AGENDA

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Chapter Steering Committee

Meeting date: January 4, 2012, 4-5:30 p.m. Eastern
Minutes Approved: February 1, 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	●
Staff:		
Meredith Kennedy	Manager, Chapter Community	●
Lauren Elasik	Associate, Chapters Team	
Julia Feder	Director, Educational Technology	●
Cindy Thompson	Chapter Development Specialist	●
Bryan Howard	Manager, Federal Advocacy	●

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

CSC Chair, Kathy Zarsky, called the meeting to order at [4] p.m. Eastern.

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: February 1, 2012

4. **Discussion: Strategic Plan Scorecard (Kimberly) (10 min)**
   Kimberly discussed USGBC's review of the 2009-2011 Strategic Plan, and the town hall meeting to be held at the Mid-Year Meeting to create a new Strategic Plan and metrics for success.

   Action Items:
   - CSC needs to be kept in the loop about USGBC's review so that they can lead an informed discussion about the new Strategic Plan at the Mid-Year Meeting.
   - Kimberly will distribute USGBC's Strategic Plan scorecard once it is completed to show how we have been tracking our success internally.
   - Kimberly will find out from Beth Heider what our focus areas will be for the new Strategic Plan, and when they will become available for discussion prior to the Mid-Year meeting.
   - Kimberly also needs assistance from the CSC to determine what is relevant for the conversation – Nell Boyle, Jackie Henke, Vincent Pieri, Paul Poirier all volunteered.
   - Kimberly/Meredith will email the entire group with the timeline and process for feedback on the Strategic Planning topics/metrics. Anyone else who is interested in assisting can reply to this email.
   - Suggestion from Paul Poirier – CSC should review the goals created at the 2008 Chapter Leader Retreat and share progress towards goals at the Mid-Year Meeting.

5. **Discussion: Webinar Subscription Follow-Up (Kimberly) (5 min)**
   Julia Feder of the Education Department provided comprehensive explanation of changes. Some highlights:
   - In addition to hosting webinars as live, in-person events, chapters are permitted to host webinars as one-time, virtual events. Chapters use their own web meeting software, such as Webex or GoToMeeting, for these virtual events.

- USGBC is automatically reporting all CE hours directly to GBCI and AIA. Hours will be sent directly as they are earned, eliminating the need to report them. Please note there may be a slight delay in the reporting of your hours. Please email education@usgbc.org if you are viewing sessions within 2 weeks of your reporting period, so that we can expedite your case.
- For chapters looking for additional administrative support, on March 1 USGBC will be launching an option that will allow a chapter to upload rosters to a system that will automatically generate certificates of completion and email these directly to attendees. There will be a service fee of $5/person associated with this operation. Chapters will still need to submit their event rosters to education@usgbc.org in order to ensure that attendees CE hours are automatically reported to GBCI.
- For more information on the changes, visit: http://www.usgbc.org/DisplayPage.aspx?CMSPageID=2552

6. **Discussion: LEED and the National Defense Authorization Act (Kimberly) (5 min)**
   Discussion with Bryan Howard of the Advocacy Department about the details and consequences of the NDAA.

   Action Items:
   - Bryan has set up a blog about the issues to use as talking points so we can be consistent with our messaging. Pass this information along to your chapters.
   - Bryan will make a document with more detailed talking points for chapters. This will be available by the beginning of next week, and will be distributed to the CSC.
   - OMB and Dept. of Defense to make informational documents available at some point, Bryan will review and distribute these once they are available.
   - Contact Bryan directly with questions, keep in touch!
   - Blog link: http://usgbcblog.blogspot.com/2011/12/national-defense-authorization-act.html

7. **Discussion: Stronger role identification for National/Community (Kathy & Kimberly) (20 min)**
   a. Objectives and work plan for 2012 – need to evolve should working groups merge,
   b. Integrated business work plan WG? What is the WG contribution?
   c. Linkage to the board and ongoing conversations with a coherent voice with ESC/LSC in anticipation of 2012 work plans
   d. Revisit liaison function to steering committees

   Discussion about planning how the CSC will operate in 2012. What is your role and where do you want to position yourself?

   Action Items:
   - Kathy to work with Jodi and Ross to create a new work plan for 2012. Those interested in joining the Mid-Year and Chapter Forum Planning WG are welcome to participate.
   - Meredith and Kimberly will circulate an email looking for suggestions for the work plan. Anyone is welcome to contribute to the conversation. Need to look at connections and see what all of our relationships are to the Board and the other Steering Committees.

- Meredith and Kimberly will follow up on the work plan suggestions email with an email to create a framework that others can contribute to it before the next call.
- Goal is to have a draft outline of the 2012 work plan ready for discussion by February 1 to help frame discussions at the Mid-Year Meeting.
- Meredith to talk to Kimberly about the COTT.

8. **Proposal: Form Mid-Year and Chapter Forum Planning WG (Kimberly) (5 min)**
   Proposal to create a working group that will formalize process of soliciting chapter feedback for events and strategic planning. This working group will update the CSC on progress and gather feedback from them on a regular basis.
   Proposal passes via lack of paramount objection.

   Action Items:
   An email will be circulated offline by Kathy and Kimberly to determine governance, structure, and calls for volunteers.

9. **Proposal: Email Proposal will be Circulated Regarding Proposed EP Representative**

10. **Discussion: Inter-Regional Communications WG (Jodi) (5 minutes)**
    Moved to next call

11. **Discussion: Governance WG (Meredith Kennedy) (5 min)**
    Moved to next call

12. **Discussion: Strategic Initiatives WG (Ross Yamasaki) (5 min)**
    Moved to next call

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

    Board Nominating (Vincent Pieri)
    Vincent discussed recent board election, John Toppe recommended that the Chapter Steering Committee has to stay on the issue of chapter community involvement for board members.

    Emerging Professionals (Jay Guerra)
    Action Items:
    - Proposal with Tracie and Jodi's nominations to the EP National Committee will be circulated via email.
    - Jay would like the CSC's support in distributing the EP ToolKit to chapters as a resource/not a mandate. Will be discussed at the next call, will be out a couple of weeks prior.
    - Jay mentioned that he would like there to be further discussion and actions based on his white paper on diversity in 2012.

    LEED Steering Committee (Tim Murray)

    Education Steering (Paul Poirier)

14. **Closing Round (All) (5 m)**

****Note-- Agenda items on previous agenda that will be moved to February's call agenda are:**

- Discussion: Feedback Survey from Chapter Leaders (Kimberly) (15 min)
- Discussion: Orientation & Playbook for CSC (Kimberly Lewis) (5 min)

Meeting adjourned at 6:00pm.

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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.