



RI CHAPTER

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BOARD MEETING MINUTES

Wednesday, Mar. 24, 2010 8:00AM-10:00AM

New England Institute of Technology – Hall of Fame Room
2480 Post Road - Second Floor (over the Student Lounge)

Members Present:

Dan Paquette, Vice Chair	DP
Holly Grosvenor, Secretary	HG
Justin Bownds, Treasurer	JB
Dennis McCarthy	DM
James Lehouiller	JamesL
Mark Winslow	MW
Ken Filarski	KF
Norman Cook	NC
Jack Leyden	JL
Larry Gemma	LG

Members Absent:

Joseph da Silva
Tony Dematteo
Steve Hughes
Steve Kitchin, Chair

Others Present:

Connie McGreavy, Int. Ex. Dir. CM

I. Call to Order

The meeting was called to order by Dan Paquette, Acting Chair, at 8:03AM.

II. Approval of Board Meeting Minutes - Jan. 27, 2010 as revised and Feb. 24, 2010 (2 sets)

KF made a motion to approve the regular meeting minutes for Jan. 27th and Feb. 24th and seal the Executive Session minutes from Feb. 24th, seconded by LG. All approved.

III. Disclosure of Conflicts

DM – Disclosed that the East Greenwich Fire Dept approached him to write a grant proposal. He acknowledged that the RIGBC had been contacted originally. DP indicated that it is important to disclose potential conflicts so that the board can evaluate the specific circumstances. The Secretary noted the disclosure.

IV. Executive Director's Report (CM provided a written report with additions noted below)

- Ray Fogarty has resigned from the board, primarily due to new work commitments.
- SH has been selected to be the chapter's representative on the advisory council created under the Green Building Act. JL indicated that rules and regulations are being drafted; SH will share these with the board prior to public approval. A press release will be drafted.
- A press release is also going out naming new officers and board members.
- A \$10,000 Organizational grant came in from the RI Foundation for a Client Relationship Management system. C Murray will go under contract immediately, likely working with Holly Ratafia, Chair of the Technology Committee.
- A USGBC Challenge grant (match required) due in April could partially pay for the position of executive director. Lisa Whitehead from the USGBC offered to help with the application.

- Clarification about independent contractors with regard to IRS rules; the relationship between the board and staff is clearly considered an employer-employee relationship. This issue will need to be revisited by the board.

V. Finance Committee Report

□ YTD report; status of 2009 tax filing and audit

- JB reports that members of the Finance Committee met with M Cook to simplify the chart of accounts. The Committee will determine which types of reports are due when.
- The chapter spent more than it brought in this quarter (the balance does not include \$5400+ from the USGBC for LEED workshop revenue share or \$6200+ from the Navy workshop; expenses included the stationary suite and annual meeting). JB then made an informal report of the account balances and noted that some of these funds will be going to salaries.
- Fewer members signed up last month than lapsed. If we are to keep on our budget, we need to find 100 new members to reach our goal of 70% retention. We need to invoice lapsed members who signed up through the chapter.
- Tax filing and audit- consultant hired for \$500 (quoted \$750).

□ Board Member Sponsorship Campaign

- JB - Sponsorship has low numbers; board members need to contribute or raise \$1000, even if it is in installments by June 1st. At present, there is one Gold sponsor (\$5000) and we will need more.
- KF – Which companies are members of the USGBC? CM directed him to the USGBC website to find the list quickly.
- HG – We might contact RI LEED APs and advertise membership as a way to fulfill GBCI credential maintenance requirements. Estimated 350 LEED APs in RI, but only a fraction have signed up for membership.
- CM - Now handling all contracts and bill payments; the new CRM software should make membership renewal easier. Investigating PayPal integration with Sales Force for invoicing.
- DP – Asked about the \$5500 budgeted for the CRM in light of the \$10K grant; should the budget be reduced by \$5500? (It is listed as a chapter match on the grant application).
- DP – Reviewed the budget projection spreadsheet, specifically, illustration of quarterly revenue and expense tracking. Grants are listed and accounted for separately.
- CM – aim is to launch the Virtual Green Market Place (VGM) on Earth Day (April 22); advertisers can receive a 10% discount up to 60 days from launch, or approximately June 1 (the anniversary of the RIGBC full chapter status). Board members and Founding Sponsors will receive a \$1500.00 value in VGM benefits for their \$1000 contribution.

□ Chapter fundraising plans

- Special announcement of a sponsorship/fundraising event headed by DP that will be held in Newport on June 4. Venue is planned to be at 41 North in Newport, a LEED building.
- DP - This event is focused on reaching out to people to show why they should fund the chapter. A lot of organizations are looking for a worthy entity to fund, so RIGBC is a great option since we affect the entire built environment, i.e., schools, homes, offices, occupants, energy use, jobs, etc.
- CM – A draft fundraising plan has been prepared which consists mainly of companies with charitable foundations and other nonprofit grant sources.
- HG – asked how solicitation will be approached, who will do this? (volunteers, board members, etc)
- CM - distribute the list to all board members and they can choose 5 organizations to reach out to; board members encouraged to add to the list.
- CM – Need to follow up with VIPs who attended the annual meeting as guests; divide up that list and make calls to invite them to the June event; there is training for board members regarding how to raise money either locally, or at the regional leadership summit in CT.

VI. Committee Reports

- **Virtual Green Marketplace** - Advertising rates /design modifications
 - DP – explained the different tiers for vendor advertising
 - Bronze \$250 - profile only (no links)
 - Silver \$750 – profile + small logo on home page (one link to webpage)
 - Gold \$1,500 – profile +large logo + link to LEED projects/products and link to webpage
 - Platinum \$2,000 – profile + large logo + link to projects/products and webpage + link to news, image, video, blog, special advertisement, etc. This is approximately equivalent to 5 hours of programming at \$100/hr so that the client pays the premium for custom web development services.
 - DP – Companies will fill out the project profile using an online form; chapter volunteers will review the information and decide whether it should be published. Chapter reserves the right to reject submissions.
 - MW – The \$2,000 tier was not discussed during the subcommittee meeting
 - DP – Motion to accept the first 3 tiers recommended by the subcommittee (\$250, \$750, \$1500) and add a higher value tier in an amount that could vary according to a client’s needs.
 - HG - Motion to approve the recommended 3 tiers with profiles at the \$ values listed. Noted that modifications will need to be made to the website to accommodate the small logos. CM to get a menu of costs for custom benefits, not to exceed 5 hours of programming time for an advertising value of approximately \$2000.
 - JB – Seconded the motion. All in favor.

- **Program – 2010 Action Plan**
 - DM – explained how the strategic plan is being put together. Focus on linking the Sponsorship, Membership, and Education Committees since they are the 3 most important for revenue generation. Commitment to finish this plan by the end of the month; input needed.
 - CM – based on the Mass chapter’s strategic plan; not aligned with committees.
 - JamesL – Add another column for who will assist with the task besides who is responsible.
 - LG – How to go about sponsorship tasks?
 - DP – June event is the best opportunity to directly talk to those who are interested in sponsoring, instead of using the annual report as a sales tool.
 - DP/JamesL – discussion of who runs the Sponsorship committee.
 - LG will ask Anthony Gemma if he has time to assist; LG offered radio advertising in general and will participate on sponsorship committee with DP and JamesL as time allows.
 - HG will discuss redesigning the current sponsorship spreadsheet with J Hogue, designer.

- **Education** - Program priorities/EPP update /LEED workshops/Event calendar
 - MW – NJ is new hub chapter for RI and CT (spoke chapters); targeting 3 to 4 LEED workshops per year (one per quarter) starting with BD&C in June. Add O&M, a second BD&C plus one more. Hub gets \$3500 flat fee from USGBC which includes cost of USGBC approved faculty; RI chapter will negotiate with NJ regarding revenue share. Education Committee is exploring new opportunities for homegrown workshops with first being National Grid’s Advanced Buildings Program. Also exploring opportunities with The Green Roundtable in Boston.
 - CM – Calendar/resources may not allow for 4 LEED workshops in 2010; need to plug in more homegrown workshops, LEED credential maintenance workshops or study sessions that make money.

- **Advocacy** - deferred; chapter staff will attend ECRI Advocacy Day at the State House April 13.

- **Membership** – Database software integration - underway

- ❑ **Communications** – Annual Report
CM – Target to have this done by the June event as back up documentation for Sponsor event.
(*Note: as of April 1, the chapter will issue a financial report only.*)

VII. Other Issues that Merit Discussion or Decision

- ❑ Revised Committee List for 2010 **accepted into the record for information only*
- ❑ Executive Committee
DP – Proposed that the Executive Committee be composed of the four officers plus one other board member; defer to the Chairman’s recommendation on the 5th member.
KF – Motion to approve Executive Committee composition - officers only. JamesL seconded. All approved.

VIII. Other Business

- ❑ Group photo – recommended for the annual report.

IX. Announcements – *See Calendar of Events

X. Adjournment

- JamesL – Moved to adjourn at 10:08AM; HG seconded the motion. All in favor.

Holly Grosvenor, AIA

Holly Grosvenor
Secretary

The primary mission of the RI Green Building Council is to transform the way buildings are designed, built and operated in the state of Rhode Island in order to promote environmentally and socially responsible, healthy, aesthetically pleasing and durable communities that protect the state’s cultural heritage and natural environment and improve the quality of life.