

**COMMUNITY ADVISORY GROUP  
ON SUSTAINABILITY  
GREENSBORO, NORTH CAROLINA  
OCTOBER 13<sup>th</sup>, 2008**

A meeting of the Advisory Group on Sustainability was held on Monday, October 13<sup>th</sup>, 2008 in the Plaza Level Conference Room of the Melvin Municipal Office Building, beginning at 3:00 p.m. Members present were: Co-chair Joel Landau, Co-chair Bob Powell, Art Davis, Kim Yarbray, Eric Hoekstra, Bob Kollar, Tom Clary, Debbie Leiner, and Carolyn Allen. Staff present were: Dan Curry, HCD, Pat Boswell, Public Affairs, and Jeryl Covington, Director of Environmental Services.

**1. APPROVAL OF MINUTES FROM THE SEPTEMBER 8<sup>th</sup>, 2008 MEETING**

Co-chair Landau noted a change in Item 6, 3<sup>rd</sup> paragraph from 'Carolyn Allen' to 'Maurice Allen'. Mr. Hoekstra moved to approve the minutes as amended, seconded by Mr. Kollar. The Group voted unanimously to approve the motion.

**2. ACTION GREENSBORO REPORT ON "NATURALLY GREEN, COOL BY DESIGN"**

April Harris gave the Group a report on the efforts of Action Greensboro. She gave a brief background on the organization. She stated that the group began with a focus on public schools, higher education, and urban livability. Through community meetings urban livability was broken off into Downtown, "Naturally Green, Cool by Design", and Arts, Culture, and Entertainment, creating five different task forces. The organization asked the community for recommendations for all of these task forces. The intent is to create a program of work for Phase II of Action Greensboro, to begin on January. The Core Committee is vetting recommendations for work through small groups. Community recommendations need to be prioritized, but many of the new recommendations may be able to be folded under existing initiatives.

The "Naturally Green, Cool by Design" group had two primary focuses: the LEED's building approach, and promoting natural resources and outdoor recreation and connecting neighborhoods to the outdoors. The neighborhoods committee focused on connecting neighborhoods to the out door environment discussed what neighborhoods could do to enhance their environment. Initiatives discussed included expanding the Neighbor Woods program, development of a resource center, and expansion of other existing programs. She stated expansion of existing programs would be easiest and less costly based on existing infrastructure.

Another committee focused on promotion and access to green resources. They discussed the rich availability of green resources in the community with the parks system and the natural beauty of the area. Items discussed included an outreach campaign and initiatives like renting activity equipment, or an eco-challenge. They also discussed branding the community as a college town that you can live in forever.

The Green/LEED's initiative committee found that there were many initiatives already in place. They found that it might be best to support existing efforts and try to avoid duplication of efforts. The focus would be on enhancing and supporting existing efforts financially and possibly to help coordinate efforts.

The consensus of the recommendations was that these efforts appeal to young professionals. The efforts need to be integrated with their work, and find ways to enhance existing efforts. Mr. Harris stated that she did not see Action Greensboro taking on its own initiative related to this, but rather would serve as a support. The one initiative that Action Greensboro is actively pursuing is the development of a Downtown Greenway.

Co-chair Landau asked how a green economy can be promoted in practical steps. Ms. Harris stated that was discussed in the subcommittees, but the question is very big and the answers numerous.

Co-chair Powell stated that the expansion of green jobs is an area of common interest between the groups. She stated that typically the organization works within identified clusters to land large companies to the area. She stated that new clusters might need to be explored that would include more green jobs.

Ms. Yarbray asked if support was available for small business and specifically, green businesses. Ms. Harris stated that most of that support comes from the Chamber of Commerce, and there is a need for partnership between City efforts and the efforts of others. Ms. Harris stated that groups like the Piedmont Triad Partnership, the Small Business division of the Chamber, the Library, the Nusbaum Center, and the Piedmont Triad Entrepreneur Network all help small business. Through some of these efforts a green business conference could take place.

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Mr. Kollar asked if the organization has made efforts to coordinate all of the efforts from the different groups. Ms. Harris stated that the effort under one authority is needed, but the goal is very complicated. Efforts like a community calendar have been almost impossible to make work.

Ms. Harris then gave the Group a report on the efforts for the Downtown greenway. She stated that the greenway will help spur development. When consultants looked at the Downtown area they found that the community had great parks and trails, but nothing to connect them to Downtown. The vision is a hub and spoke that centers around Downtown to connect the existing and proposed system. She presented the Group with the proposed layout of the greenway. She stated that the project would be a 5-10 year project. About \$5 million have been raised privately to start the trail, but all is contingent on the Transportation bond being passed on November 4<sup>th</sup>. The greenway projects are part of the proposed bond.

Mr. Landau asked for Ms. Harris to forward the community recommendations from the various task forces to be forwarded to the Group.

### **3. UPDATE ON THE COMMUNITY SUSTAINABILITY GATHERING**

Ms. Yarbray stated invitations have been made, and that they are almost ready to send out invitation to potential attendees. She stated that it would be best if all 14 facilitators were asked to attend next months meeting where the last hour will be facilitation training. The location has been determined to be at Holy Trinity Episcopal Church. She stated that recording of the breakout groups would be done by students.

Ms. Allen asked the group to give any input they had for the proposed survey and the timing of the survey. Ms. Yarbray stated that the plan was to get the survey from Ms. Allen and then run the proposed survey through the subcommittee before getting approval from the Group. The survey will be on the website, and attendees will be directed to the website after the gathering. The survey will be done after the gathering.

Ms. Yarbray stated the subcommittee is working on getting business cards with the name of the group, the website, and hopefully an email address.

Co-chair Powell asked how marketing of the event was planned. Mr. Curry stated the plan was to do most of the marketing electronically through a combined list of contacts. Members were asked to send any email lists to either Mr. Curry. There is a subcommittee meeting scheduled for next week to discuss marketing further. Ms. Yarbray stated that a google.doc was planned to keep contacts.

Pat Boswell stated that it is a bit of a slow news cycle outside of the Presidential races, and it might be a good time for the Co-chairs to discuss the event on shows like the Good Morning Show or through other news programs. The event will also be advertised on Ch. 13. She also stated that the event will advertised in the City Connections news letter.

Mr. Curry introduced the Group to Morgan Glover, from the News and Record. She will begin writing a weekly column and a blog that will also advertise the meeting if a press release is prepared. She stated that when the website she is preparing is up and running there will be a weekly newsletter and hopefully a discussion board. The website will be at [gogreentriad.com](http://gogreentriad.com). The column will begin November 21<sup>st</sup>, and the website will be up before then.

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Co-chair Landau introduced the Group to the newly hired program manger for energy and sustainability, Steve Randall. He introduced himself and stated that primary focuses of his job will include the performance contract and the development of a city wide energy plan.

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**4. ITEMS FROM CO-CHAIRS**

Co-chair Landau stated that the next meeting, November 10<sup>th</sup>, will be devoted to preparations for the Gathering including facilitator training.

He stated that he and Co-chair Powell met with the City’s Executive Team. Co-chair Powell stated the team meeting included discussion of interconnection of sustainability efforts for the City. He stated the Group should push for more efforts by the City. Co-chair Landau stated that they found that the libraries are available for any outreach measures. Ms. Covington stated that the role of the City and the Group were discussed including budgets and timeframes.

The Co-chairs will be on the “Bottom Line” radio show from 10-11 am, on the A&T radio station to discuss the Group and the gathering.

Co-chair Landau stated that at the last Council Briefing there was a presentation by Peter Kauber about Peak Oil. Mr. Curry stated that the presentation was short but the benefit was that the Council heard some background that will make recommendations from the Group make more sense. The presentation covered the limited life of petroleum and the limited life of

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petroleum based economies. There was also some discussion of mitigating efforts. Mr. Clary asked if action was taken on the presentation. Co-Chair Landau stated that there was no action taken.

#### 5. REPORT FROM ENVIRONMENTAL STEWARDSHIP GREENSBORO (ESG) ON 'COOL CONGREGATIONS'

Nelson Stover, ESG, stated that the organization was an inter-faith volunteer organization. He presented a document to the Group that outlined ESG's mission, goals, and a brief overview of the history and future plans of the group. He stated that the meetings are once a month, but the meeting day has changed so the organization should be contacted for exact meeting time and location. The meetings are open to everyone.

He stated that there were over 400 faith communities in the area. With the amount of land they own and the number of members ~~of their communities~~ they make a lot of important decisions related to sustainability. He stated that the group works on community efforts like community gardens and securing grants for installing rain barrels, education, and on celebrating the natural world through events like concerts. Another important aspect of the group is organizing and supporting environmental efforts at the various congregations.

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Mr. Stover stated that ESG has developed a set of criteria for congregation to be recognized as 'Cool Congregations'. The criteria cover aspects like Worship & Celebration, Environmental Action, Education, Organization & Communication, and Sustainable Living. When a number of the efforts are completed by the congregation, the ESG will recognize their commitment and certify the congregation as a "Cool Congregation".

Mr. Stover discussed the upcoming environment celebration featuring the songs and stories of Walkin' Jim Stoltz. The concert will be November 21<sup>st</sup>, and Mr. Clary has ticket for sale. Proceeds from the concert will be used to support educational efforts for children.

#### 6. FINAL REVIEW OF WEBSITE

Elaine Tricoli gave the Group members instructions on how to reach the website. The Group went through the website giving changes, as decided, to Ms. Tricoli. The website was given several wording changes, and the gathering event information was updated. The website will be live sometime next week. It is located at <http://www.greensboro-nc.gov/citygovernment/sustainability/>.

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The Group members reviewed the proposed logo developed by staff. The Group was unanimous in their support for the logo after their review.

#### 8. ITEMS FROM GROUP MEMBERS

Ms. Allen recognized the contribution of UNCG to the bicentennial. The event was a poetry reading and concert using a cantata based on poetry from Fred Chappell and music from Eddy Bass based on parks, three of which were Greensboro parks.

Mr. Kollar handed out an article to the Group concerning Denmark's efforts to end reliance on Mid-east oil.

Co-chair Landau handed out a document of Caring for Creation Checklist.

He also notified Group members of the Waste News which includes information of innovation waste management. Ms. Yarbray informed the Group that the news letter could be accessed online.

**9. ACKNOWLEDGEMENT OF ABSENCES**

Co-chair Landau acknowledged the absences of Maurice Allen, Joe Venable, Marlene Sanford, Jim Brady, and Tom Duckwall. Mr. Davis moved to acknowledge the absences, seconded by Ms. Allen. The Group voted unanimously to approve the motion.

**10. ADJOURNMENT**

There being no further business before the Group, the meeting adjourned at 5:02 pm.

Respectfully submitted,

Joel Landau and Bob Powell  
Co-chairs

JL-BP/jd