



CITY OF HENDERSONVILLE
ENVIRONMENTAL SUSTAINABILITY BOARD
Operations Center - Assembly Room | 305 Williams St. | Hendersonville NC
28792



Thursday, February 16, 2023 – 3:00 PM

AGENDA

1. CALL TO ORDER

A. Call to Order- *Kelly Pahle, Chairperson*

2. APPROVAL OF AGENDA

A. Approval of Agenda- *Kelly Pahle, Chairperson*

3. APPROVAL OF MINUTES

A. Approval of Minutes from January 19th 2023- *Gracie Erwin, Staff Liaison*

Approval of Minutes from February 9th 2023- *Gracie Erwin, Staff Liaison*

B. Approval of Subcommittee meeting minutes - *Gracie Erwin, Staff Liaison*

4. PUBLIC COMMENT

A. Public Comment- *Allotted Time 10 minutes*

5. PRESENTATIONS

A. *Meg Jamison, Executive Director of the Southeast Sustainability Directors Network*

B. *Nancy Lawson, Curbside Management, INC.*

6. SUBCOMMITTEE UPDATES

A. Bee City - *Will Garvey, Board Member*

B. Recycling and Plastics- *Geri Conley, Board Member*

C. Hendo Earth Fest- *Ann Twiggs, Board Member*

D. Sustainability Plan- *Will Garvey, Board Member*

E. City Council- *Lyndsey Simpson, Council Woman*

7. OLD BUSINESS

A. Parklet Update- *Virginia Tegel*

B. Sustainability Hero Nominations Update- *Kelly Pahle, Chair person*

8. NEW BUSINESS

- A. Mayors Monarch Pledge- *Kelly Pahle- Chairperson*
- B. Budget Item- Vote on using budget towards a strategic planning session with Fountainworks- *Kelly Pahle, Chairperson*

9. ADJOURNMENT

The City of Hendersonville is committed to providing accessible facilities, programs and services for all people in compliance with the Americans with Disabilities Act (ADA). Should you need assistance or an accommodation for this meeting please contact the City Clerk no later than 24 hours prior to the meeting at 697-3005.



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Thursday, January 19, 2023 – 3:00 PM

MINUTES

1. CALL TO ORDER

A. Call to Order- *Kelly Pahle, Chairperson*

Everyone is present except for Ann. She is online.

APPROVAL OF AGENDA

2. Approval of Agenda- *Kelly Pahle, Chairperson*

Kelly Approved, Virginia made a second motion to approve agenda.

APPROVAL OF MINUTES

Approval of Minutes from December was first approved by Geri Conley, Will Garvey 2nd this motion.

3. Approval of Minutes from December 15th 2022- *Gracie Erwin, Staff Liaison*

All Approved- motion by Geri, and 2nd by Will

4. Approval of Minutes from Jan 13th Hendo Earth Fest Subcommittee - *Gracie Erwin, Staff Liaison*

OTHER BUSINESS

5. Public Comment- *Allotted Time, 15 Minutes*

None

OTHER BUSINESS

6. Bee City - *Will Garvey, Board member*

Will is Bee city lead for earth fest

7. Recycling and Plastics- *Geri Conley, Board Member*

Handed out Brochures on what is recyclable at Henderson county. only 9% of plastics are actually recyclable. Discussed handing out reusable bags with a quote on how long it needs to be used to be more sustainable than plastic grocery bag.

8. Hendo Earth Fest- *Ann Twiggs, Board Member*

See minutes from the Subcommittee

9. City Council- *Lyndsey Simson, Council Woman*

Lyndsey provided an update on city council lighting ordinance. City Council is continuing the discussion with the county on a combined water sewer authority. Parks and Rec master plan is officially apt.

10. Sustainability Plan- *Will Garvey, Board member*

next steps- ask the city what they did last time/ ways to improve- ideas for moving forwards. Include other boards, and involve ICLLE while they wait for SM to be hired. Contact Kale Roberts for direction. Kelly, Lyndsey and John C to meet and discuss. Determine if city staff can or wants to help where they can. More concise goals.

OLD BUSINESS

11. Old Business - *Kelly Pahle, Chairperson*

Excited to hear that Hendersonville has received over 40 applicants for the sustainability position.

NEW BUSINESS

12. Annual Hendersonville Sustainability Hero Award- *Will Garvey, Board Member*

City has distributed to city staff, and are now collecting nominees. They will hold a closed meeting to discuss nominees and give award at the hendo earth fest.

Voted to move forward with the sustainability hero.

ADJOURNMENT

Will made a motion to adjourn and Virginia Second it- all yes.

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CITY OF HENDERSONVILLE
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Thursday, February 09, 2023 – 5:00 PM

MINUTES

1. CALL TO ORDER

A. Call to Order- *Kelly Pahle, Chairperson*

Will , Kelly, Ann, Virginia, Marsha (Brand new member) and Mary Ellen are all present.

APPROVAL OF AGENDA

2. Approval of Agenda- *Kelly Pahle, Chairperson*

Mary Ellen Motion to approve agenda, Virginia second, all in favor.

OTHER BUSINESS

3. Discuss and vote on proposed advertising budget for Hendo Earth Fest- *Ann Twiggs, Board Member*

\$1,750 - billboard (Summit Marketing)

\$600 - radio scripts development and recording (Summit Marketing)

\$420 - Bold Life 1/4th page ad (includes ad design for \$25.00 and ad placement for \$395.00 - their rate for 5 months but giving us a deal for only the Mar/Apr edition as it is usually over \$650 for a one edition ad)

\$2,230 - 2 banners, posters, flyers (this could be less as I don't have actual quotes for these items)

Total

\$5,000

Kelly made a motion to approve this budget, Will seconded, all voted yes.

ADJOURNMENT

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1- 27-23 HEF Minutes

1. Welcome (1min)

a. Attendees

- i. Enrique Sanchez, Allison Justus, Brandy Heatherly, Geri Conley, Elle Travis, Virginia Tegel, Katie Cilluffo, Ann Twiggs, Carlos Ruiz, Gracie Erwin
- ii. Absent - Anthony Baltiero, Pam Torlina, Nancy Diaz

b. Schedules

- i. Special Meeting - Thursday Feb 2nd -10-11am 125 5th Avenue W

2. Accept minutes (1min)

A. Chair Report (10min)

- a. Change April 7th meeting (city offices closed) -Trinity Presbyterian, 900 Blythe, Hendersonville 10:30 am

b. Gather questions for Thursday, Feb. 2nd meeting with Jamie Carpenter

- i. Questions for Jamie Carpenter - Downtown Business Assoc.
 - 1. Times
 - 2. Flyer? (Allison)
 - 3. Make owners aware of dates/times of street shutdown
 - 4. Parking? Permission, where? (bank parking?)
 - 5. Street closure issues
 - 6. Press release in the downtown business newsletter?

D. ~~Sponsor~~ Partners & Donors Discussion (30min)

Notes: some confusion over the definition of partners, sponsors and donors. Group determined that individuals and partners can donate funds for entertainments - no sponsors

a. Friends of Downtown a no go

- 1. Mountain True?
- 2. Trinity Presbyterian Church?
- 3. Caregivers of Mother Earth? Will donate \$250
- 4. Team ECCO?
- 5. Conserving Carolina?
- 6. KatieCilluffo - will donate \$100

Because we won't solicit sponsors this section of the agenda is irrelevant

~~b. Mills River Days example of sponsor sign up~~

~~c. Need volunteers to write one for us~~

~~1. What levels?~~

2. What will they get?

3. Who to approach?

4. Who will approach them?

Advertising/Media (30min)

- a. Come up with a list of advertising needs (Nikki Hamilton list - media and advertising friend of Ann Twiggs) Allison Justus (city communications director) and her assistant were on the phone with us to discuss what media and advertising the city could provide. -
 - i. press release, city facebook page, Instagram, twitter, can help design graphics. We aren't allowed to have a separate Facebook page for the event but can share the city facebook link to our event.
 - ii. Will have to pay for banners and other media/advertising (get 3 quotes)
 - Question - which radio stations will give us free advertising?
 - iii. Posters and flyers cost?
- b. Business Notification (ask Jamie Carpenter) City has a list they can share with us
- c. Please note special rules/laws for city publications

c. Unite the 3 organizations rather than separate

- i. ESB
- ii. Team ECCO
- iii. Electric Vehicle Club
 - 1. Event website:
<https://driveelectricearthday.org/event?eventid=3605>

b. Set up meeting with Sarah Leatham or Nikki Hamilton for costs

F. Exhibitors -

- a. Ann will discuss with Pam Torlina (returning Jan. 29th) next week

G. Other Business (15min)

Entertainment
Food - no food

H. To do before next Feb. 10th mtg

- a. Geri will work with Amy Schmitte on plastics and recycling

- b. Virginia will work on Green Trail
- c. Katie will work on entertainment and ads
- d. Elle will create business notification form
- e. Ann will work on press release, media/advertising budget

F. Meeting adjourned

ESB Earth Day/Green Expo Subcommittee Meeting

December 16, 2022

Agenda/Minutes

- A. Welcome/Introduction of any new members (5 min)
 - a. Start at 10:32am
 - b. Present- Ann, Virginia, Carlos, Ellie, Katie, Enrique, Nancy
 - c. Absent - Anthony and Pam - no one via Zoom
- B. Accept minutes of last meeting (2 min)
 - a. Add schools, update name (Cilluffo), update Blue Ridge Car Club to Blue Ridge EV Club,
 - b. Minutes accepted
 - c. Documents available through GoogleDrive, to be shared soon
 - d. Name of event: Green Expo, discussion of other names
 - i. Enrique to work on a slogan for the event (ie - "Sustain-ability begins at home")
 - ii. Hendersonville Earth Day Festival
 - iii. Decided on "Hendo Earth Fest"
- C. Old Business
 - 1. Ann Twiggs – Chair updates – City Council approval – schematics - @ 28 exhibitor 10' tent spaces (5 min)
 - a. City approved the festival, the schematic
 - b. ESB funds not available for entertainment, can be used for banners or merchandise (t-shirts for volunteers), advertising,
 - i. Need to come up with a budget in January
 - ii. Bold Life advertising is free if they produce an article on us
 - c. Event Logo (Hendo Earth Fest), Nancy to mock-up
 - 2. Section Lead updates (@ 2 min each - 30 minutes overall)
 - a. Overall Exhibitor lead – Pam Torlina – not present
 - Pam will do the outreach for people to table, 28 spaces
 - Virginia started a list of potential exhibitors
 - Future Discussion: swag guidelines for exhibitors
 - b. Entertainment Lead – Katie Cilluffo
 - John Perkins is available
 - Discussed 2 main entertainment spaces, and need to block off some of the 28 spaces for entertainment
 - We have 17 power sources, and water sources are available, may need to find funding for that

- Does the city have tents, tables and chairs available for use? Katie to send list of needs to Ann, Ann to investigate
 - Mountain True boat/trash trout, additional buckets of water for testing
 - BJ (ECCO) is going to have ocean based water monitoring
 - Friends of Downtown and other potential sponsors, Katie and others to investigate
 - Mobile Class Room, Carlos has the contact and will follow through with that
 - c. Lecture Lead – Ann Twiggs
 -
 - d. Volunteers Lead – Virginia Tegel – ESB portion
 - BJ Ramer – Team Ecco lead
 - Volunteer needs: 9:00 -11:30am, 11:00 -1:30pm, 1:00-3:30pm, at least 2 volunteers per shift(3) at 3 locations, special ID item for volunteers
 - e. Recycling/Plastic – Geri Conley
 - Recycling demonstration and education, pending
 - We cannot let children play with trash
 - f. Eco Tour – Virginia/Enrique
 - Trash trout is an element of this Eco Tour
 - g. Compost Exhibitor – Katie
 - h. Native Landscape/Rain Garden – Elle Travis
 - i. Sustainable Agriculture – Ann/Elle
 - j. EV Vehicles – Carlos Ruiz de Quevedo
 - k. Water Quality lead - BJ Ramer
 - New: activity stations for further discussion
 - New: list of sponsor, we will develop through a GoogleDoc, how we are going to approach them (a script), levels of sponsorship
- D. New Business (3 min)
- Add Green Energy (other than EV) Exhibitor lead –
- Ask Carolina Memorial Sanctuary to exhibit
- Pam & Charlie Rogers Drawdown exhibit
- Budget?
- E. Breakout into lead groups to discuss next steps in each (someone take notes)
(30 minutes)
- F. Regroup/report back (10 - 15 min)
- Adjourn until next meeting on January 13,2023

ESB Earth Day/Green Expo Subcommittee Meeting

January 13, 2023

Minutes

1. Present – Ann, Carlos, Enrique, Virginia, Elle (on zoom)
2. Absent- Pam Torlina, BJ Ramer, Geri, Kathie, Anthony
3. Accepted minutes of last meeting
4. Ann Twiggs – Chair update
 - a. Use Google docs - Virginia will provide training as needed
 - b. ESB/Sponsors limitations
 - c. Need for Budget presented at next ESB meeting
5. Vendors: no exhibitor fee, use of electricity \$25., find sponsor for volunteer t-shirts
6. Media/Advertising budget (25 min) - Pam and Ann
7. digital \$1500 approx, Facebook, print banner, posters - correction total budget \$2500
8. Summit Marketing - Ann and Carlos will meet with Sara to devise media plan
9. Sponsors - partners can serve as fiscal agent, Ann will ask Friends of Downtown, Nancy will ask Mountain True
10. Henderson County - Waste Management Amy Schmitte - Henderson County Solid Waste. It was suggested that we add a “hard to recycle” collection event to go along with the Hendo Earth Fest
11. Trinity Lutheran booth with provide alternative choices
 - a. Entertainment
 - b. Lectures - Ann, Nancy - Suggested topics - Home energy efficiency steps and tax credits for, Federal grants/ loans for rural agriculture and small businesses,
 - c. Retail store notifications - Elle
 - d. Media/Advertising - Ann
12. Ann will send corrected new letter to exhibitors and track respondents
13. Adjourn until next meeting on January 27, 2023



2-10-23 HEF Agenda

Attendance: Marcia Shaffer, Ann Twiggs, Carlos, Katie, Elle, BJ Raymond, Nancy, Enrique, Pam

Welcome - (2 min)

Elle - 71 days until the event!

A. Chair Report - (15 min)

1. Feb. 2nd mtg with Jamie Carpenter (details in Google Docs)
 - i. **Questions to Jamie Carpenter, go to GoogleDoc on the G-Drive**
2. Feb. 3rd mtg with Sarah at Summit Marketing (Details in Google Docs)
3. Report from Emergency ESB mtg on HEF advertising budget
 - i. **Budget has been approved by ESB**

- B. Logo discussion - Katie to present her revision choices along with Nancy and Carlos's ideas. **(20 min)** Note - a final choice will be made!

Katie presented a few different variations using elements of the ESB logo, committee voted to move forward with current logo (2 abstain, Katie and Marcia)

1. How many posters would we like? Where do we place them?
 - i. **Order 100 flyers, Ann will talk to Sarah about flyer content and printing, 8.5x14,**
2. Flyers? How will they be used?
 - i.
 - **500 block has been notified yesterday (BJ & Elle)**
 - **There will not be other events in downtown in April**
 - **Banners to announce, possible at Allen & Main, yard signs at other locations, will discuss amount after price quote**
 - **Will have billboards on 4 seasons**

C. Leader reports: (5 min each - 30 min total)

1. Exhibitors - Pam
 - a. Current

- **17 confirmed exhibitors, we have 22 spaces of 28 currently, Land of Sky recs from Carlos to follow up on contact information,**
- **Bee City, Schools, Living Web,**
- **Solar installers will have a car on EV side and exhibits**
 - **Sugar Hollow**
- **ECCO doing invasive species (animals)**
- **Native plants, waiting to hear from Bullington**
- **Waitlist will be made when our spaces are filled**

b. Future

2. Green Trail - Virginia

a. Current status-

- **Posted an invite on drive and 3 people have offered edits,**
- **Green Trail is self guided, nothing is handed out, they get a google map and see what is being featured, idea is to have it ready to roll out at Earth Fest,**
- **support requested to add attractions to the list**
- **Has an invitation and is developing a form for them to fill out**

b. What still needs to be done

3. Entertainment - Katie

a. Current status-

- **Several artists lined up, singer songwriters, bagpiper, Jim Poe (Bee Keeper), John Perkins (2 sections),**
- **BJ has other entertainment for her block**

b. What still needs to be done -

4. Blue Ridge EV Club - Carlos

a. Current status-

- **Has 23 vehicles, goal is 50-70 vehicles, possibly 1 or 2 buses - with Earth & Sky, a panel truck is committed**

b. What still needs to be done -

5. Team ECCO - BJ Ramer

a. Current status-

- **500 block is wrapped up, they shared a letter with all the shops there**

- Cherokee Nation possibly to come with buses and performers, more soon
- Mark Huffman will work with BJ for something on this block
- Shark rescue and ocean conservation
- Discovery tables
- Why you don't collect and why you don't release (?)
- Picture booth
- Stilt walker and balloon maker
 - b. What still needs to be done -

6. Lectures - Ann & Nancy
- a. Current status- (Do we need this element?)
- out
- b. What still needs to be done - everything

- D. Commitments for the next meeting Feb. 24th - **(20 min)**
Remind everyone to check Google docs in the meantime

- Volunteer needs
- City is taking care of EMS
- By March 1 Elle will have a list of businesses
- Advertising
- For entertainment: need stairs for stage
- City is doing barricades, traffic signs, clearing parking,
- Tent weights mandatory
- Hospitality area, no
- Volunteer headquarters table, volunteer vests available by MT

Meg Williams Jamison
Executive Director
Southeast Sustainability Directors Network

Meg Jamison is the Executive Director of the [Southeast Sustainability Directors Network](#), where she has worked since 2015 to promote sustainability in local government across a 10 state region in the Southeast U.S. Prior to SSDN, she directed the northern Arizona office of [Local First Arizona](#), the largest local business coalition in the country. She has also worked with the internationally recognized urban economics firm, [Urban3](#), coordinated the [City of Austin's first Urban Agriculture Program](#), and served as research director with [SCALE, Inc.](#), focusing on rural economic development.

Meg has an undergraduate degree in Urban and Environmental Planning from University of Virginia and a master's degree in Geography from Appalachian State University.