



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

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

TOPIC	Discussion	Action Items
Roll Call (quorum is 2/3 of 13 = 9)	Meeting called to order at 5:45 by FT, have quorum	None Required
Approve Agenda, Conflict of Interest, Antitrust Policy	Reviewed and approved	None Required
Approval March 2015 Board Meeting Minutes (Attachment)	Motion made to approve minutes, seconded and approved	None Required
Advocacy Report (Attachment)	AJ Sabath reviewed Advocacy Report. FB and AJS are working with Unions and Trade Organizations about grant opportunities. Jason will develop customized and webinar courses	None required
Financial Report	Good News – New grant approved in April. Should be in black in 2 ½ months. Income related to Partnerships is down this year. Grant expenditures budgeted this year at \$10,000 - \$8500 already spent. Non budgeted items will need approval once identified.	

TOPIC	Discussion	Action Items
	<p>S3 – New PR agency – recommended by FT. S3 understands who we are and works with nonprofits. Initial proposal was \$40K for redevelopment of the website – change not just the home page but to render the system mobile friendly and updated to today’s technology standards. Will also create sponsorship and membership kits that can be emailed out and printed. Will also create email template.</p> <p>FT – in on line world of internet and cell phone, we are content rich but need to be simpler for people to understand, S3 is smart, bright shop and very creative.</p> <p>Metrics to measure success – strategy and brand – connect goals to communication and marketing.</p> <p>Recommendation to move forward</p>	<p>TDH had contract comments for FB.</p>
<p>Partner and Member Value Proposition for Adoption and Integration to Chapter Communications Outlets</p> <ul style="list-style-type: none"> • Content has been adopted • Case studies and links to be prioritized • Operational overhead is 25% of overall expenditures 	<p>FB asked Directors to look at links on value propositions and prioritize them and approve content.</p> <p>S3 has reviewed value proposition and links and agrees they are marketable.</p> <p>Operational overhead- ES believes 80% is much better than 75%. FB will try to get to 22%</p>	<p>S3 to do presentation at next board meeting.</p>
<p>Status of NJ DOL Grant</p>	<p>USGBC NJ received DOL approval for a grant in the amount of \$362,000. Chair acknowledged all the hard work it took to get the grant.</p> <p>FB will focus on Trade Associates, Webinar – Live and prerecorded (60 Min, 90 Min, 4 hour and 8 hour)</p> <p>Veritiv– used to be known as Unisource – property management, green cleaning, publishing & transportation – to train 300 marketing people in green cleaning sector - it is an</p>	<p>Board asked to consider their company as recipient of grant training.</p>

TOPIC	Discussion	Action Items
	<p>approved grantee. Other current approved companies include Torcon, TD Bank, Appraisal Institute, PNC</p>	
<p>Updates of Golf, Gala and Branch Events</p>	<p>See two months at a glance in Board Folder in Dropbox</p> <p><u>North Branch</u> – 5/14 - Networking event at Hamilton Park <u>ND Committee</u> – 6/12 – Tour of LPCCD <u>Central Branch</u> – 6/30 – Networking at Triumph Brewery <u>EP Committee</u> – 6/24 - Summer Kick Off <u>South Branch</u> – 6/30 – Evening with Mitch Carpen <u>Central Branch /USGBC NJ</u> – 8/19 – Summer Social</p> <p>GALA – Suggestion of Live Auction on high end donations. Caitlin of Wyndham will manage the silent auction again this year. Ideas include: Sell centerpieces. Use Electronic Bidding</p> <p>Golf – Need additional players and sponsors. Asked Board to make connections with their list for golf attendance.</p>	<p>MEG – send to DT and AK list of previous year’s attendees for calls</p>
<p>New Business And Wrap up</p>	<p>Sponsorship Committee – Proposed that it should consist of Board member and I person from each branch.</p> <p>Need policy on branch sponsorships – what to expect at chapter level. 2015 is investment year with breakeven policy statement.</p> <p>Thought might be to consider commission paid position for sponsorships – such as Isabel Turner Model.</p> <p>East Coast Green – June 17 at NJIT. Chapter will co-sponsor with AIA.</p> <p>Organizational excellence – strong foundation on what we would like to do: recruiting board members, establish personnel</p>	

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	policies and procedures. FB will draft employee handbook and consolidate existing branch and committee policies into one document	
Adjourn	Next Meeting July 8 , 2015 , Morristown office, 5:30 – 7:30 pm Motion made to adjourn meeting, seconded and approved.	Meeting Adjourned at 8:20 PM