

Community Sustainability Program Committee
October 21, 2009
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 October 21, 2009. The following members were present: Cornelia Barr, Jake Cashion, Jason Frichner, Justin Gomez, Don Hamrick, Janet Loew, Peter Marsh, Jenni Mowery, Mose` Belton Petty, 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, Ed McNeal, Marketing and Communications Director, and Bettye Bates.

Denise Adams, Robert Smith and Anne Tambling were unable to attend the meeting. Visitors were Marilena Jensen-Guthold, Assistant City Attorney and Amy Reynolds, Extend Energy.

Chairman Frichner called the meeting to order at 5:40 pm. He asked if everyone had reviewed the minutes of the last meeting. There were no changes. A motion to approve the minutes was seconded and passed unanimously.

Martha Wheelock updated the Committee on the following items:

- Sustainability Manager Position – Mrs. Wheelock, Chairman Jason Frichner and Vice Chair Anne Tambling had a conference call to discuss the feedback from Committee members about the job description. She provided an overview of the information that was included and reviewed the revised job description, which had been emailed to the committee and has been submitted to Human Resources for processing. As applications are received, staff will perform the first level of review and get narrow the field to three or four applicants. Chairman Frichner, Anne Tambling and Dr. Irene Phillips will represent the committee and work with staff in interviewing prospective candidates. The position will be posted internally and externally.
- Information on Clean Air Permits/Other Speakers – Clean air permits are under the direct purview of the County, not the City. The county's Environmental Affairs Department handles all clean air permits. The current director of that department is retired, and it will likely be a while before someone will be able to come and speak to the committee. The Committee agreed to wait to discuss the issue until the spring. Due to the full agenda for the next two meetings, there will be no guest speakers. Staff will coordinate guest speakers requested by the Committee beginning in January 2010.

- Collaboration with Piedmont Environmental Alliance (PEA) on Earth Day – Mrs. Wheelock gave the subcommittee’s report in Anne Tambling’s absence. A meeting was held with Terry LeGrand and Gus Preschle about ways to collaborate and discuss future options for Earth Day. Earth Day is a family-friendly entertainment event whereas GoExpo is much more structured to educate with a wide variety of forums. Items of interest to PEA included City participation, sponsorship, and a strong desire to have the event on the Wake Forest University campus this year. City staff discussed the need to insure events are available to all and transportation issues. In the meeting, it was generally agreed that the City would be involved with Earth Day on an expanded basis in 2010 and move forward to jointly partner on Earth Day in April 2011. A more suitable location for an expanded event may be the Winston-Salem Entertainment-Sports Complex Fairgrounds. Earth Day is April 22, 2011, with the logical date for an event of Saturday, April 23, but that is Easter weekend, which would conflict with the City’s annual Easter Egg Hunt. A more suitable day for Earth Day might be the Saturday before (April 16). The subcommittee supported looking at a sponsorship for Earth Day in 2010 and a partnership in 2011.

Earth Day 2010 Sponsorship

Ed McNeal elaborated on the City’s proposed participation with Earth Day 2010. Items discussed were sponsorship at either the gold or the platinum levels, to include advertising (billboards on WSTV 13), color advertising on public transit buses, placement of ads with The Winston Salem Journal and Chronicle (marketing) and shuttle service (transportation). The sponsorship would be a combination of cash and in-kind services. Mr. McNeal supported the platinum level sponsorship because it gives the City a larger exhibit booth presence where all of the City departments that have some role in sustainability and green initiatives would be together to show the comprehensiveness role that the City and Community Sustainability Program Committee is playing.

GoLead Planning

Peter Marsh reported on Go Lead planning. The date for the event is February 10, 2010 at Wake Forest Chapel. The capstone of the conference is Thomas Friedman, author of *Hot, Flat and Crowded* who is scheduled to speak. Mr. Marsh has requested 75 seats be reserved for the Committee and the invited Leadership group. DeDee Johnston is working on that request. He discussed with Ms. Johnston a target audience of 75 community leaders who could be called upon to take action regarding sustainability. The idea is to have a workshop pertaining to the City’s sustainability and climate action plan in conjunction with Mr. Friedman’s appearance at Wake Forest. We anticipate City’s Sustainability Program Manager will be in place to conduct the workshop.

The workshop would be followed by a call to action and dinner provided by the city. Guests could then be invited to hear Mr. Friedman speak. We hope this event will encourage the leaders to share with their companies an urgency to address sustainability issues. There will be a lot of activities going on at Wake Forest on February 10 and 11 -this is an opportunity for the CSPC to get involved. Randy Rogers, Jake Cashion, and Peter Marsh will meet with Ms. Johnson about the event. Mr. Marsh will also meet again with Wake Forest to finalize planning.

Resource Center

Peter Marsh discussed planning on the Resource Center. City staff, including the City Attorney's Office, have met internal the 501(c)(3) non-profit model, and agree it is a workable concept. The Wake Forest University Community Law Center has agreed to provide free legal counsel to establish the corporate structure for the non-profit organization and do the filing for the non-profit status. The Wake Forest School of Business did not select the resource center project as a student project. Mr. Marsh has reached out to Winston-Salem State University with a request to their School of Business to provide an intern or student team to draft the business plan and the pro forma financial statements for the resource center. The goal is to qualify as a 501(c)(3) and come up with a solid plan that can be presented to City Council for approval. The committee can move forward with exploring 501(c)(3) status and organization structure, but will not file paperwork until City Council considers the concept and approves proceeding. Mrs. Wheelock explained there are different models of 501(c)(3) status. She will talk with the Finance Department to see which is the best option. Marilena Jensen-Guthold confirmed there are different models of 501(c)(3) in the city, RAMCO and the Municipal Leasing Corporation, for example. She has been looking at the pros and cons of the different 501(c)(3) models to see which is best for the committee to pursue.

Strategic Initiative Update

Go Recycle – Ed McNeil proposed a \$34,000 recycling campaign. He showed some sample commercials about recycling. He elaborated on the results of the 2007 Recycling Campaign. The main theme is promoting recycling. Promotional mediums include radio, television, print, strategic mailings, and online tools.

The committee discussed the \$300,000 allocation of EECBG that have been allocated for sustainability activities. Mrs. Wheelock specified the city has received clarification that the monies are an energy efficient block grant, and must be spent for energy related initiatives. Misuse of funds could potentially result in criminal penalties. The \$2,500 for PEA can be taken from this grant as community education information. The \$34,000 Recycling Campaign is not a suitable use for EECBG grant funds. Staff will be responsible for evaluating options for funding this promotional campaign.

Mr. Marsh suggested two things: If some of the EECBG funds can be used for the GoSquiggle, there is a component side to recycling such as recycling the fluorescent lights where there will be emphasis on a behavior change. Second, pursue private partnerships to help fund the \$34,000 recycle campaign.

Don Hamrick made a motion to fund a platinum sponsorship for the 2010 Earth Day, with a total cash outlay of \$3,845.00 and other in-kind support. The motion was seconded and approved unanimously. Janet Loew be abstained from voting due to her involvement with PEA.

Mr. Marsh made a motion to direct staff to go back and explore the items that were discussed here including contacting Raleigh, evaluating what opportunities may currently exist for business or other enhancements and determine if there is money in the City's budget to support the proposed \$34,000 media outlay for the recycling campaign. The motion was seconded and approved unanimously.

The committee considers recycling a long-term goal. Also, the committee would like to hear from Utilities about the challenges of recycling. Since recycling is a great concern of this committee, Mrs. Wheelock will discuss with Lee Garrity the City of Winston-Salem's plans to address this issue and report to the committee.

Janet Loew invited the City, committee and others interested to a January 27, 2010 workshop about recycling.

GoSquiggle - Lindsey Smith discussed GoSquiggle. He suggested the committee focus on homeowners, residential users, and/or small businesses where a difference can be made without using or asking customers to spend substantial amounts of money. He suggested two energy efficient measures that have been discussed in other meetings. The measures include passing out compact fluorescent light bulbs or energy efficient insulation kits. Even if the committee has to purchase these items, EECBG funds can be used. The city could pursue donations or purchase them at a discounted rate.

A motion was made that the Community Sustainability Program Committee direct staff to develop a campaign and associated materials with a give-away or promotion of CFL's as its primary component and to bring back information about that campaign and associated cost at the next meeting. The motion was seconded and approved unanimously. The committee was also provided information on surge plugs.

Jenni Mowery will report at the November meeting the status of the Residential Subcommittee.

GoBloom/GoLocal - Mrs. Wheelock stated she plans to talk with Dudley Watts, County Manager, about community gardens – Mr. Watts already has a group at the county working on this initiative. She will report to the committee to see if it is something to pursue.

Mrs. Wheelock asked for clarification on the committee's desires regarding support of local versus organic produce. She will report additional information on Farmer's Market opportunities.

Other Strategic Initiatives

Randy Rogers reported he was on a conference call with other cities and they want to develop a consortium of cities in North Carolina to apply for a competitive block grant. This grant is for several million dollars and it will be used for low interest loans that support weatherization efforts. There are three Senate bills and a house bill out there related to this subject. If this grant is feasible, it will address the gap in housing that this committee has been discussing. It would also provide large sums of money for the community. More information will be provided as received.

At the Planning Board Retreat, sustainability of land use and changes to ordinances was discussed. Mr. Rogers is working on a policy pertaining to reconstruction standards. Derwick Paige, Jake Cashion and Randy Rogers have been invited to a meeting with Winston-Salem Business Inc. to talk about Green Building Incentives packages to offer to builders. Mr. Rogers is working with Utilities on energy reduction through electrical motor efficiency. He is also working with Utilities Division on an innovative concept for Winston Salem – food composting in a different way. If feasible, the city would not have to go through the permitting process for composting operations.

Mr. Rogers has discussed a city procurement policy with the Purchasing Director to increase the amount of recycled contents in paper and purchase energy efficient lamps only.

The North Carolina League of Municipalities (NCLM) has recognized the City of Winston-Salem at the highest level (Advanced) for the NCLM Green challenge. He also noted that Don Hamrick (CSPC member) recently received an award for Energy Efficiency Housing at the recent Parade of Homes.

There being no further business, the meeting adjourned at 7:40 pm.