



# MINUTES

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## Chapter Steering Committee

**Meeting date: December 7, 2011, 4-5:30 p.m. Eastern**  
**Minutes Approved: January 4, 2012**

### 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	•
Kimberly Lewis	Senior VP, Community Advancement	•
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	•
<b>Staff:</b>		
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



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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 4:04 p.m. Eastern Time.

- 1. Opening Round and Conflicts (All) (10 min)**
- 2. Recognition of Guests (Kathy) (1 min)**
- 3. Administration (Kathy) (1 min)**
  - a. Approval of November Meeting Minutes  
Minutes approved via lack of paramount objection
  - b. Approval of Today's Agenda  
Minutes approved via lack of paramount objection
  - c. Next Call: January 4, 2011
- 4. National Updates (Meredith Kennedy) (5 min)**

January 4 will rollout USGBC Chapters Grant program including \$25,000 for Regional Summits which will be awarded on first come first serve basis. Deadline to apply for Regional Summit funds is August 2011. Cindy Thompson sent email to regional committee chairs and copied CSC 12/5/11 regarding this program. No longer stipend to cover Regional Committee face to face meetings. Regional committees are encouraged by USGBC to seek outside funding opportunities.
- 5. Welcome & Get-to-know Kimberly Lewis (10 minutes)**

Kimberly shared background information about herself. How do we connect all the work we are doing at USGBC to the communities? We have this opportunity to do this as the CSC. Wants to work with CSC to see where we can go.
- 6. Discussion: USGBC Realignments (Kathy & Kimberly) (45 minutes)**

(Sharing of conversations, updates, events since November 2<sup>nd</sup> phone call. Q & A, getting back on track and gearing up for 2012.)

Kimberly discussed the idea that for all the work USGBC is doing we still make it hard for our chapters and our customers to love us. That is the goal of this to realignment of the organization is to restore the romance and reflect on the way we operate and make changes. USGBC wants feedback from the CSC. The latest item for feedback is the Education Delivery Model Proposal sent to the CSC 12/6/11 for discussion on 12/14/11. USGBC wants the CSC to review the proposal, think about it so feedback can be given. This process will continue throughout the year in regard to branding the LEED products, etc. Asking chapter leaders to continue to remind USGBC not to fall into old ways but to keep the momentum of these new goals set by USGBC leadership. The role and charge of the CSC has not changed, but if anything more empowered and encouraging integration among various steering committees.

Kathy and many others discussed how CSC feels more empowered with new realignment.



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Jason discussed the idea that many times the chapters haven't been able to proactively influence decisions. In the past chapters were always asked to support a vision by USGBC without having input in the beginning. If we want to have the romance- has to be mutual love.

J. discussed the human relationship aspect to this work between USGBC and CSC. Would like to have Rick have more interactive conversations with CSC etc instead of as inspirational speaker or speaking as monologue. Liked the Mid Year Meeting format in GA and getting to know the leaders and who they are when they were on stage. Helps CSC relate to people at USGBC.

Action: USGBC is asking the CSC to submit a list of top priorities so USGBC and the CSC can have measureable goals for the year and check on these goals throughout the year.

Items 7-10 may get bumped as needed to accommodate time for discussion on item 6.

7. **Discussion: Integrated Business Plan (Kimberly) (5 min)**  
(Combine it with the Board Strategic Plan scorecard- begin in 2012)  
Did not discuss.
8. **Discussion: Governance WG (Meredith Kennedy) (5 min)**  
Did not discuss.
9. **Discussion: Strategic Initiatives WG (Ross Yamasaki) (5 min)**  
#CSCideas still alive on twitter. Other ways to solicit big ideas? Everyone should read Jason McLennan's Trim Tab article "Heavy Near, Light Far".  
Did not discuss.
10. **Discussion: Looking Ahead to Our Mid-Year Meeting (Kathy & Kimberly) (5 min)**  
Summer 2012 is a unique opportunity to be together with others from the organization to do productive work. What would the CSC like to see happen at this meeting? Tie objectives for Mid Year Meeting and Greenbuild face to face meetings. Would like working group to plan this.

Action Item: Create proposal for new Working Group regarding 2012 Mid Year Meeting to prepare objectives.

11. **Discussion: Questions Reports (10 min)**  
Board Nominating (Vincent Pieri)  
Emerging Professionals (Jay Guerra)  
LEED Steering Committee (Tim Murray)  
Education Steering (Paul Poirier)  
Did not discuss.
12. **Discussion: Orientation & Playbook for CSC (Kimberly Lewis) (5 min)**  
Did not discuss.



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### 13. Closing Round (All) (5 m)

Since each person had the chance to speak during the meeting, this did not occur.

Meeting adjourned at 6:10pm.

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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.

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.



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## 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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For assistance  
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You can contact me at:

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