MINUTES

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Chapter Steering Committee

Meeting date: November 2, 2011, 4-5:30 p.m. Eastern
Minutes Approved: December 7, 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	traveling
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 Team	•

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 Community Manager, Meredith Kennedy, called the meeting to order at 4:03 p.m. Eastern.

1. **Opening Round and Conflicts (All) (10 min)**

2. **Recognition of Guests (Meredith Kennedy) (1 min)**

3. **Administration (Meredith Kennedy) (5 min)**
   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: December 7, 2011

4. **National Updates: (Meredith Kennedy, Mahesh Ramanujam) (15 min)**
   Meredith discussed reorganization within USGBC and questions regarding role of the CSC. Mahesh discussed restoring the romance and how to more effectively leverage our chapter network. Clarity given on Kimberly and Richard's new roles, the product management structure and what it means for the revenue of chapters and national. Mahesh asked the CSC and chapters to tell USGBC what their top priorities are for the organization. USGBC is working on aggregation of all of the information to make it easier to understand and to improve the product lines for better customer experience which will further our mission. USGBC wants to celebrate what is going on in the chapter community and we want to showcase this at Greenbuild.

   Action Items:

- USGBC is asking the chapters for a list of priorities for the organization.
- One message to bring back to chapter network- the chapters are leading from the front- USGBC has become humble enough to let the chapters lead. There is no change to funding structure, no dollars off the table. Rethink how we deploy our money. So the money doesn't become part of our daily conservation. How do we invest more, what will be the return?

5. **Discussion: USGBC Reorganization (Jodi Smits Anderson) (15 minutes)**
   Jodi discussed the idea that the CSC has been heard and empowered and felt positive about the changes going forward. Still have concerns regarding the connection between USGBC and National, understanding of product, term for benefit organization. USGBC clarified that we are not pursuing becoming a for benefit organization.

   Action Items:

- CSC will provide list of 10 most important things National should change- get the support from regional committees and chapters. Get outreach from national network.
- Jodi, Amy, Vincent, Paul, Ross and Renee will work on letter and have it drafted by Friday, November 4.
- Will send a second memo to the chapter network.

6. **EP Toolkit (Mark Schreiber) (5 min)**

- Mark is soliciting in depth comments from Jason and Sheri.
  Action: Complete by December and roll out in January.

7. **Discussion: Communication WG (Meredith Kennedy) (5 min)**
   Meredith and Kathy made the decision to push pause on the working group because there hasn't been substantive work or anything to react to from USGBC.

8. **Discussion: Strategic Initiatives WG (Ross Yamasaki or Nell Boyle) (10 min)**
   http://storify.com/kathyzarsky/csc-ideas
   Ross and Nell discussed pros and cons and the integrated platform with twitter and WebEx and how the CSC reaches the chapter network for conversations on a regular basis.
   Action: would like to get the communications group people to merge with strategic initiatives working group. Nell will draft email to encourage regional committees to submit their top 10 ideas.

9. **Discussion: Questions Reports (10 min)**

   Board Nominating (John Toppe)
   Vincent discussed-all board seats are file. Planning for the orientation process is now taking place and board takes seats January 1.

   Emerging Professionals (Marc Schreiber)
   Alessandra Carron will new chair-elect in spring 2012

   LEED Steering Committee (Tim Murray)
   Nothing new to report on LEED 2012. Working on LEED Interpretations and pilot credit updates testing.

   Education Steering (Paul Poirier)
   Committee changed mission and now includes education that is innovative. The steering committee wasn't well connected to the board, but now have a representative to the board. LEED 2012 Chapters are interested in helping roll this out. Chapters are looking to have the first market position to market LEED 2012.

   Governance (Meredith Kennedy)
   Group didn't meet this month- nothing to report. Next meeting Nov. 4 will discuss proposal that was approved at face to face in Toronto.

10. **Closing Round (All) (5 m)**
    Meeting adjourned at 5:47pm.

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Any element of price, including credit, warranties, or other terms and conditions of sale;
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.

Please note that this statement is not complete and is only a general guide. The intent of this statement is to remind the members of the importance of continued compliance with the antitrust laws.

Chapters webex5 invites you to attend this online meeting.

Topic: Monthly CSC Call
Date: The 1st Wednesday of every 1 months, from Wednesday, April 6, 2011 to no end date
Time: 3:30 pm, Eastern Daylight Time (New York, GMT-04:00)
Meeting Number: 757 474 775
Meeting Password: Chapter1

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1. Go to https://usgbc.webex.com/usgbc/mc
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You can contact me at:
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