

# WNCGBC

## Board Meeting Minutes

Date of Board Meeting: August 3, 2009



Total Absences	#
Boone Guyton	1
Camille Victour	
Carl Donovan	
Chad Lloyd	
Daryl Rantis	1
Emily Coleman-Wolf	
Hans Doellgast	1
Isaac Savage	1
Judy Dinelle	2
Kevin Ward	1
Marcus Renner	
Nancy MacDonald	1
Paul Reeves	1
Matt Siegel	1

**Present:** Camille Victour, Carl Donovan, Chad Lloyd, Daryl Rantis, Emily Coleman-Wolf, Hans Doellgast, Isaac Savage, Marcus Renner, Nancy MacDonald, Judy Dinelle, Kevin Ward, Paul Reeves

**Not Present:** Boone Guyton, Matt Siegel

### OLD BUSINESS

- July 6 board meeting minutes.** Approved as written
- Committee Reports:** Emily created a template for committee reports so that they will be more uniform and complete. Check your email.
- Treasurer's Report** by Emily Coleman
  - See attached report Finance Committee met 7/27/09
  - \$2,000+/- profit this month due to income from Directory and Appalachian Offsets.
  - Something must be done to change our course—we cannot sustain such serious shortfalls every month as we have been seeing.
  - Factors affecting our numbers are that builders are delaying HBH project registration until later in the project instead of at the beginning, class attendance has been good, membership renewals have been slower.

- Dashboard Interpretations: Membership numbers are lowest of the year, but some are upgrades or downgrades, not cancellations; HBH is almost the same as last year; Payroll & healthcare savings reflected.
- Audit is completed and came back with no problems to report.

#### 4. Grants

- CDBG grant for energy efficiency improvements—disbursement expected in August.

#### 5. Candidate Forum:

still under discussion, no formal dates or format decided. It was agreed that it would be good to partner with other like minded organizations.

- Boone will help Matt create a work plan to get this going.
- Ex Comm suggestion was to have a general member help get this going.

#### 6. Glen Rock Hotel:

- Tour by board planned for Noon Aug. 4 Meet on site at Depot Street.

#### 7. Website

- Homepage Project Highlight Contest** Chad motioned, Isaac seconded, to accept Ex Comm's recommendation to have the 12 Main Page projects be any type of green project (with bonus points for HBH) and the 12 projects for HBH page highlight to be HBH certified projects.

#### 8. SEE Expo:

- Isaac is heading up the committee working on this. Possibilities include helping to outreach to the WNC Home Builder Associations (HBA's) and other groups.
- Board Members are requested to put in time at the WNCGBC booth. Matt will create a sign up schedule. Dates of the SEE Expo are Aug 21-23.

### NEW BUSINESS:

None proposed. Board met in Executive Session to discuss budget shortfall problem. See notes following this report

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Next Ex Comm meeting is Tuesday September 1, Noon, @ Home Energy Partners. BYOL

Next Board meeting/Committee Meeting: **Monday, Sept. 14, 5:30 PM, LOCATION TBD**

*Note—next meeting is rescheduled from Labor Day to the following Monday.*

# EXECUTIVE SESSION

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**Instead of Committee Meetings, we met as a group to brainstorm on how to address the serious budget problem we are facing.** Full Report and presentation to the board on the current situation and foreseeable future projections by Matt and the Finance Committee will be expected at the next board meeting. Matt and the Finance Committee will work together to create a Plan of Action for a long term solution to address the continuing monthly shortfall. **The following are some ideas that committees can pursue and Matt can investigate further.**

1. Seek in-kind donation of website design in exchange for publicity on our website. Isaac knows someone at Integrative who might be willing to work with us on this. Anybody else know a good website designer that needs some good PR?
2. Revisit the contract arrangement with Mountain Express regarding on-line advertisements on the directory website. We get 50% of this revenue but the perception of the public is that this is our website. Is this a fair arrangement? Should it be tweaked?
3. Are there any places in the budget to cut, especially regarding staff costs? Health care, paid time off, salaries etc? Finance Committee will look at this and make a recommendation.
4. Charge more for the HBH consultation time with Maggie? Charge more for first time builders, less or same as now for repeat builder? Look at the whole package of what \$250 buys and evaluate how much time Maggie spends on this to see what we should be charging.
5. Charge \$99 for the HBH prep class instead of \$49? The class is always full which shows high demand and that it is a good value to the builders who take it.
6. Raise the fees for all the other classes \$10 or so?
7. Allow sponsorship opportunities to subsidize the cost of the classes. For example, Green Guys Electrical Service provides the snacks and pays the room rental fee in exchange for being allowed to give out flyers or business cards and have a 1 minute speech before the class starts &/or to network with participants before class.
8. Website committee will look at how to expand income generation from the "real estate for sale" website page as part of the new website design.
9. To the greatest degree possible, the committees charged with implementing Strategic Plan Objectives need to find ways to fund those objectives rather than expect the general budget to absorb them. This goes for GBC existing programs as well. All should be self-sustaining or adding to the budget, not draining the budget.