

Community Sustainability Program Committee
January 20, 2010
City Hall, Public Works Conference Room

The meeting of the Community Sustainability Program Committee was held in the Public Works Conference Room of City Hall on January 20, 2010. The following members were present: Cornelia Barr, Jason Frichner, Justin Gomez, Don Hamrick, Janet Loew, Peter Marsh, Mose` Belton-Perry, Dr. Irene Phillips, and Shannon Terrell. Also present were Martha Wheelock, Assistant City Manager, Randy Rogers, Facilities Management Director, Sandy Barfoot, General Services Director, Lindsey Smith, Energy Management Coordinator, and Bettye Bates.

Jake Cashion, Nancy Dunn, Dr. Kendall Jones, Jennie Mowery, Robert Smith, and Anne Tambling were unable to attend the meeting.

Chair Jason Frichner called the meeting to order at 5:39 pm. He asked if everyone had reviewed the minutes of the December 16, 2009. There were no changes. A motion to approve the minutes was seconded and passed unanimously.

Sustainability Manager Position

Martha Wheelock gave an update on the Sustainability Manager Position. Two of the top candidates have withdrawn for personal reasons and to pursue other job opportunities. Staff is continuing to interview candidates. A third candidate, who resides in Arizona, flew in and has been interviewed. There will be at least two or three more interviews. Staff anticipates interviewing 9 to 10 candidates, and hopes to present a candidate to the committee by the February meeting.

National Wildlife Federation Presentation (See Handout)

Cristina Vazquez discussed National Wildlife Federation (NWF) Certification and wanted to determine if the City was interested in participating in the program. Ms. Vazquez emphasized some of the positive features of NWF certification as follows:

- Reduction of carbon emissions through use of green landscaping
- Reduces maintenance costs, water usage, and pesticides
- National recognition as a wildlife habitat
- Increases tourism through beautification of the City of Winston-Salem
- Increases community pride and involvement in the City of Winston-Salem
- Can be used for education purposes

In addition, she mentioned NWF would provide resources. Two informative sites are nationalwildlife.org and carbonfund.org. The Committee discussed the certification process and asked questions of Ms. Vazquez. Mr. Rogers indicated there are two ways to be certified – individually or as a community. Peter Marsh made a motion to

investigate the process, review it, discuss it at a future Committee meeting, and determine the committee's future approach. The motion was seconded and passed unanimously. This item would fit within the Go Bloom strategy area. Ms. Vazquez provided her contact information to staff for follow-up at the appropriate time.

Cornelia Barr commented that she is working with a group that is looking into purchasing a piece of property adjacent to Washington Park. This group has met with Tim Grant, Recreation and Parks Director, and would like the City to get involved. Mrs. Barr is interested in talking with Mrs. Vazquez.

Update on Environmental Sustainability Report Presentation to City Council

The Community Sustainability Program Committee presented its draft report to City Council at the January 12, 2010 Community Development/Housing/General Government (CD/H/GG) Committee. Peter Marsh, Cornelia Barr, and Robert Smith presented the report to the committee in the absence of Chairman Frichner.

Mr. Marsh reported to the Committee that the presentation went well. He had emphasized the short-term and long-range initiatives and the importance of filling the sustainability manager position. Mrs. Wheelock felt the report was well received by the CD/H/GG Committee. She also noted that Lee Garrity, City Manager, meets with council members once a month and would provide any feedback about the report to the Committee before the February meetings. The report will be presented for official adoption at both the Finance and CD/H/GG Committee meetings in February. Review by the Finance Committee is necessary due to the financial impact of the sustainability initiatives, and would need to approve any grant award match. Mrs. Wheelock will provide the February meeting dates to the Committee. Once the report is formally approved as the planning document, the committee will be able to prioritize initiatives for evaluate and review by the committee and staff.

Go Lead Planning/Call to Action

Martha Wheelock distributed a copy of the Mayor's formal invitation letter and draft agenda for the Go Lead Summit. The information had been sent to approximately 250 invitees today (1/20/10). Peter Marsh reviewed the agenda and distributed the Call to Action document. Mr. Marsh explained the purpose of the Call to Action. The committee is requesting this form be filled out by leaders and make formal commitments to sustainability. The Call To Action is designed to promote two key platforms: (1) ask leaders to commit to initiating a sustainability planning process within their organization and (2) commit to two or more of the tangible actions in their organization. Included on that list are support opportunities for the Resource Center and/or the GoExpo event. Committee members need to be at each table at the event to provide information and make sure the Call to Action forms are completed. Staff and the Go Lead Committee are working on the content development of presentations, selection of speakers, and meeting with Wake Forest University's Energy Conference organizers. Dr. Irene Phillips is assisting in finding a roundtable facilitator. Shannon Terrell is working on the logistics.

The committee will be notified where they will help. All speakers have confirmed except Richard Noll and the Higher Education representatives. The speaker time limit is five (5) minutes each. This is the premiere inaugural event for the committee. The media will also be invited. The Committee will need to create a follow-up plan after the event. Mrs. Wheelock has asked Ed McNeal if he would create a "Go Lead" brand/logo. Lindsey Smith asked whether the Go Lead Summit could be videoed. Mrs. Wheelock will look into it; there may be extra cost, but could be valuable to the promoting the event. Mr. Marsh suggested the committee review the invitation list and encourage people to come. He also suggested Mr. McNeal format the Call to Action so it will not look like a legal contract but a commitment pledge. Jane Loew raised a question about a person attending the event not being authorized to sign or make the commitment for their organization. The Committee suggested asking them to take the form back to the proper person in the organization. Cornelia Barr suggested leaving an area on the form for people to add other incentives/comments. Staff will electronically circulate the Call To Action so committee members can submit comments before the pledge is finalized Mr. Marsh summarized that the Call to Action should be presented as part of the civic duty of being a citizen of Winston-Salem.

Other logistical details: Aramark will cater the summit. The committee discussed seating arrangements for the event. Mr. Marsh suggested the committee have nametags or something to identify the committee members.

Other Administrative Items

Martha Wheelock passed out a proposed list of speakers for future CSPC meetings. The Committee supported the list, and indicated they would also like to hear speakers from Duke Energy, the City/County Utilities Division, NC Renewable Energy Center, and speakers who can discuss energy related financing mechanisms.

Mrs. Wheelock noted she had attended a meeting at the Forsyth County government offices. While the primary focus of the meeting was food availability, community gardens are one option that can assist in achieving that goal. She met many people that have similar interests and this committee may be a good way to collaborate with the County. Mrs. Wheelock also stated she had received inquiries on community gardens from two separate organizations. This group could be a mutually beneficial way of making progress on the community gardens initiative. The Committee supported continuing efforts in this area.

Other Items

Janet Loew will email information about the Business Recycle Workshop to be held on January 27 at 5:30pm at the Community Arts Café.

Cornelia Barr also announced that on January 27, her husband Matt will present a new documentary called "Hungry for Green, Feeding the World Sustainably."

Martha Wheelock informed the Committee that the Winston-Salem Transit Authority (WSTA) has received two hybrid buses and they expect to get more. She was not sure when they will go in service but Ed McNeal is working on a media event that could include the CSPC. The city has also received three solar power trash compactors (Big Belly) – they are located on First Street between the two City Halls, one on Trade Street and one in front of the Convention Center.

There being no further business, the meeting adjourned at 7:15 pm.