

**GREENSBORO COMMUNITY SUSTAINABILITY COUNCIL**  
**Minutes, Regular Meeting**  
**3:00 PM May 09, 2016**  
**Transportation Conference Room, 3<sup>rd</sup> Floor**  
**Melvin Municipal Office Building**

**CSC Members Present:**

Stephen McCollum, Chair		Will Years
Faun Finley, Vice-Chair	Kista Mansell	Howard Taylor
Tom Duckwall	Bill McNeil	Kelli Swain

**Staff and Others Present:**

Hanna Cockburn, Planning	Hart Crane, Planning
Jeff Sovich, Planning	Sabrina Glen, PART
Rudy Olivo, Congressman Mark Walker	Alexi Powell, Part
Judson Clinton, Urban Forrester for Greensboro	

Chair McCollum called the meeting to order at 3:02 p.m.

- 1) **A) APPROVE MINUTES OF MARCH 14, 2016 MEETING**  
**B) APPROVE NOTES OF APRIL 11, 2016 INFORMAL WORK SESSION**

Chair McCollum called for any recommended edits to the March 14 meeting minutes. No edits were recommended. Mr. McNeill moved to approve and Ms. Mansell seconded. The minutes were unanimously approved as submitted.

Chair McCollum called for any recommended edits to the April 11 work session notes. No edits were recommended. Ms Mansell moved to approve and Ms Swain seconded. The notes were unanimously approved as submitted.

- 2) **REVIEW, REFINE, AND VOTE ON A DEFINITION OF SUSTAINABILITY FOR USE BY THE CSC**

Chair McCollum revisited the conversation about how the CSC wants to define sustainability, sustainability concerns health and social well-being. Chair McCollum prompted CSC members to discuss strategies on how to better approach the City Council. What does sustainability mean? Vice Chair Finley and Mr. Taylor divided the definition into the components:

- 1) Social sustainability
- 2) Environmental sustainability
- 3) Economic sustainability

Mr. Taylor suggested that truly sustainable cities take all of the three components into account to avoid compromising the immediate needs of the current population. Mr. Taylor goes on to explain that “true” sustainable cities take all of the three components into account. The fundamental theme being that future generations are not short-changed for the immediate needs of the current population. Sustainability is health and social fit, food security, as well as resiliency in preparing for climate change.

Mr. Taylor then prompts the question “What might this look like for Greensboro?” He goes on to explain that in Greensboro it will be the capacity to endure, evidenced through the results of the outlined goals and processes, some of which are already illustrated through MAP goals. Specifically, Mr. Taylor places a high amount of emphasis on increasing recycling, closing out landfills, and planning for building resilience in an effort to thwart climate change. The funding needed to achieve these goals will require the City to review investment decisions. Greensboro needs to be sure that goods and services already being consumed are consumed in ways that can be done well into the future. A lot of these strategies are consistent with the MAP goals but Vice Chair Finley and Mr. Taylor recommended the need to take these strategies further.

Since the last meeting, Vice Chair Finley, along with Mr. Taylor, developed strategies on how to define sustainability. They reassert that the CSC’s main goal should be to have the City Council come to an agreement with the CSC on a uniform definition of sustainability. Vice Chair Finley wonders if social justice and non-discrimination should or should not be in the CSC’s definition of sustainability. The Vice Chair asserts that maybe having some language that speaks to those two things would be beneficial to the CSC’s definition. She then goes on to explain that sustainability is not just “going green”, but rather an all-encompassing concept for a way of living. Vice Chair Finley then recommends broadening “review investment decisions” to “review investment and policy decisions” in the Venn Diagram handout provided by herself and Mr. Taylor.

Ms Mansell transitions the conversation to how the City can achieve this sustainability.

Ms Swain responds by asking “How does this work in Guilford County as a whole?” Chair McCollum replies that this entity is specifically a City based organization but does note that certain things like water/sewer/and other utilities are all integrated with the county. Chair McCollum summarizes by saying that CSC needs to stay focused on the definition of sustainability. And while CSC can be trendsetters for sustainability the committee likely has little direct impact on policy for other cities like High Point or even the County as a whole.

Chair McCollum, summarizes the conversation: First, he asserts the definition put forth by Vice Chair Finley and Mr. Taylor was effective and informative but overly complex. He then urges Vice Chair Finley and Mr. Taylor to simplify and condense the document/ definition by the June meeting. The rest of the CSC group will email suggestions to Ms Finley and Mr. Taylor, and subsequently circulate them amongst each other to start the next round of input.

### **3) FINISH DEVELOPMENT OF THE WATER BOTTLE FILLING STATION PROJECT PROPOSAL**

The next item was an update from Mr. McNeill and Mr. Johns on their presentation for reducing bottled water in the City. The proposal has been reviewed by the Assistant City Manager David Parrish. Mr. McNeill had a conversation with Mr. Parrish last week. Water filling stations were a topic discussed as a possibility as a new city policy for city building facilities in the future. Ms Swain recommends putting quantifiable tools to fillable stations that show how much plastic a user saves by using a refillable bottle. The second part of the conversation with the Assistant City Manager Parrish was to have the City Staff as well as appointed and elected officials to be given branded Greensboro reusable drinking bottles.

The conversation then shifted to the need for the City’s Infrastructure committee to adopt a policy in regards to discouraging plastic water bottles. CSC agreed to look for a suitable time to meet with the Infrastructure Committee. It was noted that the next infrastructure meeting is scheduled for June 14<sup>th</sup>. There was then discussion about how to present to the committee, either send materials in, present in person or even do a video presentation. The group agreed that presenting in person would be the most effective approach. Discussion then ensued about how to make the presentation to Infrastructure Committee as effective as possible.

Chair McCollum summarized Mr. Parrish's responses for the good of the group:

- 1) The City is working on it and thinking about the best ways to implement such a policy
- 2) The City is looking at ways to market the reduction of plastic bottles, possibly by giving out branded refillable bottles for city staff and officials
- 3) CSC should not try to squeeze onto the May 10<sup>th</sup> Infrastructure Committee agenda, but rather look to their June 14<sup>th</sup> meeting.

Ms Swain suggests the possibility of adding some information to the proposal, specifically dispelling the myths about tap water and bottle water. For example, have data for the public, committee and council about how bottled water isn't as clean as people think it is and how tap water is cleaner than people perceive it is.

Ms Swain volunteers to develop a portal for the CSC to share individual resources as they move forward on topics. This would provide a group database and resource center for CSC to get information from a singular source. Things like the "2016 Sustainable Business Report" would be an example of an item that would be valuable to the group to have easy and open access to.

Chair McCollum wonders if splitting the proposal into two phases would be more effective. Specifically, first trying to get filling stations within city facilities and pushing out branded refillable metal water bottles out to City Staff. In the second phase, the CSC could then come back to the issue of promoting change in city policy of discouraging water bottles city wide. Ms Swain volunteered to help in refining this proposal. Chair McCollum urges each CSC member to reach out to their City Council representative and talk about both this proposal and CSC as a whole. Chair McCollum then went on to assign certain CSC members to talk to at-large council members as well as the Mayor, as follows:

Ms Swain – Mayor Nancy Vaughn  
Mr. Yearns – Mike Barber & Mr. Justin Outling  
Mr. Davis – Yvonne Johnson  
Ms Mansell – Mary Kay Abuzaiter

Chair McCollum asserts that CSC needs to strategically make sure they're on the same page as the City and that whatever the CSC hopes to achieve is both plausible attainable.

#### **4) ASSIGN RESEARCHER(S) FOR DESIRED CSC PROJECTS TO BE FORMULATED IN 2016.**

Chair McCollum began the discussion on Solar RoadMap and the City of Greensboro's push to be a Solar City. CSC is awaiting the Solar report so CSC knows where the City stands on solar energy, and what progress has been made as well as what can still be done.

Mr. McNeill is interested in looking into how Greensboro would deal with a city-wide calamity, i.e. researching Greensboro's disaster management policies. For example, how to deal with drought, what can be done to mitigate overuse of water during these times and how can the CSC help provide solutions for when situations like these occur. Mr. Taylor and Mr. McNeill request Mr. Sovich to look into whether or not city has a Hazard Mitigation plan.

Ms Swain recommends that each CSC member be assigned to a department in an effort to evaluate how they relate to sustainability.

Mr. Johns discusses all the different ways to mitigate water usage that the City can be doing.

Mr. Taylor reiterates the problem of “silos” within the City and again asserts the need to find a way to bridge the “silos” between departments and entities within the City. Moreover, once “silos” have been bridged, the CSC wants to use the “team model” they’ve developed to go forward to avoid future “silo-ing” of information.

Mr. Duckwall recommends finding where the “decider” is and then having the CSC focus their attention on that person who can really make a difference. Whether this “decider” is in administration or on City Council, CSC should work to identify them and send them information about their proposals.

**5) REVIEW THE WEBSITE OF WASTEZERO.**

Chair McCollum invited representatives from site WASTEZERO to come talk at their June meeting. Asserts they may be able to help in the effort of reducing waste in streams and other natural waterways. He also claims it may be possible to get some insights for water fillable stations from WASTEZERO as well.

**6) SUB-COMMITTEE REPORTS AND RECOMMENDATIONS:**

**A. ENVIRONMENT :** N/A

**B. ECONOMY :** N/A

**C. EQUITY:** N/A

**7) INCIDENTAL ITEMS:**

**A. ITEMS FROM CHAIR & VICE-CHAIR**

Chair McCollum will send out formal invitations to both the Mayor and City Manager to come to a CSC committee meeting. He will be working on this ASAP in an effort to start engaging them in conversation and help both parties understand what it is they want to achieve and which of these is actually plausible/doable.

Chair McCollum is looking to engage highly motivated high school youth in an effort to establish relationships, develop synergy and encourage longevity of the CSC. Ms Swain builds off this idea by recommending maybe taking on an intern or engaging college students in some form or fashion. Ms Swain suggests bringing a student on board to gather hard data that the CSC does not have resources to do. Mr. Sovich reminds that according to State Labor Laws it is not possible to have an unpaid volunteer, but will look into this matter.

Final statement from Chair McCollum is for CSC members to look at the 2025 Comprehensive Plan’s vision statement, to broaden their perspective and help give a targeted idea of goal of the CSC.

Vice Chair Finley, asks about the webpage. Mr. Sovich sent some information with just some very basic guidelines about how CSC should proceed and explains that as far as social media goes, there is no social media specifically for CSC. Furthermore, the Facebook Page “Greensboro Goes Green”, was established for CSC by former CSC member Mr. Carwein. Mr. Sovich is now the administrator but the site is currently in a “holding pattern” and has not been updated since been being transferred to City Staff.

Mr. Sovich will send out information on how to deal with media and press releases.

**B. ITEMS FROM COUNCIL MEMBERS**

Ms Mansell stated that the Transit Alliance of the Piedmont's 2016 Transportation Speaker Series consists of 4 speaker events, as follows:

1. Building Support for Public Transit, Thursday, May 12<sup>th</sup>, 6:30 PM – 8 PM at Greensboro Historical Museum
2. Transit Network Design Workshop, Saturday, June 11<sup>th</sup>, 2016, 9 AM – 4 PM at UNCG Gatewood Bldg \* Lunch Provided
3. Buses & Democracy: Wednesday, June 22<sup>nd</sup>, 2016, 6 PM – 7:30 at HQ Greensboro
4. TED Talk viewing: "Why Buses represent democracy in Action"

**C. ITEMS FROM PUBLIC**

N/A

**D. ITEMS FROM STAFF**

GSOsharestheroad.org

**8) ACKNOWLEDGEMENT OF ABSENCES**

Mr. Duckwall moved to acknowledge the absence of Mr. Davis'. Ms Swain seconded; the absence is acknowledged unanimously.

**9) ADJOURNMENT**

The meeting adjourned at 5:02 pm.