

# USGBC PR Committee Meeting Minutes

October 7, 2010

## Attendees

- Sarah Kooiker, CDM
- Jaemi Jackson, HDR
- Caitlin Dorsey, eone
- Scott Madlener
- Amanda Byrd, Harley Ellis
- Michelle Weber, TriCom Consultants
- Pam Jackson, USGBC Illinois Chapter
- Andrew Mechenes, Primera
- Ray Borgia

## Green Bytes

- October – Green Schools
- 5 articles (Elgin heavy)
  - Bruce Dalquist
    - Integrated design – case studies → Cut back by half
  - Jennifer Pierce
    - Maximize LEED points on a budget
  - Case Study: Illinois school and their outdoor spaces
  - Kathleen Hare
    - Elgin Green Schools
  - Green School leadership
- Do any articles talk about retrofits?
  - Include a short article or info box for more retrofit information
  - Andrew will write mini-article(Stevenson)
    - Potentially conversation Q & A
  - Can Cathy Hayat write mini-article for Hiawatha?
- Green Bytes for 1211
  - Past Green Bytes topics included:
    - New LEED release
    - Residential
    - Schools
  - January/February for first issue
    - Potential topics
      - Green Transactions
      - LEED-ND
      - New rating system
      - Healthcare
      - Retail
      - Water – will appeal to a broader range
      - Land
      - Air
      - Energy
        - Incentives
      - Recycling
      - Locally-sourced materials
  - 1-pager wrap-up of GreenBuild to be released in December
    - What GreenBuild left behind?
    - Next steps for getting involved

- Develop checklist/easy questionnaire for attendees for different summits, sections, etc.
- Potential to send out to not just all members, but entire mailing list
- *ACTION:* Caitlin to create 2011 editorial calendar, Pam to run GreenBuild Wrap-up December issue to the Board for approval; need to find “on the ground” reporters who can be responsible for covering certain aspects; Amanda Byrd to cover exhibit hall

## Membership Drive

- Kathleen? Interested in joining
- Derry Berrigan spearheading the membership drive. Here’s a summary of our initial discussion of how the PR committee may be able to help:
  - Membership Drive at Merchandise Mart
    - There is gentleman that works at the Mart, who is helping to organize on that end (making sure they can set up, etc).
    - Graphics/signage – Derry wanted to know if there was someone who could develop posters to put around the Mart. I think this would be something that the Illinois office would handle, but Pam can verify.
    - Press Release – This needs to be released and soon → this may only be a news blurb, not a press release
    - No date has been set
  - Call Lapsed members to and get them to renew
    - Develop talking points/script – brainstorm key talking points for people who will be at the Mart on the membership drive day, as well as for those making calls to members who have lapsed.
  - Call vendors and use their rolodexes to recruit new membership
    - This needs to be approved by Karin/Doug, etc.
    - Hesitant about this type of “cold-calling”
  - Derry also mentioned finding the “right people” to be selling the memberships/making calls. Not sure how she intends to find these people.
  - In addition, the membership committee is looking to create a script explaining the benefits of membership
- *ACTION:* Jaemi to follow-up with Derry next week for updates

## Social Media

- LinkedIn
- Facebook
- Twitter
- Scott can help! 😊
  - Pam can provide content
  - Jason LaFluer has a good internet presence
- Content
  - Videos: “Cool Things”
    - Short clips, sound bites
  - Links to articles
- *ACTION:* Scott to work with Pam to get content and will start making social media magic

## TriCom Update

- Legacy home project
  - Best days to get media out are T-W-Th
  - Should we look into getting a freelancer reporter? What about Medill Journalism School?
- Other ways to get USGBC word out: Letters to the editor
  - Start looking into who lives/can cover certain local areas and make comments on stories as a USGBC member

## Media list

- New intern could work on this

## Additional Topics

- Pam Garetto – called in
  - Getting info out about GreenBuild in the suburbs
  - My suburban life.com
    - West suburban publications
  - Any instructors for GreenBuild/speakers in west suburbs?
- FYI – USGBC Illinois restructuring. More details to follow
- Next tasks:
  - Write out and clearly define USGBC's messages
  - *ACTION*: Jaemi and Sarah to contact national for their key messages and build off of that.