



**BOARD OF DIRECTORS MEETING AGENDA**  
**14 Maple Ave, Morristown, NJ**  
**Wednesday, March 13, 2015, 5:30 pm**

<del>Corrigan, James</del>	Kalisher, Aaron	Richardson, Jed	Topping, Daniel	Block, Florence
DeHaut, Timothy	<del>Kasper, Tracey</del>	Rodriguez, Nicole	Woodruff, Gregg - Treasurer	Garrigus, Mary Ellen
DeVos, David - Secretary	Merolla, Vance	Seliga, Ed – Imed Past Chair		<del>Villere, Medea</del>
Gallagher, Zach – Vice Chair	Meyer, Ana	Taylor, Faith –Chair	AJ Sabath - Advocacy	<del>McClellan, Harry</del>

<b>TOPIC</b>	<b>Discussion</b>	<b>Action Items</b>
Roll Call (quorum is 2/3 of 14 = 10)	Meeting called to order at 5:50 by FT, have quorum	None Required
Approve Agenda, Conflict of Interest, Antitrust Policy	Reviewed and approved	None Required
Approval January 2015 Board Meeting Minutes ( <a href="#">Attachment</a> )	Motion made to approve minutes, seconded and approved	None Required
Advocacy Report ( <a href="#">Attachment</a> )	AJ Sabath reviewed Advocacy Report. Questions were asked and answered.	AJ to create endorsement letter for legislators to send to database
2015 Proposed Budget Draft for Discussion and Board Approval	GW/FB reviewed Budget. Budget assumes 50% of requested grant funds as it is not approved yet – and it is felt that the Gala revenue projections need downward adjustment. Suggestion to evaluate feasibility of a lower gala individual ticket price to \$250.	Green School video should be included listed - \$10,000
Executive Director’s Report	<u>Value Proposition – Members and Partners</u> : Reviewed and	Directors to review Value

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<ul style="list-style-type: none"> <li>• Draft Value Proposition for Sponsorship/Membership for Discussion and Concurrence</li> <li>• Grant Update</li> </ul>	<p>asked for comments from Directors.</p> <p>Grant: expecting know if awarded by March 20th</p>	<p>Propositions for Members and Partners. Send FB comments.</p>
<p>Draft Action Items as output from Retreat for Discussion and Concurrence by Board</p>	<p>FB Reviewed Recommended Solutions from Retreat Breakout sessions with discussion following. <b>SEE Draft Action Items from 2015 Retreat Breakouts – Below are comments from Directors and Staff</b></p> <p><u>Metrics</u>: VM handed out preliminary Metrics created out of Retreat Breakout Sessions.</p> <p><u>LEED Buildings</u>: Suggested that Staff maintain tally of LEED building square footage and number of certified building to track the direction upward or downward. This information to be used in the education process of building owners and other stakeholders.</p> <p><u>Membership</u>: Are members satisfied and can Chapter do better? How to retain membership and attract new members? Do another membership survey.</p> <p><u>Track Sponsors and Partners quarterly</u>: Consensus is to align the priorities of the Partners with the allocation of their sponsor dollars and customize which initiatives receive funding: i.e., Advocacy, Green Schools, Research Studies, Scholarships, etc. Place asterisks next to Line items that are in line with National Requested review with comments sent to FB when second draft issued to board by end March.</p> <p><u>Education</u>:  <u>Trainers</u>: Develop Job Description for Trainers and pipeline of USGBC NJ trainers for GPRO, LEED, and Customized</p>	<p><u>Metrics</u> – send to Board for comments by March 20<sup>th</sup>.</p> <p><u>Membership</u> – issue a survey to determine priorities of members and what their wish list is for the chapter to address to increase satisfaction and increase retention</p> <p>Develop Goals for Sponsors and Partners numbers and dollars.</p>

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	<p>workshops. Match skill sets with requirements.</p> <p><u>Green Apple Day of Service (GADoS):</u>            EPs to have increased involvement with Green Schools.            FB/FT to write introductory letter about Green Apple Day of Service to be given to schools.            Companies can offer volunteers for GADoS.            Center for Green Schools have sample projects and provide structure. Medea, and Nicole will work with Kara Angotti as point person to reach out to schools.</p> <p><u>Take Kids to work day</u> – Wyndham and Chubb have programs for children.</p> <p><u>Green Building:</u> Follow up meeting to be held on March 13<sup>th</sup>.            Action Items to be reviewed.</p> <ol style="list-style-type: none"> <li>1. Zach: Re-Engage Universities / EP (Rutgers, NJIT as priority - Due by 3/20</li> <li>2. All: Background Review               <ol style="list-style-type: none"> <li>a. Review initial tasks outlined to Capstone and make recommendations on refinements given retreat discussions - due 3/27 (document entitled "140728 - Integrative Capstone Proposal" ...)</li> <li>b. Review COSTAR, NACREIF , Cost of Green to refine framework &amp; action plan (Sent by Aaron) - Due by 3/27</li> </ol> </li> <li>3. Hold initial partner discussions, addressing confidentiality concerns/geography &amp; review building list with recommendations for target partners/buildings - Due 3/27               <ol style="list-style-type: none"> <li>a. Dave: Prudential</li> <li>b. Tamer: Verizon</li> <li>c. Zach: Green Schools</li> </ol> </li> <li>4. Close the Door on Sales Assumptions / Research Sales Data - Due by April 15-April 30</li> </ol>	<p>GADoS – AM and NR to brainstorm ideas for programs.</p> <p>Take kids to work day – Mary Ellen will get presentations from Chubb and Wyndham</p>

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	<p>a. Jim/Dave: Office</p> <p>b. Tamer/Aaron: Retail - web followed by calls (Dave contact at Kohls)</p> <p>c. Dan: Residential - USGBC NJ not tracking certified homes??, Dave will look to send it Dan's way if available</p> <p>d. Schools: Zach (N/A Sales, however Zach to coordinate with Kara, Jason and Florence to bring in completed data for Schools, leverage some framework)</p> <p>6. Zach - Revise Capstone proposal and review initial data findings with George S - May 15</p> <p>7. Zach - Final application to Capstone - July 1</p> <p><u>Organizational Excellence</u> – Review Sponsors/Partners Lists. Find connections with Board relationships and Partner Organizational goals and target the ask accordingly. Strategically ID chapter initiatives that may appeal to certain companies and customize the package. Develop Collateral Material for each type of Ask - Organizational Partnership or Event Sponsorship. Provide on-line links to case studies. Be prepared to answer questions about operating expenses – what percentage is administration in total operating costs of Chapter? Show where money is used – allocation to specific categories with visuals such as pie charts. Create visuals for memberships and partnerships.</p> <p>As an example of Sponsor support of event - Use Summer Social's STEM – LEED on the Beach as an example of outreach for urban children.</p> <p>FB to meet with S3 Agency next week.</p>	<p>FB to issue draft by 4/1 and is working to recruit new PR team.</p> <p>FB will provide % of operations to overall budget.</p> <p>Send out list of potential Partners/Sponsors to Directors. Ask is to pick one company to approach.</p>

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	<p><u>Branches, Committees and Local Events:</u>  Tim DeHaut volunteered to be Board Liaison for Branches  Each branch will have 3 events per year and a collaborative event with another organization.  Leverage exposure to businesses to branches and committees for value proposition and retention as well as identifying partnership/sponsorship opportunities.</p> <p>Staff should have presentations pre approved by various credentialing organizations as well as deferring the appropriate presentations as “self reporting”</p>	
Upcoming Events	<p><u>EP/ND committee:</u> June event – tour of LPCCD, Date TBD</p> <p><u>Central Branch:</u> Summer Social, day and evening, Jenkinsons South, 8/20 – waiting for contracts – Date may change according to availability</p> <p><u>South Branch:</u> rescheduling event with Mitch Carpen and evening networking event with BPU Commissioner</p> <p>See 2 mons at a glance in Board folder in Dropbox</p>	
New Business Identification of Golf and Gala Chairs and Committee	<p><u>Golf:</u> FB asked J Corrigan to be Chair of Golf Committee. Waiting for answer.</p> <p><u>Gala:</u> Date confirmed for 10/30 at Montclair State University. Discussion on individual ticket price for Gala. If the pricing were less, would Gala have additional attendees?  Would like Marketing/PR volunteer for committee.  FB to ask Anastasia Harrison to chair Awards Committee. Ask EPs to serve on committee.  Will have Silent Auction. Directors were asked to consider asking their vendors and for donations of silent auction items.</p>	<p>Answer from J Corrigan re: Golf Chair</p> <p>FB to run financials if \$250 ticket price is feasible for Gala.</p> <p>AM to reach out to Marketing person from Montclair State about volunteer opportunity</p>

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	<p><u>East Coast Green</u>: Spearheaded by Jason Kliwinski. Event to be held in June, 2015. USGBC NJ not to co-sponsor but consider possible offer in kind. Keynote Speaker not yet identified and event details not finalized.</p> <p><u>SURE House</u>: Verizon Wireless hosting Dinner for Stevens Students involved with SURE House on 3/16 at Grain House in Basking Ridge.</p> <p><u>Amazon Smile Program</u>: 501c3 organizations can receive .05% on qualified purchase. Could provide an ongoing income stream for USGBCNJ</p> <p><u>Rider University</u>: Student Chapter has been accepted by USGBC. April 30- Symposium for High School Students – put flier on Website.</p>	<p>Need PR for USGBC NJ involvement with SURE House.</p> <p>MEG to Research Amazon Smile program</p> <p>MV to Place on website, 4/30 symposium for HS students at Rider to be posted.</p>
Adjourn	<p>Next Meeting May 13 , 2015 , Morristown office, 5:30 – 7:30 pm  Motion made to adjourn meeting, seconded and approved.</p>	<p>Meeting Adjourned at 8:20 PM</p>