



2101 L St. NW  
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# MINUTES

## Chapter Steering Committee

Meeting date: Dec. 1, 2010 4-5:30 p.m. Eastern

Minutes approved: January 12, 2011

Member	Title	Attendance
Kathy Zarsky	South Central CSC Chair	X
Tim Murray	South Central	X
Tom Good	Upper Northeast	X
Jackie Henke	Upper Northeast	X
Renee Jimenez	West	--
Dana Kose	West	X
Amy Wortman	Northeast Corridor	X
Peter Caradonna	Northeast Corridor	X
Jay Guerra	Heartland	--
John Albrecht	Heartland	--
Elaine Hsieh	Pacific	X
Paul Poirier	Pacific	X
Nell Boyle	Southeast	X
Chris Ladner	Southeast	X
J. Beattie	Florida/Caribbean	--
John Toppe	Florida/Caribbean	X
Ed Wansing	Emerging Professionals	X
<b>Staff:</b>		
Richard Graves	Vice President of Community	X
Amy King	Director of Chapter Community Development	X
Clare Magee	Chapters Associate	X

### Our Purpose:

The Chapter Steering Committee (CSC) is an integrated group of chapter community leaders that is charged with providing USGBC with relevant expertise, stakeholder perspectives, market intelligence, best practices, lessons learned, innovation and vision to strengthen and empower USGBC's chapter community in accordance with the USGBC Mission, Guiding Principles, and Strategic Plan goals. In this capacity, CSC is the primary body for the development of chapter-related policies and procedures; furthermore, the CSC provides advice and recommendations on all USGBC chapter-related policies and procedures. The CSC is also charged with providing feedback and recommendations from the chapter community to the USGBC and Board.

### Agenda

Chapter Steering Committee Chair Kathy Zarsky called the meeting to order at 4:05 p.m. Eastern. A quorum was present.

#### 1. Opening Round and Conflicts (All)



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No conflicts were stated.

## 2. Recognition of Guests (Richard Graves)

Thom Lowther, VP for Education  
Punit Jain, USGBC Board

## 3. Administration (Kathy Zarsky)

- a. Approval of November Minutes
  - Approved via absence of paramount objection
- b. Approval of Today's Agenda
  - Approved via absence of paramount objection
- c. Next Call: Jan. 12, 2011
- d. Next F2F Meeting: TBD

## 4. National Updates (Richard, Thom Lowther and Amy King)

Amy King provided an update from the Chapters Department. The Chapters budget was approved by the USGBC Board. Information on the 2011 regional committee budget was delivered and included instruction on protocol for spending funds. Any questions can be directed to Amy King or Emily Amarel on the Chapters team.

Your feedback is encouraged via the chapter staff satisfaction survey. Please encourage your chapter peers to complete the survey.

### *Education Update:*

Thom Lowther provided an update from the Education Department. The contract for the Chapter Delivery Partners (CDPs) is complete. It was distributed the first week of December and is due back the week of Dec. 20. This document is more of a license agreement, in which CDPs are empowered to deliver education in their respective territories. There is more flexibility with regard to pay structure, and who can teach. The new format has been welcomed by the CDPs and the Collaborating Chapters, as this was a joint project.

During 2011, Education will expand eLearning capabilities. There is a variety of courses already online, to include on-demand, instructor-led, webinars, webinar subscriptions, case studies and podcasts. The department has partnered with a publishing company to draft phase one of a publication and online delivery contract (for distribution in early 2011) that will likely cover higher education, international education and case studies. Education is also increasingly bundling education publications and products that can be offered at a discount to chapters. And staff published instructions about how to establish and facilitate exam prep study groups using the USGBC Core Concepts, and other related study materials.

The full launch of the National USGBC headquarters virtual tour is delayed until Dec. 20. The preview, demonstrated at Greenbuild, is available for free at <http://www.resourcemediatv.com/tours/usgbc>. Education is developing a virtual tour project outline that would involve a few chapters next year and more over the succeeding five years. Once the site is operational, USGBC education will announce the "50 in 5" program: 50 Virtual LEED tours from across the country and around the globe within the next 5 years.



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December and June are excellent opportunities to offer “procrastinators” education programs for the A/E industry. The majority of the professionals in A/E industry hold a license that requires mandatory continuing education (MCE) to maintain their license in a given state. Annually, Dec. 31 and June 30 are deadlines. All USGBC national-approved courses qualify for architects’ MCE licensing requirements, and most are accepted for engineers, landscape architects and interior designers. Next August you can begin to include LEED APs with specialties and Green Associates who are in contraction, as well as 50 other professional groups. It’s wise to plan now for summer 2011 education program delivery.

**5. Action: Charlotte Region Hardship Letter**

On Nov. 8 the Charlotte Region Chapter submitted for a waiver of the USGBC Membership policy requiring 75 percent of officers to be employees of national member companies. Exemption was denied. The letter will be amended to express national’s willingness to help convince employers to join USGBC. This policy shall be clarified in election guidelines, to communicate that such chapter board ratios are minimum standards, and exceeding them is encouraged. Any suggested revisions to policy shall be addressed through the Governance Working Group.

**6. Discussion: National Board Election**

Public candidates merit public dialogue. Public discourse will be encouraged so chapters can effectively endorse candidates. The next objective should be determining a more reliable means of getting the vote out.

**7. Discussion: 2011-2012 CSC Work Plan (Kathy, Richard)**

Election Guidelines and the role and charge of the regional committees are being compiled by the Governance Working Group. The proposal by the CSC at the last face-to-face meeting was dissected into specific action items. Regional committees, the CSC and Emerging Professionals will have distinct election guidelines. The regional committee role and charge will be proposed to the CSC at the January call.

The charter was approved by the USGBC Board, and a transition plan identifying perspectives and processes will be compiled. The transition plan is the work of the broader CSC. The committee will determine which working groups should be in place. An effort will be made to ensure CSC candidates have the ideal qualifications to meet the needs of the committee. Each CSC perspective will be accompanied by precise, stringent guidelines. CSC members can distribute the outline of the regional committee role & charge and the regional committee election guidelines to their respective regional councils so leadership can commence work on transitioning. Kathy, John Toppe and Peter Caradonna shall develop a template by which to instruct regional committees on the staggering of terms and alignment of local elections in January.

An initiative-based working group will be founded that serves to align initiatives across the chapter network with USGBC’s Strategic Plan. This body can generate strategic initiatives to inform all working groups, and determine where money can be sourced to support these initiatives. Some of these initiatives will be USGBC national’s, but others will be grassroots, bottom-up priorities developed by chapters. The CSC shall determine how to establish the infrastructure to facilitate this and engage all chapter leadership. The intra-regional working group suggested by Dana Kose will be presented in proposal format during the January call.



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## 8. Discussion: Reports

- a. Board Leadership (Richard)
- b. Board Nominating (Tom Good)  
No meeting was conducted in November. The next meeting is slated for the second week in December for the purpose of reviewing election results. Feedback on the election process has generally been that it's difficult to define perspectives satisfactorily. There is a significant range in the number of applicants from category to category.
- c. Emerging Professionals (John Toppe)  
Elections were held earlier in the week. Ryan Murphy is the incoming president of the EPNC. The committee is planning the 2011 EP retreat.
- d. LEED Steering Committee (Elaine Hsieh)  
New draft of LEED is still up for comment. The Volume program and LEED automation were unveiled at Greenbuild.

## 9. Closing Round

The meeting was adjourned at 5:46 p.m. Eastern.