



# SAN DIEGO GREEN BUILDING COUNCIL

5010 Shoreham Place  
San Diego, CA 92122  
[www.usgbc-sd.org](http://www.usgbc-sd.org)

## OFFICERS

### PRESIDENT

**Zach Pannier**  
DPR Construction

### VICE PRESIDENT

**Beth Brummitt**  
Brummitt Energy Associates

### SECRETARY

**Barbara Fanning**  
Mindswing Consulting

### TREASURER

**Avery Kintner**  
Empowered Energy Solutions

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### Bill Barnard

WB Consulting

### Jacques Chirazi

City of San Diego

### Thomas Del Monte

Interra Energy, Inc.

### Daniele Horton

Thomas Properties Group

### Sean Hulen

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### Walter Kanzler

Qualcomm

### Micah Mitrosky

IBEW Local 569

### Matthew Porreca

BNIM Architects

### Lucia Stone

San Diego Gas & Electric

### Robert Thiele

Robert Thiele Architect

## STAFF

### EXECUTIVE DIRECTOR

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## Meeting Minutes - #62

San Diego Green Building Council - Board of Directors

**Meeting date:** November 12, 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, Jacques Chirazi, Barbara Fanning, Zach Pannier, Walt Kanzler, Avery Kintner, Thomas Del Monte, Matthew Porreca, Lucia Stone, Bill Barnard, Beth Brummitt, Danielle Horton

**Board Members Absent:** Sean Hulen

**Staff Attendees:** Doug Kot, Renee Daigneault

**1. Board Meeting called to order (5:08 PM)**

**2. Opening Round / Status (5:09 PM)**

**3. Agenda Approval (5:22 PM)**

Robert approved. Lucia seconded.

**4. Meeting Minutes Approval**

Robert approved. Barbara seconded.

**5. Conflict of Interest**

No conflicts.

**6. Information Updates (5:23)**

- a. Financial Report - 99% reconciled through October 31. Nov/Dec are more expensive months. January 1, 2014 is expected to break even. We have a small window of funding but it will be important to have a robust fundraising plan for the year.

We need to focus on revenue generating programs going forward. Same for board of directors when aligning goals.

SDGE is our largest sponsor and without them we are woefully short of where we need to be. Must get better at fundraising.

Board set goals for fundraising. Some have been able to meet their goals. Green Apple and Green Homes have been revenue-generating programs. Board needs to improve at this.

Car2Go is a new sponsor from Jacques \$5000  
Verdani is also a new sponsor from Danielle  
We are expecting Give Big Campaign in the spring

Most of classes and other items doing well from revenue stand point. October was a negative month, shifted the revenue to November to cover expenses. We have new educational contract with Cuyamaca College in the spring. There are other revenue generating research and education programs in the works. Doug is making pitch SD Foundation.

We need to use nesting as tool to begin to make asks for fundraising.

**b. Board of Directors Election**

Election went out and we have 10 candidates for 6 spots. Have met voting quorum. Incumbents doing well but can't give update. Robert asked for the ballot to be resent. Renee will send reminder to board.

**c. GreenBuild 2013**

Danielle is speaking. BNIM has 2 presentations. Email Renee to be on the distribution list the list is [Greenbuild2013@usgbc-sd.org](mailto:Greenbuild2013@usgbc-sd.org). Send Renee email to be added to the list. Ravi presenting at Chapter Day. Green Build and Chapter Day provide a great forum to communicate with National. Beth suggested a Green Build debrief a ½ hour before next board meeting.

**d. PR Update/Committee Health**

Lucia provided report out.

Had great press conference regarding Balboa Park LEED projects.

Marketing committee might not feel as integrated as they could. EBOM has own marketing efforts but marketing committee would like to support their efforts. Marketing committee is actively losing members. Need to integrate the committee into the overall process.

Committees need more integration and need to set goals and needs of each group. Chapter tries to support volunteer visions. Committee Board integration needs to happen. Some of our committee members aren't chapter members. Some committees give away content and other things. Consider all hands-in meeting and share goals and objectives. Need to figure out to integrate operational related committees. We are moving from a committee focused to a mission oriented organization. Need a balance

between structure and flexibility. Need the two-way communication. What do our operational committees look like?

### **Professional Development Committee**

Focused on holiday party and don't currently have a full calendar for 2014. Typically doing well with some staff support. Includes education, Lunch & LEED, and Green Meets. Doug is interested in having Jan-Feb-March on schedule for comfort level. We do have a good events team.

### **Emerging Professionals**

Maintains but it is a non-active committee. Focus on channeling into other volunteer efforts.

### **Marketing**

Would love to be more integrated and chapter would love more support from them.

### **EBOM**

Doing well on their own but looking to bring their content to the greater group. Need to integrate with chapter message.

### **Green Schools**

Don't meet often but successfully host Green Apple Day each year.

### **Residential**

The Committee is doing well. They just hosted a successful Green Homes Tour. Raised @ \$6000.

### **EcoTourism**

Not super active right now but much of work is being done under North Park Main Street Association Eco-District project.

### **Next steps**

Health and flexibility issues need to be addressed. Group meeting for committee integration.

**We need to develop PR and marketing plan and nesting will be a great start to this.**

## **6. Working Session (6:12 PM)**

### **a) Nesting SMART Goals Update**

Micah presented status of nesting. Making sure all committees are happy and engaged is important to the health of the organization. Nesting Committee going to regroup after tonight's meeting.

Program # 1 – GAP – All Consent to this SMART Goal.

Program #2 – Sustainable Neighborhoods

What role do eco-districts part of the chapter? SDAT will meet December 11-12. Walt suggested keeping goal more open and having the other elements be initiatives. Need to hone in on the community and the chapter mission and how we can play a part. North Park has had some successful eco-district meetings. Can we distribute the community learning?

Funders would be interested in the clearinghouse of information in this public process.

Chapter is doing advocacy work on climate action planning. Should this program be broader? What do we need to do to set the path and get the support from the other groups? SD Foundation might be a good funding source. Chapter is an important voice around sustainable neighborhoods and that SD Foundation should support chapter.

Looking at benchmarking for business operations and actionable data to be used and compiled.

Need story to tell to make these programs move forward and find funding. Need to compile existing success stories to get the other communities to act and move forward. Community Planning Meeting is happening now. Need to hone SMART Goal to be less specific and encourage chapter members to be advocates and provide support. We can be the clearinghouse of information on sustainable neighborhoods and community.

Eco-District meeting has the potential to support these efforts. 2030 Districts will be another option & this is fundable. Chapter has the agreement to be the clearinghouse manager of these efforts. We need the adaptation and resiliency piece.

Zach encouraged group to reword goal and we will need to circle back. Action is building the network – but being a part of the planning process will be key. Climate Action planning is an important initiative from a city and state level. Need to develop the plan and could use a resource to help with these efforts. Need to move the community to make noise and move this forward at a community level.

Group agreed to hold on Nesting and move to By-Laws

### **By-Law Member Vote**

Planning to do a final update but in the interim we need to bring specific items to a vote. Will make effective January 1, 2014.

**1) Membership** – What it means to be a member and if we have different classes. Previous must be a national member and pay local dues. We suggest that “membership is a local member that pays dues or are identified as employees of partner organizations that support the chapter and have a specific number of complimentary members.”

#### Consent Round

This by-law change to be approved by Board directly

**All Consent**

### **2) Board member terms**

Currently 2-year terms can run up to 3 times (6 years) before taking a 1-year hiatus. If executive will run for the full 2-year directorship term which allows some to hold a 7-year term. They serve as an ex-officio board member.

#### Consent Round

Approval to bring to the membership. Need to call into action prior to party.

**All Consent to bring to membership**

### **3) Board Appointments**

Looking to have the ability to have a up to 30% of board members appointed tied to the current elected board size or as determined by the nominations committee.

Allow the nominations committee to determine appointment terms. Board bracket is currently between 9-21 people for board totals.

President can nominate appointees and board will have consent for appointments with majority approval.

#### **Consent Round**

Approval to bring to membership. Need to call into action prior to party.

**All Consent to bring to membership**

**SMART Goals benched until next meeting.**  
**Program # 3 - Green Building Education Program**

**Program # 4 - Living Building Future Campaign**  
Handing over to committee to flesh out this SMART Goal.

**9) Closing Round (7:30 PM)**

**10) Meeting Adjourned by Zach (7:46 PM)**

**Meetings for the year ahead (2013): Dec 10**  
**Winter Social: Dec 4**