

Community Sustainability Program Committee
May 19, 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 May 19, 2010. The following members were present: Mose Belton-Perry, Jason Frichner, Garfield Duncan, Justin Gomez, Janet Loew, Peter Marsh, Jennie Mowery, Dr. Irene Phillips, Anne Tambling, and Shannon Terrell. Staff present was Randy Rogers, Facilities Management Director, Wendell Hardin, Sustainability Program Manager, Ed McNeal, Marketing and Communications Director, Lindsey Smith, Energy Management Coordinator, and Bettye Bates.

Sandy Barfoot, Cornelia Barr, Jake Cashion, Nancy Dunn, Don Hamrick, Robert Smith and Martha Wheelock were unable to attend the meeting. There were no visitors.

Vice Chairperson Anne Tambling called the meeting to order at 5:44 p.m. She asked if everyone had reviewed the minutes of the April 21, 2010 meeting. There were no changes. A motion to approve the minutes was seconded and passed unanimously. Chairman Jason Frichner came in at 5:46 p.m. and conducted the remainder of the meeting.

Livable Communities Update

Shannon Terrell, Anne Tambling and Wendell Hardin attended the Livable Communities summit. DOT played a vital part in the summit. The NCDOT Chief Operating Officer elaborated on "Commitment to Complete Streets Policy". The North Carolina Department of Transportation is committed to:

- providing an efficient multi-modal transportation network in North Carolina such that the access, mobility, and safety needs of motorists, transit users, bicyclists, and pedestrians of all ages and abilities are safely accommodated;
- caring for the built and natural environments by promoting sustainable development practices that minimize impacts on natural resources, historic, businesses, residents, scenic and other community values, while also recognizing that transportation improvements have significant potential to contribute to local, regional, and statewide quality of life and economic development objectives;
- working in partnership with local government agencies, interest groups, and the public to plan, fund, design, construct, and manage complete street networks that sustain mobility while accommodating walking, biking, and transit opportunities safely.

The main point is to have complete streets for the different types of mobility. Another speaker point was to have affordable housing in conjunction with transportation - livability means options for getting around. In other words, people want the option to travel however it is suitable for them (bicycles, bus, car, walk, etc.). He also pointed out to locally breakdown the silos of Winston Salem, Greensboro, High Point, and debating who the fourth NPO is (Kernersville/Burlington) and work together to get grants. The Federal Government is denying individual submittal so it is recommended for the cities to apply collectively. Locally the biggest opportunities are streetcar, implementing main walking and biking paths, and rebuilding our

neighborhoods. One of the panelists mentioned the airport business. He stated Winston Salem's airport is a central location and an economic driver. Also, Garfield Duncan stated it was said that Winston Salem could reach almost 80% of the U. S. population within three truck days. The whole idea of the airport business is you have as it cores the transportation hub and then the community so it is not just the airport. The airport is the core of the engine and the communities around is what really drives it. Ms. Terrell also stated that PTRP has doubled the size of Winston Salem's business district. Mrs. Tambling re-emphasized the fact about collaborating. She liked the summit and wondering what further actions will be taken. Mrs. Tambling also feels the committee should get involved. Chair Frichner and Peter Marsh stated the summit was in line with Paul Norby's presentation. Even though streetcar is a long-term item, the committee needs to address transportation strategies as a whole. From an advocacy and policy kind of recommendation standpoint, this issue is really huge for the committee. It definitely speaks to one of the biggest slices of the GHG emission that are being used for transit as an urban sprawl. It was pointed out the committee is guilty of being in a silo and the need to advocate with other regional sustainability groups. Rail between cities and multi-modal transportation are big items for the committee to study; therefore the focus is on "just one thing" such as better buses; green bus. Wendell Hardin stated he introduced to upper management the idea of creating a team for writing grants since the City does not have a grant writing person or group other than Nancy Kelker, who works for the fire department. This group would consist of persons from the departments who write a lot of grants but would accommodate all departments. Also this group will get the proper training/schooling to write grants.

Resource Center Update

Wendell Hardin stated the Board of Directors (13 members) have all committed to being on the board. On board is an environmental lawyer, an accounting firm, personnel from the educational institutions. Now working on getting the interns and Assistant Director set up with Wake Forest, Winston Salem State University and Forsyth who are competing and applying for those positions. The first board meeting is scheduled for June 1, 2010 in the Public Works Conference Room 348, City Hall. At the meeting, there will be an introduction period, and then the officers will be selected. Also, the by-laws will be put in place so the paperwork for the IRS can be processed. There are three locations being looked at for the Resource Center and they are two areas in City Hall Building and on Brookstown (free and needs to be refurbished). Brookstown's front part and upper floor will be used for the Resource Center if this building is chosen. It has handicap and plenty of regular parking. Once the board accepts the by-laws, the organization can work under the legalities' of a non-profit organization until approved by the Federal Government which may take approximately six months. Also, the board will work on obtaining the licenses for solicitation through North Carolina. The goal is to have the interns and Assistant Director on board by August, 2010. It has been worked out how to pay for the Assistant Director position among the universities.

GoExpo

Anne Tambling stated Go Green Day will be Saturday, September 25, and the venue is the Benton Convention Center. The goal is to target the business community and also offer outstanding sustainability information to those who have not grasped sustainability yet. The main target is to really differentiate from Earth Day. Mrs. Tambling has had several meetings with

many people who are helping with the Go Expo. Jennie Mowery discussed and then passed around a rough draft/sketch of the proposed set up at the Benton Convention. Ms. Terrell suggested having a Jumbotron in the Transportation area. Ed McNeal elaborated on having banners instead of a Jumbotron banners are cheaper, re-useable and can be placed throughout the Convention Center.

Question: Will there be an area for movies?

Answer: Yes in the Board Room; might rent a popcorn machine.

Peter Marsh suggested bringing in a graphic designer. Mr. McNeal mentioned he could provide graphic designing. Per Mrs. Tambling, what Mrs. Mowery has created is just a preliminary. The next step is to put it on arch cad and get everything into place since the use of the whole building has been confirmed. Everybody is pulling together to make the event slick, impressive and professional.

Question: Can advertisement/facts be put on the outside billboard/marquee on Cherry and 5th Street?

Answer: Not sure but feel it would not be allowed but will ask.

Question: Can big banners be hung outside of the building?

Answer: Not sure, but may get into the sign ordinance challenges.

Mrs. Tambling stated a report on the budget will be provided at the next meeting. Sponsorship packages have been made, letters created, looking at a zero tolerance waste challenge event, looking at carbon offsets and have some very informative materials in periodical format that Mr. McNeal has provided. The educational part will come in two forms. The seminars are for continued education purposes looking to pull in the professional community. USGBC is helping with the seminars. Matthew Rodda is helping with the speakers. Also, the subcommittee is working on getting sponsors. Garfield Duncan is and has worked very hard on neighborhoods. He has focused on churches, green developers, waste management, arborists and landscapers, neighbor associations, transportation, etc.

Question: Is the movies ten minutes or less? Is these two different entities?

Answer: Yes the movies are longer but can supply 10 minutes movies to focus on neighborhoods.

Question: Do the speakers have to be local?

Answer: No, provide information so speaker(s) can be contacted.

Mr. Marsh elaborated on Charleston, South Carolina's neighborhood expo and how they challenged neighborhoods and gave the results at the expo. Mrs. Tambling and Mr. Duncan suggested presenting the challenge this year since it is such short notice and in 2011 getting results and presenting at that expo.

Question: Will the set up of activities, speakers, etc. be presented at the next meeting?

Answer: Yes.

Question: In the essence of time, would it be okay to email this information to Wendell and he in turn email it to the committee?

Answer: Yes.

Question: There are a lot of issues in sponsorship; is there an update?

Answer: Mr. McNeal asked if he could start with publication and work his way towards sponsorship. Therefore he discussed and passed out a copy of a publication that was produced for Recreations and Parks. It will cost for 16 pages, 5,000 copies for \$2,300.00 or 15,000 copies for \$4,600.00 or 10,000 copies for \$3,500.00. It was suggested to go with the 10,000 copies for \$3,500.00. On the other hand, 20 pages, 5,000 copies for \$3,000.00 or 10,000 copies for \$4,400.00. The ads will be the revenue generator.

Mr. McNeal stated that Envision Plastic is a company out of Reidsville who is interested in working with people who are serious about sustainability. A package has been composed and Mr. McNeal will make a pitch on Thursday, May 20, 2010 asking for \$10,000 for the next three years.

Question: What does Envision Plastic get in return?

Answer: Presenting sponsorship so it is Go Expo presented by Envision Plastics, Envision Plastics logo is incorporated into the event, media promotion, print, TV and radio, sponsor and introduce keynote speaker, one full page color ad in guide, one page editorial space, prime location for their booth, space for banner, and they are the presenting sponsor of a second speaker.

Question: Can the publication be sized to fit into a handbag; does it cost more?

Answer: Do not want to do that since this is the first year we should give the sponsors full pages to give them exposure.

Question: Can a calendar be included in the publication? This will encourage people to take it home and look at it.

Answer: Yes and it would be good to put key sustainability events on it.

Question: Will the Resource Center be mentioned or included in this event?

Answer: Yes it would be great for the Resource Center to have visibility at the event and perform the functions of providing information and answering questions.

It was suggested to have an area in or near the Resource Center space for professionals and have a 15 minute session of questions and answers. Just plan to promote the Resource Center at the event and use the Interns to help out.

Per Mr. Hardin, landing Envision Plastics sponsorship will have a trickle down effect that will help get other sponsors.

Per Chair Frichner, let's plan to give Envision Plastics, one or two, good locations at the event. This aspect should be taken in consideration for all sponsors.

It was suggested that the Sustainability committee takes a tour of the Benton Convention Center during the week of May 24, 2010.

Mr. McNeal is working on the advertising plan but will have something put together to give to sponsors by July, 2010. By August, 2010, all advertising will be publicized.

Per Mr. Marsh, since Rock-the-Block is the week before the event, there will be no green zone

participation. This way the committee will not be competing with themselves. However, Mr. McNeal suggests the sponsorship for the Go Expo will be offered a booth and asked to promote the Go Expo event.

Question: Can some type of advertising of the Go Expo be displayed at Rock-the- lock?

Answer: Absolutely.

Question: Will there be the usual weekly meetings about Go Expo?

Answer: Yes.

Question: Is the event still free?

Answer: Yes.

Question: How we are going to assure the organizations we bring in are sustainable?

Answer: The USGBC is going to vet the organizations that are coming in through the expo and it is the responsibility of the committee to commission all other organizations outside the expo.

Question: Is the whole thing kind of vendor like?

Answer: The plan is not to make people feel that it is about being sold something. So the vendors will not be the first thing a person encounter. On the second level, there will be plenty of informative material. Then if a person is interested in what the vendors are offering, they can proceed to lower level. It is intentionally set up so people will not primarily feel they are going to be sold something.

Question: So who is going to provide all this education?

Answer The USGBC has said they will provide the seminars and speakers for the upstairs area. On the informal side of the training, the Co-op of North Carolina State will provide speakers. So on one side; there will be speakers for professionals, and on the other side, speakers for informal group.

Mose` Belton-Perry and Justin Gomez left the meeting around 6:48 pm.

Feedback/Committee Development (Go Programs)

Wendell Hardin would like for the subcommittees to become active again and work on some of the short and long-term activities. Chair Frichner suggested redoing subcommittees because only half of the committee was present.

- Land Use Transportation/Community Gardens – Work with James Mitchell, Sanitation Department finding and maintaining property, educating neighborhoods – Create a letter to Inspections for a community garden permit
- Educational/Green Awards – already in place because of Go Expo – compose green awards for Go Expo
- Residential – put together a cost-efficient energy package for residents – put together an alternative financing mechanisms package for larger projects (PACE) – work with Jeff Hughes, UNC Financing Office to put programs/packages together for income based groups – The business side: Chamber of Commerce is asking the City about green buildings incentives. Jake Cashion is involved with the incentives. The incentives will come to the committee for final approval. Even though the committee will not be involved, Duke Energy is running an E3 throughout the region.
- Base mission – reduce/measure CO2 emissions – developing metrics

Grant monies have to go through City Council so the committee needs to keep them informed about the status of the Go Expo. The committee is basically at milestone three in the local action plan and that is the metrics stage. Committee now needs to decide if the local action plan should be turned into a sustainability plan. Randy Rogers stated there is a grant to help fund the consultation. Mr. Hardin stated the committee should apply for the Strategic Planning grant which will help fund the sustainability consultation. Mr. Hardin will email the cities and links for the committee to view their sustainability plans. There is a difference between a local action plan and sustainability plan. Thus, the local action plan can be used to turn it into a sustainability plan. Mr. Marsh stated he could bring a firm in (free of charge) to explain the sustainability plan process.

Lynette Shaul and Mr. Hardin will get together in the near future to discuss the webpage.

Mr. Hardin will summarize and email the information so committee members can choose which subcommittee they wish to participate on.

After the meeting was dismissed, it was brought to my attention Garfield Duncan's name had been omitted on the attendance for the April 21, 2010 meeting and name was misspelled in the minutes. Mr. Duncan did attend the April 21, 2010 meeting and the necessary corrections are noted in the May 19, 2010 minutes.

There being no further business, the meeting adjourned at 7:22 pm.