

Community Sustainability Program Committee
August 26, 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 August 26, 2009. The following members were present: Cornelia Barr, Jason Frichner, Justin Gomez, Don Hamrick, Janet Loew, Peter Marsh, Jenni Mowery, Dr. Irene Phillips, Robert Smith, and Anne Tambling. Also present were Randy Rogers, Facilities Management Director, Sandy Barfoot, General Services Director, Lindsey Smith, Energy Management Coordinator, Ed McNeal, Marketing and Communications Director, Ruben Gonzales, Director of Development and Bettye Bates.

Denise Adams, Jake Cashion, and Mose` Belton Petty were unable to attend the meeting. Shannon Terrell filled the vacancy of David M. Wright, III.

Chairman Frichner called the meeting to order at 5:40 pm. He asked if everyone had reviewed the minutes of the last meeting. After receiving an affirmative, he asked for a motion to approve which was received and seconded.

A subcommittee met with David Tambling and came up with proposed marketing materials. Mr. Tambling presented the materials to the committee along with passing signs around the room for observation. Committee unanimously voted, accepted, and approved the committee name, position statement, campaign and event names. After the presentation, Mr. Tambling excused himself from the meeting.

- a) Committee Name: The Green Light Commission
- b) Positioning statement: Ideas to improve and enhance the quality of life in Winston-Salem
- c) Campaign Name: Green Means Go
- d) Even Name: The Go Expo

Randy Rogers gave a brief update on the city's activities. Mr. Rogers met with the Chamber of Commerce Environmental Committee and gave a presentation to about a dozen of their members. He elaborated to the group on what the committee is doing and where the committee is headed. He gave an update on EECBG. Winston-Salem was the first city in North Carolina to make a full application and still waiting on money which may be by the end of September. Lindsey Smith has been contacted to give bits and pieces of information requested from EECBG. Mr. Rogers attended several meetings with the U.S. Green Building Council and is on the board of directors with the government side (Advocacy Committee). He suggests this committee participate in the green building incentives since this is popular now. Department of Energy has issued a 300 million dollar Clean City Grant. The Triangle J is scheduled to receive \$12.5

million dollars. Sandy Barfoot has made an application with Triangle J on behalf of the City of Winston-Salem.

Ed McNeal elaborated on Rock the Block event, September 18th, 6pm-midnight. The City received sponsorship from Waste Management which allows the City to offer booths to green organizations. The green organizations need to fill out an application.

It was suggested the residential subcommittee partner with the Triad Chapter USGBC to initiate a residential education program. Shannon Terrell is the new co-chairperson with the residential committee of the Triad Chapter USGBC. Jennie Mowery elaborated on what could be done and or discussed when the committee goes out into the neighborhoods. Peter Marsh knows of an excellent program in Charleston, SC. He will provide the information to the residential committee.

There was discussion on the state of North Carolina releasing an RFP on Renewable Energy Project which will subsidize 25 percent on projects. It is an open RFP so the city can apply for this type of grant. Total funds available are 2 million dollars and funds are for smaller projects.

Anne Tambling elaborated on her discussions with Greg Savage at the Triad Chapter USGBC about reaching out to his list of vendors for the residential expo. A letter was drafted and a form created for potential exhibitors. The goal is to get the letter out immediately after Labor Day. There is a fee of \$100 for exhibitors. Non-profit organizations (501)/schools are free. All participants are responsible for their own tent, tables and chairs. Money must accompany the application. If there are more than 72 applicants, the money will be returned.

Chairman Frichner is doing a general letter about the event. Ed McNeal will edit and finalize it.

Anne Tambling elaborated on Winston-Salem Green Day. Ms. Tambling talked about activities and speakers for the event. She went over the set up of the event again thoroughly. Mr. McNeal elaborated on creating a closed course so people can have hands-on experience with driving displayed/hybrid/green cars.

Jenni Mowery elaborated on the kids' area and various activities such as putting up sheet rock for children to paint on, paint rocks, fabric painting, etc. Other suggestions were painting on canvas, writing with chalk on asphalt that will wash off, etc. Whatever activity is done, the area must not be damaged. Triad Smarty Pants would like to participate.

Irene Phillips elaborated on neighborhoods and schools. Habitat for Humanity, CDC, and Urban Leagues will participate. Mrs. Tambling stated Keith Finch, Vegetation Management will participate by talking about the proper way to prune

trees. All colleges/universities have confirmed except Salem College (cannot get a response). Mr. Marsh will contact the person at Salem College and refer her to Dr. Phillips. Dr. Phillips will put in a call to the four schools and career center to assure their spot.

Denise Adams was not present so there was no report from transportation.

Per Mrs. Tambling, local foods and garden are progressing. Several vendors are local in addition to three (3) large scale vendors. Justin Gomez is working on the vendors.

There was in depth discussion on food vendors and waste management requirements/standards relating to sustainability such as recycling or biodegradable products.

Janet Loew briefly elaborated on resource center. Everyone that was contacted committed and is waiting on a form to sign up. She has sixteen (16) commitments and the maximum is twenty four (24).

Per Mrs. Tambling, logistics, this is going to be a zero waste event. Mr. McNeal elaborated on waste management containers. Sanitation Department will help out. Each container will be manned and close off City's containers. There was in depth discussion on a "zero waste" event. Such items discussed were food vendors and health department permits and standards and waste containers. This "zero waste" event is impossible so the event will be considered a "zero waste" challenge.

Per Chairman Frichner, budget is \$15,000.00 not including printing. This is where sponsorship comes in. The committee is targeting different organizations to be sponsors for the event. Such sponsors are Modern, Waste Management, Duke Energy, Lowe's Food, Park, Hanes, Green Drinks, Leap Realty, ISP, 1st Community, BB&T, Brenner Hospital, GMAC, Kaplan's, and Shurgood. Committee members that are familiar with the targeted sponsors will contact them. Explain to sponsors this event is a sustained effort throughout the years and not a one day event like Earth Day.

Per Mrs. Tambling, there will be two seminars talking about homes and schools. Letters will be sent out to a target group and parking will be provided for this group of people. This tactic is a way of getting people downtown and informing them about green incentives. Persons must present their invitation to get in.

Robert Smith elaborated on the speakers for the seminars. The speakers are Tom Foster, Ken ?, Andy Clifton, and Chris Culp. Another speaker suggested was Wendy Cockeram. (Just to have diversity)

Don Hamrick talked with Danny Gough and his daughter, Dana. They are capable of speaking on topics such as weatherization, LEED, USGBC and also do skits. So whatever topic is necessary, they can talk about it. It was suggested to speak on organic foods versus local foods.

By September 15, 2009, the seminar people will have an email target list, have speakers lined up and two (2) volunteers to help set up the room per Mrs. Tambling.

The seminars sessions are 11am-11:45am, 12pm-12:45pm and 1pm-1:45pm. One session will be held in the Loew Building and the other in the Chamber Building. Projectors and sound will be provided in both buildings.

Peter Marsh elaborated on the Leadership Summit. Target date is October 6, 2009. There was in depth discussion about the speakers and what to talk about. The letter/invitation will be on the Mayor's letterhead. Mr. Marsh needs help with publicity. He also made the committee aware of a follow-up meeting with the entities interested in forming a resource center.

Earth Day Fair is April 17, 2010 and will be discussed November's agenda.

There being no further business, the meeting adjourned at 8:10 p.m.