



MINUTES

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Chapter Steering Committee

Meeting date: September 5, 2012, 4:00-5:30 p.m. Eastern

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
Ross Yamasaki	Strategic Visioning CSC Chair	X
Kimberly Lewis	Senior VP, Community Advancement	X
Kathy Zarsky	South Central	X
Jodi Smits Anderson	Upper Northeast	
Bruce Poe	West	X
Amy Wortman	Northeast Corridor	X
Harriet Grindel	Heartland	X
Paul Poirier	Pacific	X
Nell Boyle	Southeast	X
Vincent Pieri	Florida/Caribbean	X
Denise Grabowski	Advocacy Seat	X
Jason Dunlop	Membership Seat	X
Andrea Love	Education/Programs Seat	
David Erckman	Development Seat	X
Tracie Hall	Chapter Staff, New York Upstate	X
Sheri Brezinka	Chapter Staff, Minnesota	X
Mona Lemoine	Large Chapter Staff Seat	X
Alessandra Carreon	Emerging Professionals	X
Staff:		
Doug Widener	Director, Community Advancement	X
Colin White	Community Volunteer Integration Specialist	X
Cindy Thompson	Community Advancement Specialist	X

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

Cindy Thompson, USGBC Community Advancement Specialist, called the meeting to order at 4:00 p.m. Eastern.

- 1. Declaration of Conflicts (All)**
- 2. Recognition of Guests (Ross) (1 min)**
- 3. Administration (Ross) (1 min)**
 - a. Approval of August 15 Meeting Minutes: *Minutes approved by round noting no paramount objections.*
 - b. Approval of Today's Agenda: *Agenda approved by round noting no paramount objections.*
 - c. Next Meeting: October 3, 2012
- 4. Opening Round: Debrief from MYM Follow Up Calls (All) (5 min)**
 - Themes:
 - Positive response. The breakout sessions were both enjoyable and informative.
 - Face-to-face interaction with working groups and other committees we well received.
 - The ability to informally engage with peers and USGBC staff was useful in sharing best practices and deepening integration amongst community members.
 - Calls will continue to be made.
- 5. National Membership Update: Plans for rollout to chapter leaders, Membership Task Force (Sarah Karle/Doug) (15 min)**
 - Membership offerings have been finalized. October 1 is the hard launch for the new membership model.
 - In the process of acquiring feedback concerning messaging and communication.
 - A focus group, made up of regional representatives, will take on Thursday, September 13.
 - Updates to chapter leaders will take place on Friday, September 14.
 - A presentation assisting chapter leaders to effectively sell the membership will take place on Tuesday, September 25.
 - A long-term working group will be formed to address the integration of USGBC national and chapter membership.
- 6. Proposal: Approve Greenbuild Chapter Forum Agenda from CPWG (Margo) (10 min)**
 - There will be a focus on financial and human resources. The agenda includes panel discussion, speed greening, small group discussions and rapid fire presentations.
 - Agenda approved by round noting no paramount objections.
- 7. Regional Committee Working Group Update (Doug) (2 min)**

- A short-term working group has been formed to analyze the role of regional committees.
- This group will begin their charge as soon as Doug confirms the status of the USGBC Board Chapter Assessment Task Force.
- **ACTION ITEM:** If interested in being a part of the working group, please contact Doug Widener at dwidener@usgbc.org.

8. Governance Update: Aligning Election cycles (Tracie/Colin) (5 min)

- Committees and working group seats will open up in 2013. Our goal is to send a single, coordinated message to our volunteer pool. With this in mind, we are working on aligning the election cycles of the various working groups and committees.

9. Grants Program Update (Cindy) (2 min)

- A new strategic impact grant, designed to increase staffing capacity for chapters, has been developed. CSC input is requested throughout the process.
- **ACTION ITEM:** Cindy to distribute Strategic Grant materials to CSC for comment before launching the program

10. Community Three Year Plan Update/ Chapter Outreach Plan (Doug/Kimberly) (15 min)

- The integrated USGBC Community
 - Includes volunteers and committees as well as chapters
 - Promotes diversity
 - Investments
 - Competitive grants
 - Selective grants
 - Governance
 - Mergers
 - Training
 - EP network
 - Building the bench
- The Community Team will begin to reach out to all 77 Chapters by the end of September by phone to learn more about their current health, success stories, and needs.
- **ACTION ITEM:** If interested in assisting USGBC staff with calls to chapters, please contact Doug Widener at dwidener@usgbc.org by Tuesday, September 11.

11. October Face-to-Face Update and Meeting Agenda Planning (Kimberly/Ross) (15 min)

- Face-to-face will be all day Thursday, October 25th in Washington DC, with optional morning meetings on Friday, October 26th.
- There is a need to continue what we were unable to accomplish at MYM. Having face-to-face interactions is crucial for the working groups. Additionally, this also gives an opportunity to work across groups. This also presents an opportunity to identify how the CSC, Regional Committees, and Working Groups can integrate their work with the objectives of the Three Year Plan.
- Kimberly has suggested the following topics for the October agenda:
 - i. Substantial Committee liaison updates.

- ii. Update from Emerging Professionals on recruitment plan and plans for local integration.
- iii. Finalize and fine tune work plans and identify cross functional needs within groups.
- iv. Identify integration points for National 3 year plan and CSC work plan
- v. CSC roles in communicating with the regions and providing feedback loops: membership, work plan, 3 year plan, etc....
- vi. Action items for CSC at Greenbuild
- **ACTION ITEM:** CSC Members to provide Ross/Kimberly with suggestions of additional topics for the agenda by October 3.
- **ACTION ITEM:** Colin will coordinate travel accommodations and logistics for the October 25 meeting.

12. Update: Work Plan Progress (Ross) (10 min)

- Resourcing, Jodi Smits Anderson
 - Alessandra reporting on behalf of Jodi. Group continues to engage new members. The group is also assessing with whom we currently share resources. They will be working in conjunction with Tammy on the development of a comprehensive, searchable Resource Library which should be available by the end of October.
- Research, Jason Dunlop
 - Group is working on a survey focusing on volunteer management practices.
- Empowerment, Ross Yamasaki
 - Group is looking at the larger concept of empowering people through a cross-regional and cross-chapter level. The goal is to provide individuals with multiple ways on how they can reach people, do programs, raise money, etc.
- Programs, Andrea Love
 - Margo Street reporting on behalf of Andrea. There has not been much progress since MYM. Need to have a larger conversation on alignment with the Community Programs Working Group at the October Face-to-Face meeting.
- Governance, Tracie Hall
 - The group is looking to provide resources that address questions raised in the Chapter Annual Review. The group seeks to create a toolkit and corresponding rating system of the tools.
 - **ACTION ITEM:** Tammy will have a draft resource library by October 25 for the CSC to review. The goal is to have a accessible, searchable, and usable resources library.

13. Update: Committee Liaisons (Ross) (10 min)

- Emerging Professionals National Committee, Jason Dunlop
 - The Emerging Professional tool kit has been posted on Yammar. The EPNC is focusing on Greenbuild activities.
- LEED Steering Committee, Bruce Poe
 - The LSC has been discussing alternative compliance paths. Additionally, the LSC has brought on international committee members who have provided unique and valuable insight.
- Education Steering Committee, Paul Poirier

- The ESC is looking at expanding educational programs beyond LEED. They are focusing on content and delivery and their role in the education process.

14. Upcoming Meetings & Reports (Ross) (1 min)

Meeting adjourned at 5:40pm.

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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.