

Community Sustainability Program Committee
June 24, 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 June 24, 2009. The following members were present: Denise Adams, Cornelia Barr, Jake Cashion, Jason Frichner, Justin Gomez, 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 and Bettye Bates.

Nancy Dunn, Donald Hamrick, Dr. Kendall Jones, Sr. and Mose` Belton Perry were unable to attend the meeting.

Chairman Frichner called the meeting to order at 5:38 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.

Randy Rogers gave a brief update on the staff activities. The staff has participated in several webinars. An important aspect is the committee is applying for another grant application called Climate Showcase Communities which is sponsored by EPA. Eligibility is for up to \$500,000. This grant is specifically for measures to reduce greenhouse gas emissions. Deadline: Submit an intent to apply on July 1st, an application package received by July 22nd. This is a stimulus ARA package which will select around 20-30 entities across the United States.

Chairman Frichner asked for reports from all the committees. Each committee passed until the discussion of green week except Residential Sustainability. Jenni Mowery made a motion to get before City Council to pass some of the green building permit (Reduction Permit Fee, Priority Inspection). Motion is to be brought back up later in the meeting.

Chairman Frichner elaborated on the June 18th meeting with Mayor Joines, Martha Wheelock, Randy Rogers, Anne Tambling, Jenni Mowery and himself. Handout attached. Items discussed were the objectives, strategies, tactics, outreach efforts, and launch of program of the Winston-Salem Community Sustainability Committee. Mayor Joines really liked everything; nothing was pushed back. He suggested the green efforts be just a green day instead of a green week. Since this is a part-time and first-time committee, Mayor Joines agreed to contact last year participants who are willing to give a helping hand.

Peter Marsh elaborated on the leadership summit proposal. Handout attached. Items discussed were the when, what, who, key goals and draft agenda. Also discussed was following up with various organizations (Wake Forest University, Winston-Salem State, Forsyth Tech, School of the Arts, etc.) to validate if they are interested in the resource center and to have an organizational meeting. There was in-depth discussion on how many people to invite. The committee will continue to give the invitation list some more thought. It was also suggested even though this is the non-residential group, a representative from the residential should attend the leadership summit.

It was suggested to try to get the resource center off the ground with seed money, private contributions, and a Winston-Salem Foundation Grant proposal for an ongoing funding to create some sort of mechanism for revenue to support the activities of the committee. Propose monies collected (at least a percentage) would be earmarked for ongoing activities. Also, suggested if the City is asked for money, there is a need to identify how much and the resources. Mr. Rogers was asked if EECBG funding could be used. Mr. Rogers replied there is some money allocated for the sustainability program for educational purposes and to initially fund a Sustainability Manager's position.

Comment: Over \$20,000 was raised last year for the GoGreen event and started six (6) weeks before the event. There is great dedication and interest out there. Also, someone from the Mayor's Office will help out. Mr. Rogers will contact the office.

Anne Tambling elaborated on Go-Green Day. Handout attached. Main goal is to reach a lot of people and educate them about go-green; focus on the average person including children and what they want and or expect when it comes to go-green. There will be speakers on that day and everyone will participate by doing "just one thing".

It was suggested the committee have a booth about instructions for the go-green day events and issue valuable information about go-green. Also suggested was to develop communication about go-green like putting it on the web. The committee definitely needs help with the "just one thing" campaign especially advertising. Ed McNeal is willing to help with advertising.

There was in-depth discussion about the theme "Just One Thing". The main concern is to get people involved with some incentive and committing to doing and sticking to the request such as changing light bulbs. The smaller team will get with Mr. McNeal and work on ways of attracting people and incentives.

Chairman Frichner stated there will be two days; leadership day and one week later go-green day. Go-Green Day is the kick-off to Green Year.

The committee voted and agreed upon having the event on the outside on Saturday, October 17, 2009 on 4th Street. The Go-Green Day team is to come up with an alternate plan if it rains.

The committee discussed in-depth green initiatives to engage the community and announce during Green Day. These items will last for one year.

Motions were made to move forward on the below items:

- a. City wide electric use reduction contest
- b. City wide recycling incentive
- c. School contest
- d. Transportation emission reduction
- e. Business contest

Items a and b were combined. Jason Frichner, Denise Adams, Jenni Mowery, Cornelia Barr, Don Hamrick and Dr. Irene Phillips agreed to work on these items. Main concerns are getting accurate measurements, fair and legitimate contests, boost percentage of recycling and participation.

Robert Smith agreed to head item c, the school contest incentive. Suggestions such as schools competing and best green activities were discussed.

Item d Transportation emission reduction is focusing on free hybrid parking/best spots in deck. Per Chairman Frichner, the mayor highly supports the hybrid aspect because it is not a big revenue strain.

Item e Business contest, Peter Marsh and Robert Smith will work on this item. It was suggested as an incentive to get a significant property tax break if companies move to City of Winston-Salem and do sustainability tactics in a green way.

Mr. McNeal agreed to work with the committees especially on the advertisement. He suggested developing around the theme “just one thing” and creating a website. Since Mr. McNeal has experience also with recycling and waste management, he agreed to work with that committee.

Peter Marsh, Randy Rogers, and Robert Smith will work on the invitation list for the leadership summit prior to next meeting.

The committee plans to finalize everything pertaining to Green Day and next year’s plans in July. The committee will present this information to the Council in September so they can put it to a vote and for approval.

There being no further business, the meeting adjourned at 8:05 p.m.