



SAN DIEGO GREEN BUILDING COUNCIL

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Meeting Minutes - #60

San Diego Green Building Council - Board of Directors

Meeting date: September 18, 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: Danielle Horton, Lucia Stone, Sean Hulen, Micah Mitrosky, Robert Thiele, Barbara Fanning, Zach Pannier, Matthew Porreca, Walt Kanzler, Bill Barnard, Beth Brummitt (via phone), Avery Kintner, Thomas Del Monte, Ella Grossberg, and Diana Henderson

Board Members Absent:

Jacques Chirazi

Staff Attendees: Douglas Kot and Renee Daigneault

1. Board Meeting called to order

(5:00 PM) Zach called the meeting to order.

2. Opening Round

(5:00 PM) Board members and steering committee members shared updates and thoughts.

3. Meeting Minutes Approval

(5:30 PM) The meeting minutes from August 2013 were delivered late. Approval/modification held for next meeting.

5. Conflict of Interest

(5:30 PM) No conflicts indicated or expressed with agenda.

6. Working Session (5:35 PM)

Nesting Proposal

Micah and nesting team presented the nesting proposal to the group and asked for feedback.

Looking to roll chapter efforts into programs and align them with our core. Committees remain but 5-6 programs will be developed to keep chapter/board on track.

- 1) Do these programs make sense?

- 2) What is missing? Input? Thoughts?
- 3) Which programs need more flushing out?
- 4) Where do orphaned items go?
- 5) Do we have capacity to build all 5 at maximum capacity?

Board plans to share with community by January 1, 2014.

Five (5) Programs in Nesting Proposal

- 1) Green Assistance Program
- 2) Education for Industry
- 3) Education for Community
- 4) Living Building Challenge
- 5) Sustainable Neighborhoods

Doug - "We are fulfilling our mission through education, collaboration and community outreach."

Comments from attendees

- Each program has metrics of success
- Walt suggested comparing metrics, programs to existing scorecard
- Need to gain a full consensus and add/edit what is missing
- Nesting will add way of measuring program success. Where were we, where are we now, where do we want to go?
- Sean asked if GAP military outreach has a good ROI? Traditionally not an easy group to influence or sway quickly
- Sean asked if water task force transcends multiple programs rather than just sustainable neighborhoods
- Need more media visibility. Do we have capacity? Do we have budget? Should it be called Marketing & Media Outreach?
- Marketing and media outreach is part of media visibility. Move beyond only earned media
- Lucia – should programs be what we have been known for in the community (Green Meets)? Where do green meets live?
- Lucia – Education is core of who we are
- Green Meet roles into something else. Is it part of the brand?
- Volunteer support is not category, is it a branch of something?

Time check at 6:10

Refocus to meet goal of identifying programs

- Education can be consolidated – need to rename w/something else. Board to brainstorm and be prepared for October Meeting.
- Beth – GAP – it is really about EBOM but it is hands on education we are applying to living building challenge
- All programs must be strong

- Mission Statement – How do we create significant momentum?
- Business case must be tied to mission
- What is the health of buildings?
- What is the impact of these programs
- Danielle offered to share business case examples
- Must evaluate if programs remain, grow, exist
- Fluid Tool
- Where does GAP live? Is it a campaign? Is it a program?
- Do we have 3 programs?
 - GAP – New and Existing Buildings
 - Neighborhoods – Community
 - Industry/Classroom Education
- Need to tie programs to mission
- Where are we going?
- Although this is fluid group wants full consensus before moving forward
- Green Assistance is its own program
- Education can be rolled into one
- Living Building
- Neighborhoods
- Want visibility and evaluation to show health of organization as well as tracking success
- Programs don't have to be marketing specific – should be an evaluation tool
- Needs to focus on visibility and what we are doing well
- Switching from campaign to program
- Internal Assessment
 - What do you do?
 - How well do you do it?
 - How do you evaluate it?
 - Use tool to measure
- Add evaluation and governance guidelines

Time Check – 6:40 PM

Group is excited and overall in agreement on the Nesting Program however more work needs to be done before finalizing. Group agreed to continue to conversation at next meeting. Nesting Team will align feedback and programs w/ SMART goals for the next meeting.

7) Board Decisions and Review (6:45 PM)

Water Task Force

- Robert is presenting to task force next Tuesday. Letter drafted and needs approval.

Green Apple Day of Service

- Sean reported \$8000 in donations and majority of other materials donated. Event is coming together.
- Barbara asked for support promoting the teacher workshop to the community
- Balfour Beatty and chapter working on media outreach

Board Elections

- Board should consider potential board members from facilities, real estate, education, healthcare, and manufacturing.
- Need at least three (3) members for nomination committee. Members need to be available to make decisions, settle a tie, and vet any voting or candidate eligibility issues.
- Nominations committee: Zach, Danielle, Bill, Micah, Beth, Sean
- Up for re-election are Matthew, Barbara, Robert, Lucia, and Walt. Zach is termed out.
- Nominations due in beginning of October.
- Elections open late October/November 2013.
- December 4 – Winter social board members announced

8) Other Chapter Business (7:02 PM)

Conference

Everyone was very pleased with the turn out for the Zero Energy Zero Water Conference. SDGE is currently compiling survey results. Over 200 unique attendees over 2 days and the chapter received positive feedback. Chapter earned approximately \$6000 in revenue. The final summary will be provided at next board meeting. Board members were encouraged to continue conversation at Living Building Challenge workshop on October 7.

By-Laws

Beth is currently reviewing the by-laws. Beth and Thomas plan to present at next board meeting. By-laws must be finalized prior to board elections.

Fundraising

Qualcomm provided a \$2000 check – Thanks Walt
AO REED provided \$1000 check – Thanks Sean

Next Meeting: October 8, 2013, 5:00 PM, DPR Construction

9) Closing Round and Adjournment:

(7:10 PM) The Board shared their closing comments about the meeting, and was adjourned by Zach at 7:20 PM.

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