



CONNECTICUT GREEN BUILDING COUNCIL

MINUTES:

Board of Directors Meeting

5 April 2004, 4:00 p.m. – 6:00 p.m.

Location:

Connecticut Innovations, Inc. (Connecticut Clean Energy Fund), Rocky Hill, CT

Attendees:

John Amatruda (JA), Chair
Bryan Garcia (BG), Vice-Chair
Robert Maddox (RM), President
Steve Murphy (SM), Secretary

Paul Antinozzi (PA), Richard Barredo (RB), Bruce Bockstael (BB), Doug Disbrow (DD), Ken Dreitlein (KD), Katherine Faulkner (KF), Chris Halpin (CH), Martin Mador (MM), Michael Smalec (MS), Kim Trella (KT)

Absent:

Susan Brandes (SB), Frank Gagliardo (FG), Debra Lombard (DL), Mike Trolle (MT)

Business Conducted:

1) Call to Order

JA called the meeting to order at 4:15 pm.

2) Meeting Minutes

MS made a motion to adopt the Minutes from the February, 2004, meeting on the basis of JA's affirmation that the content accurately reflected the Board's discussion that day. The motion received a second from KT. The Minutes were approved by a voice vote of all the Board members in attendance.

3) Committee Reports – Education

- i. KT opened discussion by asking for responses from those who intend to be at the upcoming Spring Event at The Mark Twain House Visitor Center in Hartford (Monday, April 19, 2004). Possible names for the award to be given to the Mark Twain Center include the following: *Certificate of Recognition*, *Outstanding Building Design*, *Environmental Leadership Award*, and *Outstanding Building Addition/Renovation*. RB asked about the name of the award given to Norm Richards at the Mohegan Sun Casino last year. RM made the case for giving a *Certificate of Recognition* to those who sponsor the event and presenting the Mark Twain Center with the first *CTGBC Environmental Leadership Award*. Then he made a motion to adopt these proposals. KT provided a second. The Board voted in favor of the motion, with the exception of MS who voted his opposition. RM offered to take the award

certificate (to be supplied by BG) to Fox Laminating this week. BG said he would do Certificates for the sponsors as well. JA asked KT about the status of the LEED certification for the Mark Twain Center. KT said she did not know. RM said "We're pushing for a "silver level" certification. He said it would be nice to be able to announce that the certification is coming. RM said a press release (from CTGBC or USGBC) should be issued. He offered to coordinate the distribution. KT said the DEP and the Center are issuing press releases as well. There was discussion of the releases. KT is hoping for \$2,800 in sponsorships. Tom Condon or Steve Grant from *The Hartford Courant* will serve as the event's moderator. Deputy Commissioner David Leff will present the Center with the DEP's *Green Circle Award*. RM will give the CTGBC's Certificate to the Center. John Boyer, the Director of the Center, will be on hand to receive the awards. Kevin Smith, who designed the new Center, also will attend. KT said there would be hors d'oeuvres, wine, and tours of the facility.

- ii. KT said tickets are now available for the May 20th tour to New York City (Solaire Building et al). Then she asked if the CTGBC wants to sign on to presenting Residential Green Building seminars. Steven Winter Associates is doing these seminars, via a funding grant from the U.S. Department of Energy. The sessions are aimed at architects and the building industry. Entitled *Green Building Guidelines*, the seminars will be held around the State. KT asked if there was support for this initiative. Everyone agreed to support the effort. Next, KT said the Science Center of Connecticut is developing an initiative to teach children about climate change. She will be meeting with executives of the Science Center next week. She said the ECHO Science Center in upstate New York has a similar initiative. JA asked if brochures for the previously discussed events are shown on the CTGBC web site. KT said these events are listed, but not the Council's Fall events.

4) **Committee Reports – Membership**

PA said he did membership mailings this month and received some responses. The database is critical to increasing membership. It should be accurate so as to avoid sending out duplications. JA asked how many members there are currently. PA said 47. Then RB said four additional dues payments were received, for a new total of 51 members. JA asked how the "return to sender" letters should be handled. KD said the webmaster would deal with it. Forward any information to KD and he will get it in the right hands. PA said he has a "prospects list." KD gave a description of a good working database with a sorting mechanism included. PA requested that the database be fixed this month in order to avoid more confusion. KD said that names should be sent to him as they become available. JA asked about the categories or fields in the database. KF requested that KD print the list of fields for the Board. There was discussion of how to move names from different software documents to the CTGBC database. MM said there should be a single file with all names included (and no duplications). Who will maintain this file? KD said the webmaster is being paid to do it. PA said it's important for someone to be responsible for this function. There was general agreement that the webmaster should be that responsible person. KD said he would provide a format of the fields. JA said the web site needs to have the new Board members and their biographies available, as well as the Strategic Planning document. KD said they are available on the site now. RM suggested using the "Pay Pal" software to be able to receive money over the Internet for the CTGBC. The money would go from the payer to a Pay Pal account and then would be transferred to the Council. RB inquired if there is a fee for this. RM responded affirmatively. MM volunteered to investigate the Pay Pal option and to report back to the Board. RB asked if this function would be used for payments and registrations. Again, RM responded affirmatively.

5) **Treasurer's Report**

RB provided the Board with a hand-out that showed the financial condition of the organization.

6) Committee Reports -- Marketing and Publishing

MS reported that the Council had a table-top display at the Connecticut Invention Convention. Membership pamphlets and applications were available. There was a lot of interest, especially in regard to green residences. MS said he wants to do a color document on green residential buildings for handing-out or to be available on the web site. He noted that last year the Council thanked both teachers and participants at the Convention. KF said the Council needs to reach out to teachers more than it currently does. KD said teachers' names should be added to our database. KT said the residential seminar brochure was distributed at the convention along with other hand-outs. MS said he wants to organize a meeting to draft a letter for "teaming" with other organizations. This communication should be done "Board to Board." The letter would go to about ten organizations. It would offer use of our web site, the opportunity to co-sponsor events, and an offer to exchange membership lists. He would like this idea to be an action item at the next Board meeting. JA asked if it is necessary to provide our membership list to others. KT said other organizations have offered to post notices of our activities for their members' availability. RM said we should be careful in disseminating this letter. For example, how would organizations that we already are working with (AIA) deal with this solicitation? MS said the letter would be crafted to indicate our desire to step up our relationship with them. JA cautioned that the CTGBC "can't throw money at just anything, we're not big enough." KF said the Council should include IFMA (International Facility Management Association) as well. PA wondered if "teaming" would allow Council members to attend other organizations' events at their member prices. MS responded that "We're just opening a dialogue with others at this point." PA observed that it would be good to tout this discount opportunity as a member benefit. RM agreed. MS brought up the subject of corporate sponsorships. RB commented that this has been discussed in the past. RM said that different levels of sponsorship could be offered, thereby allowing different levels of benefits to the larger organizations. RB said such distinctions create chaos in the elections process. RM agreed, but asked "How can one company have the same vote as one individual?" MS said he is drafting a document on this topic. RM asked if the subject is "corporate sponsorship" or "corporate membership." MS responded that it touches on both areas. JA said he wanted to explore a "managed list of available products and services." The CTGBC would have to approve the information that vendors make available. MM warned that this could be tantamount to an endorsement of the products and services. RM disagreed, saying that the Council is providing information about resources – it is education, not marketing, he said. Of course, vendors would have to meet some minimal information requirements if they want to be included. JA said this would provide our members with information. It gives companies exposure. KT said the Council has to be careful here. KF and RM said there should be a "disclaimer" attached to such informational offerings. RM concluded that "It's a triple win – for members who are getting information, for companies or organizations who are offering things, and for the CTGBC as a revenue enhancer." JA said he would try to put together a description of such a program offering. KF mentioned the "logos" of participating sponsors for the invention convention. JA said the Council is just acknowledging our sponsors at this point.

7) Old Business

i. JA directed attention to the calendar of meetings for the rest of the year. The July meeting will be held on the 12th. Should there be a meeting in August? There was little interest expressed for holding an August meeting. The September meeting will be held on the 13th. RM suggested holding a Board picnic or some other work/fun activity. JA also noted that thought should be given to the election cycle. MM distributed a document about the *ListServe* communication function. He suggested that a "moderator" be named to run it for the Board. He volunteered to be the moderator. RM said it is a low-cost member benefit. JA asked if it should be available just to members or to the public. MM said there are advantages and disadvantages no matter how it is set up. JA said the Council might want to let selected "outsiders" have access to it. MM said Yahoo offers the function for no cost. He will not charge anything for being the moderator. There can be one or several *ListServes* for us to use.

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KD said he does not like the idea of giving the Council's member list to Yahoo. There was general agreement that control of the list should reside with the moderator. There was much discussion about how the *ListServe* would be set up. JA proposed doing an announcement. First, he asked for a motion to offer two *ListServe* services to members for a trial year. RM said he had a concern about too much "traffic." DD noted that some Board members had already left the meeting. He said all Board members should weigh in on this issue. KD said the Board should try the program first. Then, ask all members to respond as to whether they want the service, too. MM offered to proceed to set up a *ListServe* for Board members at this time. JA said he would send an e-mail message to all Board members, saying that we've agreed to do this.

- ii. BG shifted the Board's focus to the Connecticut climate change policy process. He distributed related documents and discussed climate change issues. RM noted that State Representatives Caron and Mushinsky, as well as State Senator Gaffey, are looking to promote the use of the LEED standard for schools. MM added that there might be a legislative requirement for 2% extra bond money for school construction projects this year (amounting to about \$3 million to utilize LEED). RM said the CTGBC should support this idea. MM said the Council is just offering "expert advice" on the issue. RM added that "We're just helping to bring together people to develop a concept." There was much discussion of how far the CTGBC can go with this. There was general agreement that the Council cannot do any "lobbying." KT suggested the creation of a "Schools Committee" to put together an information package. DD said he has met with green building advocates in New Jersey. "They are 12-15 months ahead of us." Case studies on what is happening there are available. MM pointed out that no one is working on green schools in Connecticut. "There's an opportunity here if we want it." JA asked if promoting a green agenda impacts the State employee members of the Board. RM said the CTGBC's State employees are safe as long as the Council "doesn't go off the deep end" in its advocacy efforts. RB said there is a restriction on tax-exempt organizations – they may spend only a certain percentage of revenues on aggressive efforts. BG said the Council would only have to obtain a small grant to get the schools effort underway. MM said all we are doing is gathering information. BG continued that, assuming we have funding, the CTGBC would develop a report on green schools. MM said "that's not lobbying." BG said the effort would involve about six months of assembling data and then doing a report to the Governor's Steering Committee on Climate Change. MM said the content of the report should be kept general. Other states have done this, he said. For example, California devised the "Chips" (CHPS) program, which goes beyond the LEED Standard. Massachusetts got a grant to make CHPS applicable in that state. MM suggested that CTGBC collaborate with the Massachusetts people to make the program more regional. DD agreed, saying that the Council's Strategic Plan mentions a regional approach to green building efforts. JA asked BG what he needed from the Board to get going. BG responded that he needs more time to develop the concept. KD said the Board would need a recommendation for what we should do on this. RM said schools are a big target area. MM said the Council may need to hire someone to coordinate the development of the report. RM agreed. RB clarified that the Board was talking about an outside consultant.

8) Adjourn

RB made a motion to adjourn the meeting. It received a second from DD. The Board members present agreed to adjourn.

Respectfully submitted,
Stephen D. Murphy