

GREENSBORO COMMUNITY SUSTAINABILITY COUNCIL
 greensboro-nc.gov/sustainability
 Minutes, Regular Meeting
 3pm, Monday, June 12, 2017
 Transportation Conference Room, 3rd Floor
 Melvin Municipal Office Building

CSC Members Present:

Faun Finley, Chair	Bill McNeil	Will Years
Kelli Swain, Vice-Chair	Hillary Meredith	Paula Ritter-Lipscomb

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	Jacque Pierre, NC A&T Energy & Sustainability Office
Alec LeGrega, TE Connectivity	

Chair Finley called the meeting to order at 3:08 p.m.

Chair Finley asked those in attendance to join in a moment of silence for Ms Mansell's son.

1) APPROVE MINUTES OF APRIL 10, 2017 MEETING

Chair Finley moved to approve the minutes of the April 10th meeting, as amended. Mr. McNeil seconded the motion. The CSC voted unanimously to approve the minutes as amended.

2) CHAIR GREETINGS, WELCOME VISITORS

Chair Finley welcomed visitors in attendance.

3) SUSTAINABILITY QUOTE OF THE MONTH – None.

4) DEBRIEF: PEOPLES' CLIMATE RALLY

Mr. McNeil reported that he attended the Peoples' Climate Rally and March on April 29th at Center City Park. As preparations for the event progressed, the name evolved into Peoples Rally for Climate, Jobs, and Justice. He reported that topics that were spoken about included environmental justice, green jobs and climate issues. Six speakers at the event included Justin Catanoso, Etsuko Kinefuchi, Tom Guthrie, David Petry, Rev. Nelson Johnson, and Elaine Stover. A follow-up meeting was held at Scuppernong Books on May 11. Organizers are working on an event for Fall, 2017 or possibly Spring 2018.

5) CITY COUNCIL MEETING DEBRIEF

Chair Finley reported that Mayor Nancy Vaughan signed the Mayors' National Climate Action Agenda, joining mayors from over 300 other US cities in support of efforts to slow, and adapt to, global climate change. In remarks about becoming a signatory, Mayor Vaughan said "I am eager to join, so that Greensboro can work together with other cities throughout the country to strengthen local efforts for reducing greenhouse gas emissions and supporting efforts for binding federal and global-level policymaking." She added that "It is now more important than ever for cities to act and be advocates for minimizing the effects of climate change. This isn't new to Greensboro though, as we have made sustainability a priority for years."

6) UPDATES

- **Reappointments & Recruitment** – Chair Finley stated that she will be seeking ways to minimize miscommunications regarding CSC appointments and re-appointments.

Ms Swain was originally appointed as an at-large CSC member, and requested that upon reappointment her status be changed to representing City Council District 1. Following some miscommunication, it was determined that Ms Swain's re-appointment was changed to the District 1 seat. Chair Finley reiterated the need for having better communication and being more efficient; she stressed the importance of face-to-face meetings between CSC members and their City Council members. City Council members sometimes appoint people who do not live in their district; Chair Finley expressed interest in wanting to understand the process by which City Council members choose appointments to the CSC.

Chair Finley reported that Mr. Yearns was also reappointed. Mr. Yearns' appointment was changed to an at-large position, which filled the seat vacated by Art Davis. Following these re-appointments, two CSC seats remain vacant, a District 5 position and an at-large position.

Mr. Yearns stated that he is working on finding a recommended advisor to represent the local building industry. Likewise, Ms Meredith is seeking a recommended advisor to represent the Chamber of Commerce.

Chair Finley proposed developing a CSC project calendar to keep track of events, projects, and updates, and to let the group know who is doing what.

- **Bylaw Changes** – Chair Finley stated that the CSC continues to work on recommendations for changes to the Bylaws. An update on this topic will be presented at a future meeting.
- **Scheduled Council Member Meetings** – Chair Finley stated that she and Ms Meredith will be meeting with City Council member Justin Outling to discuss how best to communicate with the City Council and the CSC's current initiatives. Ms Finley will also be rescheduling a meeting with City Council member Marikay Abuzuaiter.

Ms Swain stated that she met with City Council member Sharon Hightower to discuss what the CSC does and what sustainability means to the City as a whole. Ms Swain pointed out that Ms Hightower's district has the lowest recycling participation rate and the highest recycling contamination rate in the City. Ms Hightower stated that to her, sustainability means that her constituents have access to safe secure, healthy housing, jobs, and food. Ms Swain noted that Ms Hightower's perspective underscores the important idea that sustainability means different things to different people depending on their life circumstances.

- **Meeting Location Options** – Ms Swain stated that rotating the location of future CSC meetings among the various City recreation centers would be one option, which could make the meetings more accessible to a wider cross-section of the City's population. Ms Finley and Ms Meredith will research this and other options.
- **Future Speaker Events** – Ms Meredith stated that she is researching potential speakers, their typical fees, availability, etc. in order to bring forward some recommendations. Among the possibilities she is exploring, is a panel discussion on the topic "Where is our energy future?" with representatives of the STAR Communities program, 100 Resilient Cities, and others. Chair Finley stated that she will be visiting Portland, OR soon, and may return with some additional ideas for speakers. Chair Finley also suggested a TED Talk: Retrofitting Suburbia by Ellen Dunham-Jones.

7) “WHAT RECYCLING MEANS TO ME” CAMPAIGN

Ms Swain stated that she has been researching how the CSC can support Greensboro residents in their understanding of recycling and sustainability, especially when many face a daily struggle with meeting the basic needs of their households. She recommended creating a public awareness testimonial campaign that examines the big picture and educating people about why certain practices are important. She also suggested that a partnership or co-marketing strategy with SeeClickFix could help to raise awareness of the campaign, as could publicity through the Greensboro Television Network’s “This is Greensboro” series with Rosemary Plybon, and the City’s “At Your Service” newsletter. Ms Meredith also noted the importance of using social media like Snapchat and Instagram to promote sustainability on a City-wide level.

Ms Ritter-Lipscomb stated that Guilford County Schools has an emphasis on service learning, which would be a great way for students to get involved in raising awareness. It will be important to make the connection between recycling and the issues that folks are dealing with on a daily basis. Mr. McNeill reported that there are service learning projects going on throughout the City and that these could be serve as possible partnership for the CSC.

Ms Carle reported she is in the process of having recycling information stickers printed and distributed to households. The stickers would make recycling knowledge more readily available to Greensboro residents. The stickers would indicate which types of materials can be recycled and the appropriate ways to recycle them. Ms Carle proposed the idea of creating a contest in conjunction with the awareness campaign. Recycling users who submit a response to the prompt “What does recycling mean to you?” would be entered into a drawing for a gift card.

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

8) NEW PROJECTS & INITIATIVE SUBMISSION STRATEGY

Mr. Yearnis conducted a brief demonstration of the draft project information templates in the Bitrix24 platform. There is a 1-page summary template for submitting project ideas to the City Council during the planning phase. There is also a template for detailed description of the implementation and evaluation actions that each project would need to include. Chair Finley pointed out that in developing these templates, it is important to keep in mind that in most cases the CSC will not be responsible for carrying out the projects proposed through this system. In the absence of a budget, paid staff, and implementation role, these templates would serve the sole purpose of developing project ideas and presenting those ideas to the City Council for their consideration. The consistent format and level of information that these templates will provide will be very valuable. Discussion among the CSC continued about how the completed project recommendations would be presented to the City Council, and how these could be best structured to function smoothly within the City Council agenda preparation software “Legistar”. The CSC agreed that project proposals should include information that references the specific directive(s) from the City Council, that would be advanced by the project. Ms Swain requested a sample of the format or information fields used by Legistar, for review by the CSC. Chair Finley recommends using the Bitrix 24 templates for internal use only, for the time being.

9) INCIDENTAL ITEMS AND ANNOUNCEMENTS

- A. ITEMS FROM CHAIR & VICE-CHAIR** – Chair Finley announced that the film “Chasing Coral” will be shown at Suppernong Books on July 15th, followed by a Q&A session (the film will be available on Netflix beginning July 14th). The next CSC work session will be July 10th, Chair Finley will be out of town, but will be “facetedimed” in.

Vice Chair Swain reiterated the importance of CSC members using the “Bitrix” calendar to stay informed of upcoming events and work tasks.

B. ITEMS FROM CSC MEMBERS – None.

C. ITEMS FROM PUBLIC – None.

D. ITEMS FROM STAFF - Mr. Sovich reported that UNCG has finalized an agreement with the dockless bikeshare company LimeBike. LimeBike will launch its on-campus service during the Summer with 125 single-speed bikes, followed by more bikes, including multi-speed models, in time for the start of the Fall semester. Also, as of a month ago, the Mayors' National Climate Action Agenda had fewer than 100 participating cities. In response to the recent announcement by the White House that the US would seek to withdraw from the Paris Climate Accord, more than 300 cities are now participating.

10) ACKNOWLEDGMENT OF ABSENCES

Chair Finley moved to acknowledge the excused absence of Ms Mansell; Ms Swain seconded the motion. The CSC acknowledged the excused absence of Ms Mansell.

11) ADJOURNMENT

Vice-Chair Swain made a motion to adjourn the meeting. The meeting adjourned at 5:07 pm.