



MINUTES

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Chapter Steering Committee

Meeting date: October 3, 2011, 8-5:00 p.m. Eastern
Meeting room: Fairmont Hotel Toronto, Quebec Room
Meal room: Fairmont Hotel Toronto, Manitoba Room
Minutes Approved: November 2, 2011

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.

Member	Title	Attendance
Kathy Zarsky	South Central CSC Chair	•
Richard Graves	USGBC Staff, SVP of Community	•
Tim Murray	South Central	•
Jackie Henke	Upper Northeast	•
Jodi Smits Anderson	Upper Northeast	•
Renee Jimenez	West	•
Amy Wortman	Northeast Corridor	•
Peter Caradonna	Northeast Corridor	•
Jay Guerra	Heartland	•
Paul Poirier	Pacific	•
Ross Yamasaki	Pacific	•
Nell Boyle	Southeast	•
Vincent Pieri	Florida/Caribbean	•
John Toppe	Florida/Caribbean	•
Tracie Hall	Chapter Staff, New York Upstate	•
Sheri Brezinka	Chapter Staff, Minnesota	•
Jason McLennan	Chapter Staff, Cascadia	•
Marc Schreiber	Emerging Professionals	
Staff:		
Meredith Kennedy	Manager, Chapter Community	•
Lauren Elasik	Associate, Chapters	•

Note:

Proposals and recommendations will invoke the following decision-making steps

Short format - (for items identified as proposals or recommendations): 1) present 2) react [yes/no] 3) amend based on reactions 4) round 5) discuss 6) round and consent

Long format - (for issues and concerns): 1) explain item 2) questions / explore issues 3) consent on issues 4) collect ideas [round] 5) creatively bridge ideas & attune 6) confirm proposal addresses all issues 7) write/ read decision 8) consent round 9) decision is made when no paramount objections exist

Agenda

Chapter Steering Committee Chair Kathy Zarsky called the meeting to order at 8:14 a.m. Eastern.

- 1. Breakfast with Executive Directors and EPNC (All) (8:00a to 8:30a)**
- 2. Opening Round and Conflicts (All) (8:30a to 8:50a)**
- 3. Recognition of Guests (Kathy Zarsky) (8:50a to 8:55a)**
- 4. Administration (Kathy Zarsky) (8:55a to 9:00a)**
 - a. Approval of September Call Minutes
Minutes approved via lack of paramount objection.
 - b. Approval of Today's Agenda
Agenda approved via lack of paramount objection.
 - c. Next Call: November 2, 2011
 - d. Next F2F: TBD
- 5. Integrated Business Plan Update (Meredith Kennedy) (9:00a to 9:15a)**

Meredith acknowledged that the large chapter EDs were meeting simultaneously and would be discussing the membership and education portions of the business plan. The CSC would discuss mergers and regional committees.
- 6. EPNC Presentation followed by Discussion (Mark Schreiber) (9:15a to 10:30a)**

Mark presented the Students and EP "best practices" toolkit, with support from the rest of the EPNC. Kathy facilitated a discussion about the toolkit, which generated quite a bit of feedback from the CSC. Mark will circle back with a smaller working group to solicit more detailed input before releasing the document.
- 7. Break (10:30a to 10:45a)**
- 8. Proposal: 2012 CSC Perspectives (Meredith and Kathy) (10:45a to 12:00p)**
 - a. Context Setting: Integration of Steering Committees and Role of Liaisons
 - b. Elections and Timeframe
 - c. Leadership Group

The Governance Working Group's proposal for five perspective seats was discussed:

Revision of Part A:

- Up to 2 of the seats could be filled by chapter staff
- Send to governance working group and CSC to discuss next year revisit the idea- should it be volunteers or staff in these seats- aren't we just looking for the best person overall? It seems arbitrary to have 2 designated seats.

Part A of the proposal passed via unanimous consent.

Revision of Part B:

- Advocacy and Membership-1 year terms

- Education, Strategic Vision, Development -2 year terms
Part B of the proposal passed via unanimous consent.

Timeline and Follow-Up:

- January : call for nominations
- February: Elections
- March: notifications and mentors
- April 1: Seated

The Governance Working Group is tasked with putting together a call for nominations that will be ready for circulation in January.

9. Lunch with the Executive Directors and EPNC (12:00p to 1:00p)

10. Discussion: Future of Regional Committees (Meredith and Kathy) (1:00p to 3:00p)

- a. 2012 Budget Realities
- b. Regional Committee Scope
- c. USGBC Committee Assessment

Meredith presented the budget realities in 2012 for the Chapters Dept. She suggested moving regional committee funding to the grants program for leadership summits, and encouraging regional committees to apply for innovation grant dollars to support regional initiatives. Regional committee funding will be drastically reduced in 2012, a message that CSC members are encouraged to take back to their RCs. Specific numbers will be announced after the board approves the budget in November. Meredith also discussed the USGBC committee assessment which will take place in Q1-Q2 of 2012. For the first time regional committees will be part of that assessment which is overseen by the ExCom of the national board.

11. Break (3:00p to 3:15p)

12. Presentation and Discussion: Mergers in the Chapter Network (Meredith and Kathy) (3:15p to 4:40p)

- a. Legal Review
- b. Current Merger Discussions

Meredith led a discussion of strategic realignment activities currently ongoing in the chapter network. Four multi-chapter states are currently in some stage of merger negotiations.

13. Closing Round (All) (4:40p to 5:00p)

- Meeting adjourned at 6pm

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- Output, production, profits or costs;
- The customers to whom a company sells;
- The territories in which a company sells;
- The amount that a company pays for goods or services;
- The selection, rejection or termination of customers or suppliers;
- Business plans or strategies;
- Restrictions on the development or use of technology; or
- Exchange of any competitive information.

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