



Chicago

U.S. Green Building Council – Chicago Chapter

MARCH MEETING MINUTES

COMMITTEE: N/NW Branch of USGBC-Chicago Chapter

Submitter Information:

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Next Meeting : Sustainable Materials – Lessons Learned

Date: 4/28/2010-Steering

Committee Mtg. @5:00pm

Program: 6:00-8:30pm

Location:

Chicago Regional Council of Carpenters
Training Center
1099 Estes Avenue
Elk Grove Village, IL 60007

Agenda: 2010 Event Updates

Meeting Minutes: 03/24/10 Prairie Crossing

Attendees:

Ted Krasnesky-TK, Mary Cotey-MC, John Kenney-JK, Martha Keyes-MK, Pam Jackson-PJ, Katie Kaluzny-KK, Jennifer Maxwell-JM, Marshall Hjertstedt-MH, Michael Fries-MF, Gary Stanley-GS, Jeff Olson-JO, Robert Schultz-RS, John Zachara-JZa, Joe Zutkis-JZu

General	<ul style="list-style-type: none"> - TK - Theme for <u>Greenbuild</u>: "Generation Green". Help to identify local eco heroes to profile. Call for media connections as a way to promote the event. - MC – <u>Event notification</u> has been a problem. KK said that 1/3 of members opted out of old system of notification due to email overload. Attendance has been down since the change to Wild Apricot. USGBC wants consistency in notices branches send out via emails (appearance, content, etc.) We need to promote events to boost attendance. Need to provide information about
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		<p>what attendees will gain from event – including opportunity for CEUs.</p> <ul style="list-style-type: none"> - MC – <u>Overall Branch Marketing</u>: We need to take advantage of free periodicals. KK – A PR consultant is being hired by the chapter and will be working with the branches on ways to promote events. MC – will talk with Rossen Marinov regarding Facebook and LinkedIn. - KK – <u>Trade Shows</u>: We need a list of free or inexpensive trade shows to attend to promote USGBC. Each branch will now have their own materials for set up of a booth (tablecloth with new logo, etc.) - MC – <u>Advocacy</u>: MC will be going to 2-day training in Springfield in April. -TK – <u>CEUs</u>: TK asked about how to see whether our events will qualify for CEUs. KK said the application form is being updated. The chapter will be doing a training seminar on the form and application process.
Vice-Chair		See Government section below.
Finance		Nothing to report
Government		MH went to Operations Circle recently. He was able to meet government contacts. Outreach efforts should be monitored to avoid overlap.
Secretary		Nothing new to report.
Membership		MK is working on baskets to raffle off at events. MK has a letter that we can provide to donors of materials for baskets. MK will bring a camera to events and post new photos on the website.
Education/ Programs		<p><u>Sustainable Materials</u>: (4/28) Carpenters Union. MF has a flyer almost ready. Panelists are lined up. Unions will be sending out information about event.</p> <p><u>Sustainable Wind Energy</u>: (5/26) JK said event will be at Cetco. Four panelist are lined up with the intention of adding two more. Hope to get a couple of sponsorships from the panelists. Venue has a caterer they would like to use.</p> <p><u>LEED for Healthcare</u>: TK is working on this. Will be doing a presentation to Glenbrook Hospital to sell them on having event there in June.</p> <p><u>Boat Cruise</u>: MC is working on this. Possible work session at Famous Freddie's. Will be booking a 40-person boat.</p> <p><u>Woodstock Trolley Tour</u>: SK is working on this program. JO offered to help.</p> <p><u>Green Schools</u>: MF is working on this. Event will be at Lake Bluff LEED school.</p> <p><u>Sustainable Naval Base</u>: MF is working on this. (Oct.)</p> <p><u>Party After the Party</u>: Recap of Greenbuild & Holiday Party. (Nov./Dec.)</p>
Emerging Professionals		TK would like to get a meeting with CLC, Harper & McHenry Colleges. Would like to check to see if there is a way to link USGBC with student advocacy.