

**BOARD MEETING MINUTES**  
(July 23, 2015)

**Location**

Carnegie Building  
1188 E. 2<sup>nd</sup> Ave.  
Durango, CO

**Board Members Present:**

Werner Heiber  
Kurt Schneider  
Laura Moorefield  
Paul Senecal  
Peter May-Ostendorp  
Lew Pratsch  
Mark McKibben  
Heather Erb and Tom Holcomb arrived at 3:10pm.  
Mary Beth Miles arrived at 3:13pm.

**Absent:**

Jack Turner

**4CORE Staff in Attendance:**

Karen Streeter, Executive Director

**Guests:**

n/a

**CALL TO ORDER** – Werner calls meeting to order at 3:05pm.

- No introductions. No guests.

**OLD BUSINESS**

- Review & approval of the previous meetings minutes (June 25, 2015)
  - After brief discussion, agreed to amend statements by the city and Kurt regarding the 2014 budgeting process and the city's process for accepting 2015 applications.
  - **Motion:** Werner moves to approve the June 25, 2015 minutes. Heather, seconds. Vote: 9 in favor, 0 opposed.

**NEW BUSINESS**

- Financial Update, Kurt Schneider, Treasurer
  - Kurt appealed for board members to make their annual contributions as soon as possible
  - The board will be asked to assist with some fundraising.
  - We will not achieve our current budget without additional donors, sponsors, and fundraising.
  - About \$68k in current cash accounts. \$7k in receivables, mostly through the city.
- Ending 2015 in the Green, ED
  - Karen presented her plan for covering deficits by year's end.

- Goal to have 5 home parties by year's end, aiming for at least \$100. Board members in govt positions would not be expected to do this.
- Potential: host in home, host at a friendly local business (e.g. RSBP graduates).
- Staff support: eVites, soliciting donations of wine, etc. The board members need to speak about why it matters.
- Karen will also be digging through our donor database/history. Specific direct mail campaign.
- Speaking with community orgs to try to raise \$1,000
- Micro grant startup grant request to the city for youth advisory efforts
- Trying to put together a fundraising event like a home spotlight; PassivHaus is potential; Calwell house potential
- ZNE home event in the fall could be a great place to announce our plans and vision going forward
- Why 4CORE?
  - Karen would like to bring in a pro bono PR firm to assist with this.
  - Werner: how to get the community to care?
  - Pete: what about our press release to let people know about Karen, that 4CORE is back and operational?
- Heather: we should share our elevator pitches for these events
- Karen: I recommend we revisit our mission statement and do some minor strategic planning
- Program/operational updates, Karen Streeter, ED
  - Largest concerns: we have to increase our visibility in the community
  - Solarize Archuleta
    - Paul has attended 3 meetings with potential steering committee. Originally 10 people at the meeting, settling into a core group of 7. Took several meetings for concept to sink in that steering committee is going to have to spearhead the work.
    - As of last meeting, volunteer chair has been running the meeting.
    - Bookkeeper, technology committee, marketing committee, chairperson.
    - 30 homes is current production goal, commercial OR residential. 100 kW. Rolling out by 9/15, leaving enrollment open until end of January 2016. Installs during spring, summer 2016.
  - Environmental Justice Program PV grant
    - Need to understand if we can use the same process.
    - Looking to hire a program manager to assist and to support Solarize Archuleta, 3 days/wk. Community organizer, volunteer coordination experience, fundraising experience.
  - HomeRx
    - Goal for 2015 was for 40 residential audits; we're at 18. The conversion rate is not too low.

- Commercial, we're at 5 of 20 audits.
- Looking to more aggressively promote the program. The most responsive mechanism has been the water bill inserts.
- Heather: what about pitching to realtors?
- Mary Beth: what about Bayfield and Ignacio bill inserts? Is there something we can do for county residents?
- Heather: we need a 10-minute pitch slide deck on this program that anyone could deliver
- Energy code training
  - We did a code training today on updated 2012-2015 codes with ~20 participants
  - Mark: for many architects, engineers, they need to get continuing education credit from code training
- Alternative fuels
  - State has put out RFP on alternative fuels, CLEER not applying. Denver's Clean Cities will apply and try to keep us on the team.
  - Karen: we need to evaluate the value of coordinating alt fuel events given the low number of participants that we can get at some of the alt fuel events; will ask Sarah about her interest in other topics if alt fuel volume is low
  - Kurt: Telluride alt fuel event was required by our grant, so 10 people at an event wasn't actually that bad of a turnout for San Miguel county
  - Mark: we could also open these meetings up to teleconference participation so that distance isn't a factor
- Youth Advisory Board
  - Karen distributed a draft of the plan/application form, doing outreach with local schools, starting to recruit with the goal of getting a board organized by October. Idea that they would create a small fundraiser to help with the costs of the youth advisory board; help extend outreach in the community.
  - Where can we go that reaches beyond 9-R? Mark suggests 4H as a potentially large umbrella organization.
  - Mary Beth: the city has a youth engagement program, students from DHS and Animas High School. Largest challenge we have is transportation and scheduling for meetings. Mary Beth manages the program.
  - Werner: what about the college and environmental center? Dan Garner ran a sustainability program at the high school. What about community advisory board?
  - Tom: for 2016, Boulder RCC, one of their most popular programs was a competition between school districts to implement sustainability goals.
  - Karen looking for YPOD young professionals to be the liaisons for this group so that it doesn't take as much of the staff's time.

- Miscellaneous
- Key Funding Partners
  - County application due 7/31
    - Could we be a contract employee like the LPC Humane Society?
    - Mark: I would say it's prudent to submit for the same amount as last year
    - Mark: new sheriff, what can we do with the vehicle fleet? We need a fast-fill station if we're going to do this.
    - Kurt: Sparx(sp?) has a signed agreement. By April/May 2016, should have a fast-fill station across from Walmart.
  - City of Durango application due 7/27
    - Strategy: completely listening to the city regarding to process. Building a proposal completely based on the city's sustainability action plan, adopted by City Council on Tuesday.
    - Karen to meet with Mary Beth in a couple of weeks to review current ideas.
  - One of Karen's major focus areas now: who are the funders and what do they want/need?
  - There is consistency between the goals of the county and city. We need to be in alignment with these entities. Consistency in education/outreach, programs, etc. in what we're offering the various partners.
  - Which resources?
    - Home efficiency, alternative fuels, water use, food sustainability, business efficiency
    - Need to work on the logo, image we're projecting
  - Need to work with some local non-profits as well as for-profit businesses.
  - Want to help build a new look for us in terms of outreach and focus.
  - Challenges with LPEA:
    - we need recommendations on what we can do for them. We need to start the conversation
    - what can we do to support on-bill financing project? What is our role?
- RoundUp, LPEA, Werner
  - Werner encouraging people to check that they are rounding up on their bills. Wants to ensure that RoundUp is getting plugged in 4CORE's materials.
- Pagosa Verde, Tom
  - 8/27, 8/28: annual symposium on water, policy, renewable energy topics. Panel format. Could be good content especially on water. Thursday is the better day subject matter-wise for the 4CORE board.

## **CALL TO ACTION**

**ADJOURNMENT** – MEETING ADJOURNED AT 5:03 PM.

**Next Meeting:** Thursday, August 27, 2015 at 3pm.

Respectfully submitted by:  
Peter May-Ostendorp, Secretary, 4CORE Board of Directors