



RI CHAPTER
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Minutes of Meeting

April 16, 2009

New England Institute of Technology
Warwick, Rhode Island

Members Present:

Connie McGreavy, Chair
Mark Winslow, Treasurer
Janice Greenwood, Secretary
Steve Kitchin
Holly Grosvenor
Mark DiPetrillo
Norman Cook
Ken Filarski
James Lehouiller
Jack Leyden
Stephen Hughes
Joseph da Silva
Dan Paquette (via telephone)

Members Absent:

Steven Turner, Vice Chair
Tony Dematteo
Justin Bowns
Laurie Drucker
Caroline Karp
Gaytha Langlois

Others Present:

Bernard White
Chris Armstrong
Dennis McCarthy
Patti Young
Dan Leonard

1. **Call to Order** – The meeting was called to order at 7:40 AM.
2. **Approval of Board Meeting Minutes** – action deferred to the May meeting
3. **Disclosure of Conflicts and Antitrust Policy Review/Acceptance**
 - A. Mrs. McGreavy announced that Steve Turner volunteered to be the chapter antitrust officer. All chapter members must sign the antitrust compliance acknowledgment form. This item will be further addressed at the May meeting.
 - B. Mrs. McGreavy stated that there have been instances where chapter members are in potential violation of the bylaws—from using the USGBC logo incorrectly to distributing correspondence via the chapter’s mailing list without permission, to misrepresenting the chapter before its own members, public officials and potential collaborators, and generally working at cross purposes to the chapter—actions severe enough to warrant expulsion and actions that resulted in several calls to the USGBC and the RIGBC’s legal counsel. Additionally, one member created a social networking website that people are confused by. Right or wrong, prospective chapter members have mistakenly thought their dues payments should be sent to the member’s organization. Furthermore, the member did not heed the advice of the USGBC or the RIGBC regarding the site’s purpose or content as it relates to the local chapter. Another chapter member has made disparaging remarks and exaggerated claims to

local legislators and USGBC staff regarding the USGBC, the RIGBC, and the LEED standard. This member has even gone so far as to threaten to take the chapter to court over allowable advocacy efforts. The board's legal counsel advised that the board has the right to decide what action should be taken and should bring the full resources of the national organization to bear swiftly as necessary. Board members recommended that the Membership Committee decide what actions should be taken. Mrs. McGreavy indicated that all members must comply with the bylaws which are posted on the website, but which perhaps need to be better communicated and enforced.

- C. Mrs. McGreavy invited board members to coordinate speaking engagements solicited by others in an effort to comply with the Conflict of Interest Policy and to best serve the chapter. She reminded members that these are opportunities to further promote board members as well as the organization. Mr. Hughes commented that he has been asked to speak at the Rhode Island School of Design as a former student.

4. Chair's Report:

- A. Mrs. McGreavy announced that a \$16,000 check for a virtual green resources center has been deposited and that a website product is due to the Greater Providence Chamber of Commerce for public presentation by October 1, 2009. Mrs. Grosvenor suggested the committee get an RFP for web page design and that the quality and aesthetic of the website was very important. Mr. Lehoullier stated that website design is difficult and that the Communications Committee should be involved. Mr. Cook asked if the chapter could use students from New England Tech. Mrs. McGreavy added that students are not easy to schedule and that the website would need a strong database component, but not necessarily one that the chapter would design because of the complexity and expense. Mr. Winslow did not think that \$16,000 was enough. Mr. DiPetrillo suggested that all product distributors and service providers should link to the website. Mrs. McGreavy stated that the Green Market Place Committee is heading up the project and next meets on April 30th.
- B. Mrs. McGreavy announced that URI has speakers lined up for the May Business Expo under a \$2500 Greater Providence Chamber of Commerce Grant that was intended to be shared with the chapter. There will be a panel discussion on sustainability by corporate representatives with a keynote by Sen. Whitehouse. This is a free event which members are encouraged to attend; however, the chapter will not receive any funds from this grant.
- C. Mrs. McGreavy stated that unexcused absences are being documented. For today's board meeting, April 16th, only one member had an excused absence within the parameters set by the board. Two consecutive unexcused absences are cause for board action.
- D. A straw poll was taken to decide the time for future chapter meetings. Continuing the meetings in the morning was the majority opinion of those present.

5. Treasurer's Report:

- A. Mrs. Young announced that that she had found an acceptable Directors and Officers insurance policy for the board for \$1,250. The policy was review by Mr. DiPetrillo who stated that the cost was within budget; thus, the board agreed to authorize the treasurer to purchase the insurance.

6. Committee Reports:

A. Affordable Green Building Committee

- Mrs. McGreavy reported that the Committee has selected a three family house in Providence owned by Community Works RI to "re-green". The chapter is applying for a \$40,000+ grant from the Rhode Island Foundation to video the undertaking. Notification of whether the concept is approved for a second round of review is expected in late May.

B. Workforce Development Committee

- Mr. Kitchin reported that New England Tech, together with multiple partners including the RIGBC, is pursuing a state workforce development grant focused on green technology. The grant includes a gap analysis to determine what types of green jobs would be suitable for Rhode Island's economy. The chapter will offer in-kind services only. The grant application was submitted on April 10, 2009. The Governors Work Force Board will review the grant application within 60 days.

C. Development and Sponsorship Committee/Finance Committee

- Mr. DiPetrillo read the proposed definition of a founding sponsor. He reported that a straw poll by the committee indicated clear acceptance of the following definition:

"A 'Founding Sponsor' of the RIGBC shall be any organization that shall, prior to December 31st, 2009, pledge \$5000 or more to the RIGBC, and provide an up-front payment of not less than \$2500. Said organization shall then have an additional 2 years to provide the remaining balance of the pledged amount.

It has been further agreed by committee that a "Letter of Intent" must be secured from said organization, on official letterhead, stating the intended total pledge amount and the expected timeframe for receiving the remaining balance of the pledge.

It has been further agreed by committee that any organization which has donated or does donate a sum of \$1000 or more prior to April 30th 2009, shall be 'grandfathered' in as a Founding Sponsor, in recognition of their significant donation to the RIGBC prior to our attaining full chapter status."

This latter definition includes any board member wishing to solicit donations under the grandfather clause. The New England Institute of Technology was waived from the cash requirement in acknowledgement of its significant in-kind donations to date.

The board agreed by an overwhelming majority to accept the proposed definition of founding sponsor. A campaign to attract founding sponsors by December 30th will be promoted through the chapter database. The Finance, Sponsorship and Membership Committees were tasked with defining the benefits of becoming a founding sponsor and/or chapter member. The Communications Committee will then develop a brochure for distribution.

Mr. DiPetrillo reported that he did not receive any information from the committees regarding education and funding priorities and asked for these again before the next meeting. Mr. DiPetrillo reiterated that the lists should represent what each committee believes are the top three priorities for the chapter. The Finance and Sponsorship Committees suggested the three priorities should be education, fundraising, and the Green Resources Center. All board members present offered their opinions, which resulted in the following short-list of priorities:

- A.** Education*
- B.** Outreach*
- C.** Green Resources Center*
- D.** Fundraising
- E.** Hire an Executive Director

* some members felt that education, outreach and the GRC are inter-related, i.e., one in the same

Specific members' opinions are as follows:

- Mr. Lehouiller: Education ("build the brand" to attract membership), outreach, fundraising, and marketing.
- Mr. Filarski: The Green Resources Center is the focus and a tangible regarding fund raising; also, broad-based education on sustainability, fund raising, and outreach, especially

- to the RI Economic Development Corporation and the RI Energy Office.
- Mr. Leyden: Education and outreach, marketing.
- Mr. Hughes: Outreach, education and advocacy to entities at the state level, including RI Housing's KeepSpace Committee, RI EDC, and the RI Energy Office. He noted that the EDC is starting up a Green Roundtable in June headed up by Jennifer Paolino and recommended that a chapter member participate. Education should also involve the legislators. Mr. Hughes added that he next favored the Green Resources Center and fundraising.
- Mr. da Silva: Training/education, the Green Resources Center, and fundraising/marketing. He reported that he is planning a tour of one or two green schools in Providence for the Senate and House legislative committees. He is trying to get up to six legislators to attend.
- Mrs. Greenwood: Education.
- Mr. Paquette: Outreach, collaboration, education and fundraising/marketing. He suggested working with GrowSmart RI, RI Housing and other nonprofits with common causes to focus outreach efforts. Need to educate the professional community and buying public.
- Mr. Kitchin: Education, outreach, marketing, public relations, and hiring an executive director. Mr. Kitchin believed that the organization would not be sustainable without paid staff.

Mr. Kitchin also listed three specific priorities for the Workforce Development Committee as follows: 1) Defining the meaning of Green Job(s), outreach collaboration with the Governors Workforce Board Industry Partnership grantee for Emerging Industries in Green Technologies(to be determined), 2) Outreach collaboration with public and private entities to develop a green building workforce such as the Workforce Investment Boards, the RI Department of Labor and Training, and the RI EDC, and 3) Identifying the workforce development needs of green building employers in Rhode Island to include identification of new employee skill development needs, existing employee professional development needs and the retraining of existing employees.

- Mrs. Grosvenor: Outreach, training, and the Green Resources Center are all in the same framework; making LEED standards user friendly which would be an action item for the Communications Committee. The message of the RIGBC needs to be that its role is to educate. Mrs. McGreavy commented that the chapter needs to develop a communications plan which is preferred to reacting to various outside requests.
- Mr. Cook: Same priorities described by Mrs. Grosvenor in that education, outreach and the Green Resources Center are all related and top priorities
- Mr. Winslow: The Green Resources Center, particularly in light of the grant for the virtual green resources center; education, outreach and fundraising; perhaps hire hourly staff for administrative tasks.
- Mr. DiPetrillo: The Green Resources Center, education, outreach and fundraising
- Mrs. McGreavy: Education, outreach, the Green Resources Center and funding for paid staff.

The board discussed hiring full time or part time staff and what that position should be. There was some agreement that the position should be an executive director who would also be responsible for

marketing. This person would ideally have a broad understanding of the field, be able to take advantage of the board's connections, and potentially have an incentive-based salary. Mr. Winslow was concerned there was not enough money in the treasury. Mr. DiPetrillo felt that filling this position would be easier once the board prioritized its projects and had a plan. Mr. Kitchin emphasized the importance of sustaining the chapter by putting paid staff, ideally a visionary, in place and then raise the money—don't let dollars drive the decision, but find a way to make it work. Mr. Kitchen expressed that he had seen too many volunteer boards struggle. Mr. Paquette echoed Mr. Kitchin's sentiment regarding the difficulty of running an all-volunteer organization. Mr. Cook agreed that paid staff was necessary. Mrs. Greenwood felt the position should be self-funding.

Mr. Lehoullier suggested that the chapter might be fine with a part time person or use marketing students from Bryant. Mr. Winslow stated that some people will work on an hourly basis if we can define a scope of services. Mr. Kitchen felt the executive director should have full authority and that the position could be incentivized by offering the staff person a percent of the dollars raised. Mrs. Grosvenor stated that Mrs. McGreavy was already doing the job, that she had broad skills, an environmental background and that the board already had a good candidate. Mr. Lehoullier discouraged the board from waiting a month and encouraged members to get the word out that there could be a position for an individual strong in marketing, communications and fundraising. He added that every board member has connections and we should leverage the talent of the board; marketing and sales are most important.

D. Program Committee

- Mr. McCarthy reported that the latest version of the Strategic Plan is dated December 2008 and needs to be revised. Additionally, a one-year action plan needs to be prepared based on the Chapter's priorities. The Program Committee recommends that some of the committees should be consolidated based on these priorities. There are nineteen committees, some of which have never met. Some pairings of committees were suggested for consideration by the Program Committee including Education/Outreach, Communications/Public Relations, Advocacy/Standards, Green Market Place, Workforce Development, Green Building Practices (subset would be Affordable Green Building and Sustainable Cities, others); Renewable Energy Technologies could fit in a number of categories, but mainly Workforce or the Green Market Place Committee.

Mrs. McGreavy requested the Membership, Sponsorship and Finance Committees check how they are doing against their budget targets.

7. Other Issues:

- A. Mr. da Silva requested the board's support in applying for an education grant with The Apeiron Institute in order for Rhode Island school districts to implement "Tools for Schools", an indoor air quality program developed by the US EPA for facility managers. The first school district to implement the program will be Cranston. A straw poll was taken to see if anyone objected to Mr. da Silva drafting a letter of support from the chapter. There were no objections, since the grant is for educational purposes. Mr. da Silva added that Will Yoke is the new Education Director at the Apeiron Institute. Mrs. McGreavy requested that Mrs. Grosvenor provide the digital letterhead to Mr. da Silva and that she would sign the final letter.
- B. Mr. Kitchin announced that the Greater Providence Chamber of Commerce is hosting a panel discussion on work force development on April 23rd at 8:00 AM. Information about the event is listed on the Greater Providence Chamber of Commerce web site. Complement
- C. Mrs. McGreavy reported the Upper Northeast Leadership Summit on May 8th in Hartford, CT will be attended by several chapter members.
- D. Mrs. McGreavy reported that the LEED for Existing Buildings workshop scheduled for Friday may

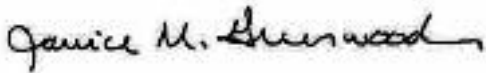
be cancelled due to low preregistration numbers. A minimum of twenty attendees is needed to hold the workshop and only ten signed up despite a fair amount of marketing. The next scheduled workshop is in June (LEED for Homes), before the LEED AP for New Construction exam. Consequently, attendance at this workshop may also be low. Several board members noted that the price of the workshops may be cost prohibitive, especially in this economy. Mrs. McGreavy reported that several states had to cancel workshops, including the Boston Chapter which expressed a willingness to combine workshops in hopes of meeting the required attendance. The USGBC sets the price of the workshops, so in order to reduce the price; the RIGBC would need to subsidize the cost of the workshops. Mr. Filarski suggested a two tiered pricing structure that would give municipal employees a lower rate. All agreed the June workshop should be canceled and that the LEED for Existing Buildings workshop should be more popular. The Education and Outreach Committee was tasked with working with the Finance Committee to evaluate whether the RIGBC should supplement the cost of an Existing Buildings workshop and/or arrange joint workshops with the Boston Chapter.

- E. Mr. Hughes noted that RI House bill H5986 to upgrade the state energy code to qualify Rhode Island for more federal dollars from the stimulus package passed. Mr. Hughes will be attending an Earth Day event at the State House from 2:30PM to 4:30 PM on Tuesday, April 21st where there will be a booth to promote and provide information about green building. There were no objections to his attendance at that event for educational purposes. Mark Winslow will contact Ms. Young to direct her to purchase the D&O insurance before this event.

8. Adjournment – The meeting adjourned at approximately 9:35 AM.

Supporting Information:

- A. Rhode Island Green Building Council Balance Sheet as of April 14, 2009.



Janice M. Greenwood, P.E.
Secretary