

**GREENSBORO COMMUNITY SUSTAINABILITY COUNCIL**  
**Minutes, Regular Meeting**  
**3pm, Monday, April 10, 2017**  
**Transportation Conference Room, 3<sup>rd</sup> Floor**  
**Melvin Municipal Office Building**

**CSC Members Present:**

Faun Finley, Chair	Bill McNeil	Will Years
Kelli Swain, Vice-Chair	Kista Mansell	

**Staff and Others Present:**

Jeff Sovich, Planning	Maura Conley, UNCG Sustainability
Dana Clukey, Planning	Vicki Foust, NC A&T Center for Energy Research & Technology
Tori Carle, Field Operations	

Chair Finley called the meeting to order at 3:04 p.m.

**1) APPROVE MINUTES OF FEBRUARY 13, 2016 MEETING**

Chair Finley called for a motion to approve the minutes of the February 13th meeting, as amended. Mr. McNeil moved to approve the minutes and Ms Mansell seconded the motion. The CSC voted unanimously to approve the minutes as amended.

**2) WELCOME VISITORS**

Chair Finley welcomed visitors in attendance.

**3) CHAIR GREETINGS, SUSTAINABILITY QUOTE OF THE MONTH**

Chair Finley shared the quote "Sustainability is responsibility."

**4) EARTH DAY EVENT DEBRIEF**

Ms Mansell gave a recap on the City of Greensboro Earth Day celebration held April 1st at the Kathleen Clay Edwards Family Library branch. She said the event went well and feels confident in the viability of the activity in an outdoor setting, but thought the CSC table could be more physical and interactive in the future. There were some good discussions with participants, including some volunteering to recycle more. Middle school age children understood the cards but photos would have been helpful for younger children. Having people actually do something would have made the activity more memorable. There were some truly astonished reactions which would have been good to video.

Chair Finley agreed with the assessment that the booth could be more interactive and suggested that the CSC start the process of brainstorming ideas for the next Earth Day celebration, six months in advance of the event.

Tori Carle stated that the Piedmont Environmental Alliance Earth Day celebration requires that vendors bring only items that can be recycled or composted. Ms Carle suggested that the CSC collaborate with the Library to help plan the next Earth Day celebration. The location of the Library is also hard to reach for a portion of Greensboro's population, since it is not located along a bus route.

Vicki Foust suggested that the CSC have a banner or signage that more clearly identified the Council and a sign-up sheet for people that wanted to learn more. She also suggested sending out a survey to vendors and participants to get feedback regarding the event.

## **5) CITY COUNCIL MEETING DEBRIEF**

In her presentation to the City Council, Chair Finley took the opportunity to tell them who the CSC is and what it's role is. She focused on the importance of sustainability and some of the factors related to sustainability: recycling, energy usage, sustainable jobs, and weather events. She asked the City Council to support and champion the efforts and initiatives of the CSC. The next opportunity to speak to City Council will be in October.

## **6) UPDATE: REAPPOINTMENTS & NEW APPOINTMENT RECOMMENDATIONS**

Chair Finley has emailed the City Council and City Clerk to recommend Vicki Foust and Jacques Pierre as members of the CSC, and requested re-appointment of Will Yearns and Kelli Swain. The City Council will make board and commission appointments at the April 18<sup>th</sup> meeting.

## **7) WORK SESSION LOCATION CHANGE**

Chair Finley stated that going forward, CSC work sessions will be held at HQ Greensboro, located at 111 West Lewis Street.

**BREAK** - The CSC adjourned for a brief recess, then reconvened.

Chair Finley asked if Ms Carle thought the Library would be amenable to moving the Earth Day Celebration. Ms Carle thought it would help if the CSC steps in to help over the next few years and maybe the location could change. Chair Finley informed the CSC that she is now on the Environmental Study Advisory Board at UNCG.

## **8) NEW PROJECTS & INITIATIVE SUBMISSION STRATEGY**

Chair Finley talked about the idea of creating a form on the Bitrix24 platform that could be used to catalog ideas for new projects and initiatives. The purpose of the form would be to have a streamline way of submitting recommended initiatives to City Council. It will have all the necessary information, including the steps to achieve the project and the strengths, weakness, opportunities and threats. It would also provide an easy standardized way to track and measure the initiatives of the CSC. Mr. Yearns stated that he had developed a draft template as a living document to use throughout the project. At the suggestion of the CSC, he will divide it into three sections: executive summary, execution, and follow up.

Chair Finley's suggestion is that the CSC needs to focus on sustainable initiatives that other agencies are not working on.

## **9) TASK FORCES**

The CSC talked about establishing task forces, assigned lead team members, and had some discussion. The task force teams would be small groups of 2 to 3 people, and would be charged with developing ideas for new projects and initiatives. The following initial task forces were established:

**Responsible Business Award & Recognition Program** (formerly Sustainable Business Award & Recognition Program) - Hillary and Bill will lead. Mr. McNeil suggested linking with the Chamber of Commerce for the program.

**Speaker Event** - Will and Faun will lead.

**Sustainability Website** – (Lead TBD) to highlight and compile sustainability efforts and events.

**Micro Placemaking** – (Lead TBD)

**Earth Day Event** – (Lead TBD)

Chair Finley stated that it would be crucial that deadlines be included with the task force recommendations to keep things moving. She also stated that Winston-Salem has now been designated a STAR city. Ms Foust gave a summary of what STAR means. Mr. Yearns stated that if there is an economic development impact of being a STAR community it should be marketed. Chair Finley stated that we need to focus on the small wins, while working on the big achievements, like STAR certification, in the background.

## **10) INCIDENTAL ITEMS AND ANNOUNCEMENTS**

**A. ITEMS FROM CHAIR & VICE-CHAIR** – Vice-Chair Swain encouraged the Council to educate the public on solutions to sustainability issues.

**B. ITEMS FROM CSC MEMBERS** - Mr. McNeil stated that there is a People’s Climate March on Washington, D.C. and there is a local rally planned at Center City Park on April 29<sup>th</sup> from 1:30 to 3:30. The main focus of the local rally is why care about climate change, which effects jobs and people, and what can we do about it.

Mr. Yearns reminded the CSC that an open position for an advisor to the Council for the building community is available and volunteered to look for someone to fill the position. Ms Mansell stated that there was also an advisory position for someone from the Chamber of Commerce. Vice-Chair Swain also suggested that the CSC reconnects with VF for funding help with the Business Recognition Program.

Mr. McNeil made a motion that Mr. Yearns work on getting an advisor from the Building association. Vice-Chair Swain seconded and the CSC unanimously approved.

Upcoming Events:

- April 24<sup>th</sup> at 6:30 at Reconsidered Goods - Environmental Stewardship GSO will meet to discuss obtaining a densifier for processing styrofoam waste.
- April 24<sup>th</sup> at 6:00 Red Cinema will show the film Chasing Ice. There is a preshow event scheduled at Traveled Farmer with a panel.

**C. ITEMS FROM PUBLIC** - N/A

**D. ITEMS FROM STAFF** - Mr. Sovich stated that May is National Bike Month; a full calendar of bicycle events is available on the Transportation Department’s website.

He also stated that a dockless bike share company named LimeBike brought a proposal to UNCG to put 300 of its bikes on campus free of charge. Lime Bike includes all the technology of bike sharing on the bike itself without the need of a docking station. The hope is to eventually leverage the system Citywide.

## **11) ACKNOWLEDGMENT OF ABSENCES**

Vice-Chair Swain made a motion to excuse Ms Meredith’s absence. Mr. Yearns seconded the motion. The CSC acknowledged the excused absence of Hillary Meredith.

## **12) ADJOURNMENT**

Vice-Chair Swain made a motion to adjourn the meeting. The meeting adjourned at 5:01 pm.