



# SAN DIEGO GREEN BUILDING COUNCIL

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

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DPR Construction

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### EXECUTIVE DIRECTOR

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## Meeting Minutes - #56

San Diego Green Building Council - Board of Directors and Steering Committee

**Meeting date:** May 7, 2013

**Meeting time:** 5:00 PM – 7:00 PM

**Location:** DPR Construction, 5010 Shoreham Place, San Diego, CA 92122

**Minutes submitted by:** Tanya Goyette

**Board Members Attendees:** Avery Kintner, Walt Kanzler, Sean Hulen, Lucia Stone, Beth Brummitt, Bill Barnard, Micah Mitrosky, Robert Thiele, Thomas Del Monte, Zach Pannier, Danielle Horton, Matthew Porreca, Jacques Chirazi

**Board Members Absent:** Barbara Fanning, Daniele Horton

**Steering Committee Attendees:** Kelly Thompson, Tanya Goyette, Paulina Lis, Kyle Hyman, Adam Pascu

**Other Attendees:** Douglas Kot, Renee Daigneault

### 1. Board Meeting called to order

(5:14 PM) Zach called the meeting to order.

### 2. Opening Round

(5:15 PM) Attendees updated Board and Steering Committee and shared thoughts.

### 3. Agenda Approval

(5:32 PM) The agenda was approved by Micah Mitrosky and seconded Matthew Porreca.

### 4. Meeting Minutes Approval

(5:33 PM) The meeting minutes from April 2013 were approved by Avery Kintner and seconded by Bill Barnard with two corrections – WBC energy savings and Board Retreat date.

### 5. Conflict of Interest

(5:34 PM) The Board and Steering Committee attendees expressed no conflict of interest with the agenda.



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## 6. Break Out Session (5:35 PM)

### FY 2014 Budget

The fiscal year runs July 2013 – June 2014. Doug wanted to put forward a proposed budget during the meeting so Board can vote on it. As it stands, there is a current shortfall projection. This meeting is meant to brainstorm ideas for overcoming this shortfall.

Avery discussed how they derived the baseline for the budget based on our fiscal performance from last year. Events that were beneficial to the chapter were pulled out of the budget. Avery and Doug will finalize budget in the coming weeks.

Doug reviewed the budget in detail:

**-Committees/events:** Every committee carries an independent budget with an associated labor burden. Need to discuss ways to help support committees without staff support. New line item: Solar Decathlon. Potential event for fiscal year: Steve Ritz-cannot do this event without specific sponsorship and support.

**-Sponsorship:** Income has stayed the same the past couple of years (between 80-90K).

**-Expenses:** Doug mentioned we need to increase staff salaries, fund a different kind of Board retreat, different marketing, discuss September conference. He contributes delta to structural deficit.

**-LEED faculty:** Doug asked if anyone would be willing to become a LEED Faculty representative for the chapter. Currently, he has done all the LEED Faculty training which is time consuming and an expense in time and money. In the next nine months, Doug sees a bigger demand for training (LEED test prep being one avenue) and would like to put a structured program in place to have Board/other chapter members volunteer once or twice a year to teach.

**-Budget discussion outcome:** Doug asked what commitment Board can make to lessen gap between income and expenses. Zach - we had success in getting funding for items not reflected on our budget. Robert – most of our successes came from educational programs we've gotten funding for and our focus can be on revenue generating education. Paula – integrate a new membership structure, more incentives for partnerships, have committees take on more responsibility without staff support. Lucia – a profitable event was Green Apple Day of Service. We can use that as a possible model for other events. Doug – Board and committee chairs need to know who sponsors are and find ways to maintain relationships with them. For the committees-have discussions within the committee to reduce structural impacts and raise bar to bring in revenue stream.

### Nesting and Matrix Development

Doug shared one of the takeaways from the Board Retreat in February, the notion of building campaigns. Doug referred to the handout: On the left, programs are nested by inventory; on the right are questions (campaign components) around what we want to measure and begin to



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assess. The intent of this matrix is to take the temperature of the organization and identify what we are doing well, where we aspire to go, and where we have structural deficits. As a chapter, we have never fully assessed what we are doing. A task force will create a scoring rubric and help fill out the matrix. From here, we will build “campaigns” around certain topics.

The Board and committee chairs checked which programs they have heard of and worked on answering the first question: Micah – shared that the goals must be measurable goals. For example, contact hours of education can be used as a base metric. Doug mentioned that K-12 and conference are two new initiatives listed as programs.

Doug asked: Of the programs you know, are there philanthropic opportunities we may be missing? How do these programs support the chapter’s mission and vision. Tanya suggested a focus on schools/Green Apple Day of Service with potential sponsors/supports being local universities, corporations, banks, any for-profit organization interested in “green STEM” education, community colleges who want to green their campuses...

Discussion outcome: Doug wants a few people to develop scoring rubric. Everyone present is tasked to spend an hour with the matrix and assess no more than 10 and no fewer than 3 questions. Another task force will be created to process the information. A few things to note: Are these the right questions? Is there anything missing? We also need a place to provide feedback on the matrix. The budget will need to be recalibrated to align with findings of the matrix. We also want to assess the effectiveness of our committees and our programs. How can we make committees more effective to our organization?

## Other

-California Advocacy Day recap: Walt summarized what happened during the April 17 event in Sacramento. Four chapter reps met with local legislators and made some good connections. Greg Katz made a presentation on CO2/energy conservation. Walt saw a momentum towards sustainability. Net zero energy is one of our state goals; there is a lot going on in this arena. See Walt for more information or if you would like to be involved. Micah has experience in this area with her work with the Sierra Club and is willing to help advise. Doug would like to create a local advocacy group to advocate in Sacramento-there is an interest to hear another voice from the building industry.

-Events:

- VIP tour for Marine Corp Depot (May 16).
- Energy Showcase with SDGE (Balboa Park Cultural Partnership will be receiving an award at this event).
- Living Future (Seattle)
- Eco Districts (Portland)
- CACI event: Need speakers-contact Doug if interested
- SANDAG workshops
- Bob Birkabile (June 29) for AIA event at Mission Bay High School. Walt is looking for coordination on this event.



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**Next Board Meeting will be held on June 11 at DPR.**

**Closing Round and Adjournment:**

(7:20 PM) The Board shared their closing comments about the meeting. The meeting was adjourned at 7:20 PM.

**Meetings for the year ahead (2013): June 11, July 9, Aug 13, Sept 10, Oct 8, Nov 12, Dec 10**