

Community Sustainability Program Committee  
February 17, 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 February 17, 2010. The following members were present: Cornelia Barr, Jake Cashion, Jason Frichner, Justin Gomez, Donald Hamrick, Janet Loew, Peter Marsh, Jennie Mowery, Mose' Belton-Perry, Dr. Irene Phillips, Robert Smith, Anne Tambling, and Shannon Terrell. Staff present was Randy Rogers, Facilities Management Director, Sandy Barfoot, General Services Director, and Lindsey Smith, Energy Management Coordinator, and Bettye Bates.

Ed McNeal and Martha Wheelock were unable to attend the meeting. There was one visitor, Charlie Wilson and a new committee member, Garfield Duncan.

In the Chairman's temporary absence, Vice Chairperson Anne Tambling called the meeting to order at 5:39 pm. She asked if everyone had reviewed the minutes of the January 20, 2010 meeting. There were no changes. A motion to approve the minutes was seconded and passed unanimously. Janet Loew asked about the January 5, 2010 minutes. Randy Rogers asked Bettye Bates to check on the status of those minutes.

#### Planning Presentation

Chairperson Tambling introduced Paul Norby, City/County Planning Director. Mr. Norby did a presentation on "Planning for a sustainable future in Winston Salem and Forsyth County. He elaborated in depth on growth dynamics and challenges that affect Winston Salem/Forsyth County. Mr. Norby also distributed a handout summarizing the Legacy Comprehensive Plan. There was discussion on sustainable tactics pertaining to transportation (streetcars in particular). The committee expressed a desire to assist Planning through the support of various sustainable strategies. The committee would like Mr. Norby to provide information on what the committee should be focusing on such as transportation, construction of buildings, etc. and come back to the committee with those land use issues that could possibly be the jointly supported between the Planning Board and the CSPC. Some discussion was held as to best strategies to assist existing organizations (including Community Garden advocates and those promoting streetcars and light rail). Information from Mr. Norby will be used to augment existing committee plans as the committee seeks to execute the Sustainability plan.

#### Introduction of New Committee Member

Chair Jason Frichner (arrived at 5:45 pm) recognized the new committee member, Garfield Duncan to introduce himself to the committee. Mr. Duncan is the owner of Real People Real Houses, LLC, a real estate business.

#### GoLead Summit Debrief and Follow Up Items

Chair Frichner thanked everyone for their hard work on the GoLead Summit and everyone agreed the event was a success. The committee expressed disappointment there was no local media coverage of the GoLead event. The committee discussed the need to follow-up on the "Call to Action" commitment forms that were turned in and to follow-up with those who did not

turn in “Call to Action” forms or who could not attend the event. The committee agreed to follow up with the CTA signatories through phone calls by committee members. Additional follow-up would be provided by the Resource Center when it is operational. The committee requests that the Mayor send a thank-you letter to all attendees and especially panel participants. The letter would state that the city would like to assist all organizations with the adoption of sustainable measures through information and other support that will be offered by the Resource Center. The letter would provide the name and contact information for Wendell Hardin. The letter would also inform the signatories of the Call to Action (CTA) that they would be recognized on the city website. The committee was particularly pleased with the venue and the bus transportation to the event at Wake Forest.

Mr. Rogers informed the committee that staff would be meeting to discuss the event. Chair Frichner informed the committee the GoLead Summit video is running on TV-13. The committee agreed the GoLead summit should be an annual event and Mr. Marsh agreed to head the GoLead summit in 2011. The Committee requests that Ed McNeal consider ways to market the GoLead event, including press releases and publicity on the signatures related to the signatures for the “Call to Action”, and potential spotlights on companies who are utilizing tools suggested at the Summit. It was noted that plans from the Education and Awards committee might play well into this effort as the committee reconsiders marketing, public awareness needs and efforts.

#### GoExpo

The committee agreed that planning of the GoExpo event needs to begin immediately with selection of time frame (August was discussed), with Anne Tambling chairing the event. The committee discussed whether the GoExpo should be integrated with Earth Day events sponsored by Piedmont Environmental Alliance. Jake Cashion stated that the committee could consider collaborating with the Chamber of Commerce Expo in order to draw more participation. There was discussion about the positives and negatives of collaborating with other entities. It was decided that at this time the GoExpo event should be a stand-alone event and it should be in a downtown location.

#### Environmental Sustainability Prioritization

Chair Frichner informed the committee that City Council had approved The Community Sustainability Program Community Action Plan at its February 15 meeting. It was discussed that the committee must prioritize and work to fulfill the initiatives in the action plan, and the new Sustainability Program Manager should take the lead to prioritize the initiatives. Discussions were held about the effectiveness and how to measure the success of the programs, and the need for prioritization of strategies and programs to achieve the committee’s objectives. After much discussion, it was decided that City staff should attempt to measure costs and potential GHG reduction on strategies that have been approved. This information will then be analyzed along with other potential costs and benefits in attempt to develop priorities for the year. The committee felt that contributions from Wendell Hardin would be invaluable as the committee considers options for prioritization and scheduling.

### Resource Center Update

Peter Marsh gave an update on the resource center. Since the resource center has been approved by City Council, Mr. Marsh suggested the next step is to get back with Wake Forest University Community Law Center in its letter of intent to assist in filing the paperwork to the IRS and for 501C3, incorporation, and by-law preparation. Mr. Marsh has already applied for the Duke Energy Foundation grant. Also he reminded the committee there is a need for a Director for the Resource Center. There was brief discussion about developing a job description for the Director. Mr. Marsh stated that the Board of Directors of the Resource Center would develop a draft job description at the appropriate time.

### Housekeeping Items

Wendell Hardin, Sustainability Program Manager, will report to work on March 1, 2010.

There being no further business, the meeting adjourned at 7:48 pm.