campaign has a specific goal by 2015. Programs keep producing.

Beth - On the collaborative this is the cow's nose under the tent. Understand that campaigns can expand.

Zach – LBC look at things. We met our campaign goals now.

Danielle – Not perfect and there will be fine-tuning to take place. After approved, important to communicate with other committees.

Barbara – Provides clarity on Chapter goals and objectives. There might be other spokes in the future. This is a great tool for telling our story.

Only item to modify prior to consent – is LBF a campaign or initiative.

Walt – maybe education is the Green Building University.

Zach couched wordsmithing until next month.

Proposal – We accept the 4 pillars.

### **Consent round Held**

All Members in attendance Consent to overall structured of Nesting and Campaigns.

### **7) Board Decisions and Review (6:27 PM)**

- Financial review – Zach shared prints with group. Overall \$205,000 in assets and equity. Big bump is based on SDGE funding. Table deeper dive next month and a year-end recap. December is our closing day. Need sponsors from group.
- Green Apple – Balfour Beatty did a fabulous job. Net was \$8,600
- Board of elections is open as of the 1<sup>st</sup> of October. Nominations close on the 31<sup>st</sup>. Quick turn-around on the vetting and approving candidates and how we will do elections. All members get a vote. Must be a member at end of nominations period. Welcome new directors November 30 – December 3. New directors announced December 4. Board

training January 14. Staggered terms and how the six seats will be filled. Nominations to send out ground rules to board members so everyone understands.

### **Consent Round**

West coast is under represented on National Board of Directors – Very heavy East Coast. Zach asked the board to consent to supporting Lisa Fay Matthiessen from LA application.

All members in attendance consent.

### **Return to Nesting Update (6:40 PM)**

Will try to approve at least 2. Are these salient points, things you want to measure?

### **SMART Goals**

#### **Program # 1 - GAP**

SMART Goal: Project number might be aggressive. Consider reducing number. Enable x number of buildings to begin process and x to finish. 2 projects per year is what we are currently doing. Six seems to be fair compromise. If we have staff might be doable but it is very aggressive goal.

Updated: 6 existing buildings, 150 volunteers, 5 new chapter funders, 1 earned or self generated media hit per month, 2 new non-profit GAP partners by 2015.

#### **Consent on Program #1 SMART Goal – All Consent.**

#### **Program #2 – Sustainable Neighborhoods**

Do we want to calibrate all of our time to the same dates? Is PB/Mission Beach the one we want to focus on? A lot of momentum now between and December and don't want to lose this opportunity. Chapter can take ownership hence the use of "foster" and really rally around this. Eco-Districts will move through chapter. No capacity to manage.

We should consider mentioning other groups and sharing resources and education, advocacy and outreach. Eco-districts can be funded by business improvement funding. Don't think chapter can be the owners. Is it owned by AIA? Partnership should come together.

Collaboration might be the word. With city going through elections need to be adaptable. We may want to partner and collaborate with AIA and come together with other groups when presenting. Need to distill a focus. Not far but some important touch points we need to work. This comes back to collaboration and partnership and this is a great opportunity to build a strategic partnership. Foster and maintain partnerships. What happens after PB/MB who picks it up? Who are the thought leaders? Need full community buy-in. Chapter has opportunity to

pick up after PB/MB. AIA most likely will not pick it up. Is the smart goal campaign focused instead of program focused?

Goal to approved to look at the next set of SMART goals at next meeting.

**9) Closing Round and Adjournment:**

(7:12 PM) The Board shared their closing comments about the meeting, and was adjourned by Zach at 7:30 PM.

**Meetings for the year ahead (2013):** Nov 12, Dec 10

**Winter Social:** Dec 4