

Sustainable Sandhills (SS) FY2009-2010

Board of Directors (BOD) Meeting Minutes, **June 8, 2010**
Hampton Inn, Spring Lake



Board Members Present:

Greg Bean*

Dave Heins*

John Portman

James Rose

James Wilson

Deborah Branson

Harry Huberth

Joey Raczkowski

Theresa Thompson

Ethel Clark

Ray Ogden

Maureen Sutton

Walter White

Board Members Absent:

Sara Harrington

Colonel Sicinski

Harold Haywood

Frank Stump

Chris Russo

Assad Tavakoli

Others Present:

Jon Parsons, SS Executive Director

Jackie Bradley, SS Office Manager

Keri DiGiarmo, Spring Lake

Brian Teasley, Campbell University Intern for Lillington & Harnett County

Becky Horton, Spring Lake Chamber of Commerce

Vivek Tandon, President of Trinity Hospitality

Multiple staff members from Spring Lake Holiday Inn Express and Hampton Inn

Heather Brown, SS Development Director

Angela Dennis, SS Communications Manager

Diana Potts, G&E Advisor

Vice Chair Ethel Clark welcomed everyone to the lunch and meeting at 12:05 p.m.

Spring Lake's Holiday Inn Express and Hampton Inn (owned by Trinity Hospitality) were certified as the first hotels in the SS Green Business Program. Vice Chair Ethel Clark, Mayor of Spring Lake, made the presentation to Mr. Vivek Tandon from Trinity, who acknowledged his staff and gave them credit for reaching the milestone before any other hotel in the region. He said that his future developments (future Courtyard by Marriot) will be at least LEED Silver certified!

Following the GBP certificate presentation, Vice Chair Clark asked Board members to give a short summary of their county's highlights since the last board meeting:

- Theresa Thompson: Harnett has a new chamber director and curbside recycling has begun.
- Walter White: LREMC has implemented 7 new residential programs over the past 18 months, including the reimbursing customers for the cost of CFLs; offering customers low cost weatherization kits; LREMC has an HVAC tune-up program and a turn-in program for 2nd refrigerators; they're also offering a ground source heat pump rebate program.
- Greg Bean: Fort Bragg's Directorate of Public Works has presented 6-8 green directorate certificates that align with the SS Green Business Program; they have sent a green living challenge to residents on Ft. Bragg so they can document what is being done to sustain a green lifestyle; he made a presentation to Ft. Leonard Wood regarding SS's journey so the local community can partner with that installation as Bragg and SS have done here.
- Bob Doberstein: Western Harnett is working on sports venues and has received money to improve softball and baseball fields; the Back Pack Buddies program is going very well.

- Joey Raczkowski: Moore County has established a formal long-range planning function and hired a new long-range planner. Moore is developing a 3,000 acre parcel in partnership with Montgomery County which will be a green-friendly site.
- Harry Huberth: As the new board president for SALT, he plans to work with both groups in partnership on projects, including land issues along with Joey Raczkowski.

Awards were then made outgoing SS Board members, Ethel Clark and Walter White. Ethel and Walter are the last two founding SS Board members. ED Parsons prefaced the presentation by reminding the Board members that the SS Board was founded in 2004 with nine voting members. Greg Bean spoke briefly about Ethel and Walter's contributions and concluded by reminding current members that the challenge is to build upon the successes of members like Clark and White and to help SS grow in the future. ED Parsons then presented letters signed by all board members to Clark and White, and a bottle of wine for each from the Cypress Bend Vineyard in Wagram.

The meeting of the SS Board of Directors was called to order by Vice Chair Clark at 12:30 p.m.

Chair Report

In the absence of Chair Rose, Vice Chair Ethel Clark called for a motion to approve the minutes from the April 28 Board of Directors meeting. **Harry Huberth made a motion to approve the April minutes as written. The motion was seconded by Bob Doberstein and passed with a unanimous vote.**

Treasurer Report

Treasurer Ray Ogden presented the April financial report: He noted that he had reviewed the report from the accountant and asked board members to review the handout. He noted that the report looked normal and there was nothing he noted that needed to be addressed by ED Parsons. **There being no questions, discussion or comments, a motion was made by Ray Ogden to approve the financial report as given. The motion was seconded by Walter White and passed with a unanimous vote.**

Proposed Budget for 2010-2011: Ogden stated that the staff had put together a good budget. He noted that it is ambitious on the revenue side, but ED Parsons has a back-up plan should revenue fall short during the year. Fundraising numbers are ambitious, and Ogden and Parsons discussed that prior to submitting the proposed budget. He noted that the expense side was reasonable, with no fat that he could see and no significant increases in any expense item.

- Parsons reminded the Board that Heather Brown is a consultant who is not paid by SS. She functions as a key member of the staff, and the funding for her support lasts through November 2010. He and Heather will develop a proposal to Mr. Tad Davis to extend that funding support. Parsons emphasized that no revenue or expense for Heather's position has ever shown up in an SS budget, and none is shown in the proposed 2010-11 budget.
- **Donations:** ED Parsons noted that we don't have much of a track record as an organization for corporate or individual donations other than membership, but stated that he is confident that James Wilson, SS FR Committee Chair, will work to reach the goals.
- **Cash Flow:** ED Parsons referred to the 2010-11 cash flow projection to support the proposed 2010-11 SS Budget. Toward the latter part of 2010 he noted that we begin

building up a reserve, but emphasized again that was based on fundraising success. **Joey Raczkowski made a motion to accept the 2010-11 Budget as presented with discussion regarding the donations and cash flow. The motion was seconded by Ray Ogden and passed with a unanimous vote.**

- **Board Annual Fee:** ED Parsons credited Ray Ogden for proposing an annual fee for Board members to cover lunches. Members can either pay \$75 for the year or \$10 per meeting at each meeting. James Wilson noted that if members opted for the annual fee, then if anyone missed a meeting, the money is not be refunded. **John Portman made a motion to accept the policy effective July 1. Harry Huberth seconded the motion and it passed with a unanimous vote.**

Committee Reports

New Program Committee:

ED Parsons reminded the Board of the five (5) goals in the 2010 SS Strategic Plan, and reviewed the handout given to members. He noted there is still work to do on Goal 5, and proposed that a new Program Committee would support that Goal. He noted that several new Board members would be good candidates for this committee. He also noted the pertinent sections of the SS Board Committee “Manual of Practice” addressing the addition of a new committee, and referenced the language to be added to the Manual of Practice. **A motion was made by Ray Ogden to accept the proposal for the New Program Committee. The motion was seconded by John Portman and passed with a unanimous vote.**

Nominating Committee:

Joey Raczkowski reviewed the slate of Board nominees and noted those rotating off the Board. He referenced the existing members who elected to not serve again, and those whose terms expired but agreed to serve another two-year term. He also addressed the proposed Executive Committee for next year. He noted that the Committee and Parsons worked together in identifying candidates, and that Parsons handled the recruiting task. Parsons reviewed the list of new Board candidates and asked for comments from current board members, which were all positive. **A motion was made by Joey Raczkowski to approve the slate of officers and board candidates. The motion was seconded by Bob Doberstein and passed with a unanimous vote. As an addendum, Vice Chair Clark noted that a vote was not required for committee assignments.**

Fundraising Committee:

James Wilson reported on sending out 5-6 corporate sponsorship packets. He has had definitive feedback from Goodyear – a “no” for now – but an indication that a change in leadership was imminent and that he should check back soon. He is waiting to hear from the other 5 solicitations. There are 5 other major corporate solicitations still to be made in Cumberland County by this Committee, in addition to solicitations in other counties. White suggested Progress Energy.

Heather Brown reviewed the proposed 2010-11 SS Fundraising Plan, noting that it follows the same format as last year. One change is in the Additional Board Giving strategy. Last year a total amount of \$2000 was set, based on an average additional giving level of \$100 per Board

member. This year staff proposed discussing an individual pledge amount with each member prior to setting the figure for total Additional Board Giving. Heather presented a pledge sheet for review which showed a per-month giving opportunity. Raczkowski noted that our Board includes a variety of personal income levels, and that a flexible plan is good to accommodate that income diversity. All agreed that we would not go around the table in the meeting asking for pledge amounts. Staff agreed to follow up individually with each Board member before the next Board meeting. Vice Chair Clark suggested that the Board approve the 2010-11 Fundraising Plan with the exception of the Additional Board Giving amount. Staff agreed to submit the pledged Additional Board Giving total at the July 13 meeting. **A motion was made by James Wilson to approve the Fundraising Plan as presented, except for the Additional Board Giving amount, which will be presented at the July 13, 2010, Board Meeting. The motion was seconded by Harry Huberth and passed with a unanimous vote.**

Outreach Committee:

John Portman gave a brief update, noting the completion of a media contact list and an event and meeting Request Form. These were completed with the assistance of Angela Dennis, SS's new Communications Manager. Angela also has a framework for a Communications Plan ready for the Committee's review. She emphasized the importance of a clear and consistent message for SS.

Angela will be tracking and reporting on SS stories in the media. She mentioned SS staffer Kea Meacham, who will be hosting a bi-weekly radio show on Star 102.5 FM; a new staff announcement in the Fayetteville Observer; an article about a Parsons presentation to the Lee County Chamber on the front page of the Sanford Herald; and continued steady traffic on the SS Facebook page. She asked members to encourage contacts to become Facebook fans of SS. The eBlast will go out on June 10-11 to approximately 1800 email addresses. Currently our eBlast "open" rate is 20-25%, and Angela would like to see 30-40% in the future.

She also requested and encouraged Board members to complete an online survey to assist with her efforts to define a clear message for SS. At the time of the Board meeting, only 5 Board members had completed the survey. A reminder email with a link will be sent to all members.

Events Committee:

Harry Huberth noted this Committee had not met recently because of other conflicts. They will meet in July to discuss the Annual Meeting and the 2010 "Pickin' on the Porch" fundraising event. The Regional Sustainability Symposium (RSS) is a key event being planned for Fall 2010 and the draft agenda was reviewed. The RSS will be held at the Pinehurst Resort on November 4. Heather is working with Linda Parsons from the Chamber on this event. We are relying on Dave Heins and Greg Bean to secure a commitment from Mr. Tad Davis to be the lunch keynote speaker. Securing sponsors is a key task for June-August.

Staff Report

Parsons reviewed the Staff Report handout, noting that each county now has an SS staff member responsible for a Community Action Team – a major milestone for SS. The July 13 Board meeting will be held at the Directorate of Public Works' Environmental Classroom on Fort Bragg. This meeting will serve as the 2010 SS Board Orientation and each staff member will give a briefing on their work, as well as a series of briefings from Fort Bragg planners.

Grantseeking: Parsons noted that the Fayetteville Observer declined our grant request, but encouraged us to continue applying. Piedmont Natural Gas Foundation also declined to fund our request, with a comment about our mission being very broad. SS is on a consulting Team lead by LandDesign that is a finalist on a BRAC RTF “Sustainable Growth Management Strategy” RFP. Our intention is to use our Community Action Teams to assist the LandDesign Team effort if they are awarded the contract. Our funding request to PWC was resubmitted as a project to support the Cumberland County Green Schools Initiative. We are still awaiting word on the Student Energy Internship proposal submitted to the NC State Energy Office. That news should come in late June or early July. SS plans to make applications to the Pepsi Refresh Program (for Green Schools program across the region) as well as to the Cumberland Community Foundation for operating support.

A brief summary of each of the 7 SS programs was then given by staff. More detailed briefings on each program will be made at the July 13 Board meeting.

Board Meeting Schedule:

The 2010 proposed board meeting schedule was listed on the agenda. Chair Rose noted that there will only be six (6) meeting this year and needs approval for the dates. **A motion was made by Harry Huberth to approve the 2010-2011 Board meeting dates as presented. The motion was seconded by John Portman and passed with a unanimous vote.**

Board meeting dates for 2010-11 are:

July 13, 2010	January 11, 2011	September 14, 2010
March 8, 2011	November 9, 2010	May 10, 2011

New Business

Maureen Sutton said that the Conservation Council of NC will meet on June 29. Reservations can be made at \$100/person or sponsorships can be purchased. The meeting will honor NC environmental leaders and legislators in Raleigh.

Heather Brown said that the 2010-11 membership drive starts today. She asked Board members to pull letters to “personalize” for those people they knew. Evening sessions with volunteers to complete those are scheduled for 6/8 at SS offices in Fayetteville and 6/15 in Moore County at Comfort Made Blinds. Once personalized, the letters will be sealed and mailed.

A motion was made by Ethel Clark to adjourn the Board Meeting. The motion was seconded by Walter White and passed with a unanimous vote. The meeting adjourned at 1:48 p.m.

Respectfully submitted,

Jackie Bradley