



**CITY OF SCOTTSDALE  
ENVIRONMENTAL QUALITY ADVISORY BOARD  
ENERGY ADVISORY COMMITTEE  
and  
GREEN BUILDING ADVISORY COMMITTEE  
SPECIAL JOINT MEETING**

**GRANITE REEF SENIOR CENTER  
1700 N. GRANITE REEF ROAD, ROOM 9  
SCOTTSDALE, AZ**

**TUESDAY, DECEMBER 16, 2008**

**JOINT MEETING MINUTES**

**ENERGY ADVISORY COMMITTEE**

**PRESENT:** Jim Mulloy, Chair  
Nancy Basinger, Committee Member  
Brian O'Donnell, Committee Member  
Bill Sheaffer, Committee Member  
Richard Stegeman, Committee Member  
Keith Thompson, Committee Member  
Dave Walker, Committee Member

**ABSENT:** Jimmy Leung, Vice Chair

**GREEN BUILDING ADVISORY COMMITTEE**

**PRESENT:** Daniel Aiello, Committee Member  
Joan Baron, Committee Member (arrived at 3:29 p.m.)  
Tamara Bennett, Committee Member  
Lance Donatello, Committee Member  
Kevin Edwards, Committee Member  
Lee Feliciano, Committee Member (departed at 3:59 p.m.)  
Jesse Henson, Committee Member  
Laurie Jackson, Committee Member (arrived at 3:19 p.m.)  
DeeJaye Lockwood, Committee Member  
Alisa McMahan, Committee Member  
Douglas Patriquin, Committee Member  
Julie Stanton, Committee Member  
Beverly Westgaard, Committee Member (arrived at 3:19 p.m.)

- ABSENT:** James McCay, Vice Chair  
Clark Worthley, Committee Member
- STAFF:** Anthony Floyd, Green Building Manager  
Chuck Skidmore, Energy Management Engineer  
Joey Miller, Office of Environmental Initiatives  
Andrew Kocisky, Office of Environmental Initiatives  
Vic Valliere  
Steve Venker, Development Review Board Liaison
- GUESTS:** Dave McDonald  
Tom Dwyer

### **Call to Order / Roll Call / Recognition of Guests**

Chair Mulloy called the meeting to order at 3:10 p.m. A formal roll call confirmed members present as stated above, noting the presence of a quorum.

#### **1. Discussion of Green Build Conference 2008 and update on planned Green Build 2009.**

Mr. Floyd reported on the Green Build Conference 2008, which he attended. He had an opportunity to represent Scottsdale in a panel discussion, along with the cities of Santa Monica and Austin, on how green building programs help accelerate sustainability. He also attended a pre-conference seminar on evaluating green building, presented by the Appraisal Institute. The industry recognizes the value added to buildings that demonstrate energy and water efficiency, indoor environmental quality, better site use, and that utilize resource efficient materials. The economic validity of green buildings is a growing trend.

Mr. Floyd attended a demonstration on making building performance data user-friendly, so that people can see their energy use in real time. There was a discussion on how developers are planning for the impact of emerging climate change regulations. The USGBC released a set of re-green residential remodeling guidelines in conjunction with the American Society of Interior Designers. This will provide useful information that Scottsdale could incorporate into the remodeling update. He said Green Build was expecting 20,000 people, but almost 28,000 attended.

Committee Member Stanton said green building has reached that stage where people are recognizing that it is not just going to be a flash in the pan. More emphasis is being placed on how to reach the next level, and on demonstrating the value that green buildings provide. Committee Member Patriquin reported on a database of over 3 million properties he saw at the conference. The data demonstrated that green buildings have significantly higher occupancy, sales, and rental rates than brown properties have. There is a clear demand for LEED buildings, which a developer could capitalize on, especially in the current down market.

Mr. Floyd noted that the Green Build 2009 National Conference would be held at the Phoenix Convention Center. He is working with the planning committee to ensure that

Scottsdale will have a presence. It provides a great opportunity to show what the City has accomplished. Committee Member Aiello added that in May of 2010, the national Solar Conference would also be in the Valley.

## **2. Discussion of EQAB Meeting on November 19, 2008.**

No report was given.

## **3. Review/prioritization of proposed GBAC Strategic Goals (February of 2008)**

Mr. Venker noted that in August of 2008, the City Council discussed the possible expansion of the Green Building Program (GBP). It started as a proposal for a conservation overlay district that would affect any new development in the city. Eventually a motion was made to have EQAB look into the options, particularly LEED for Neighborhood Development. The focus of the most recent discussions has been on a policy document that was put together by the GBAC in February.

Mr. Floyd presented a series of slides prepared by GBAC, Beverly Westgaard and Michele Cohen on the GBAC proposal for EQAB. He noted that LEED is just one rating system, and it currently has little impact on what is happening in the country. Only about 1,465 buildings have been LEED certified since 2000, out of 564,000 buildings that were built. The future emphasis should be on finding ways to accelerate the building of green projects.

GBAC's document identifies six recommendations for community education, voluntary measures, new policies, City ordinances, enhancements to the current Green Building Program (GBP), and staff communication, education and accountability. Much has happened since the document was first created, and many of the recommendations have been tied into the goals of the new Office of Environmental Initiatives.

Mr. Venker noted that the list of GBAC recommendations was not prioritized. One of the purposes of the joint meeting is to identify which priorities the groups should focus on, and determine which goals could be accomplished over the short term and long term.

Chair Mulloy noted that EQAB asked him to facilitate a discussion on whether the GBAC and EAC should combine efforts to help formulate a recommendation for Council. EQAB needs to have confidence that their recommendations have been well thought out, and that its committees are behind it. There are few precedents as cities have only recently started mandating green building policies. At the most recent EQAB meeting, a legal caveat was noted that Scottsdale should tread carefully when mandating anything that could be seen to lower land values, in light of Proposition 207.

Mr. Floyd said Scottsdale is considering adopting some nationally recognized standards, but until those standards are out, it would be hard to make a decision. A number of cities are making LEED mandatory, and others have decided to develop their own checklists. The situation is changing rapidly. Some policies that have been voluntary up to now, are becoming mandatory. Committee Member Feliciano suggested that incentives could be structured so that they are as effective as mandates.

Committee Member Basinger noted that when pressed, the representative from the City Attorney's Office, who was at the EQAB meeting, was not willing to say that the envelope could not be pushed. The GBAC, Committee Member Basinger said, should act proactively, even if ultimately not every proposal succeeds. More cities are going down this path, and Scottsdale should not wait to see what everyone else does before coming up with its own plan.

Committee Member Westgaard noted her involvement with the Arizona Strategic Alliance. The group takes a complementary role for companies that demonstrate leadership, and they can choose where they want to demonstrate that leadership. She proposed something similar to that idea, as it would avoid mandates. For instance, if a developer came in with a proposal to demonstrate a leadership element in design, it could get recognition and accommodation from the City for doing so. Committee Member Walker suggested approaching the professional community to help demonstrate to developers that LEED certification does not have to cost a lot more. Builders deal directly with the owners and are involved in the process from the beginning. Committee Member Sheaffer said both of those ideas offer good opportunities for promotion without much expense. Developers are looking for a return on their investment, and the City should demonstrate to them how a green building would provide it. If that could be done, the developers will not need much convincing to buy into the idea.

Committee Member Aiello cautioned against relying on what can be done free and at little inconvenience. At some point, society is going to have to bite the bullet. There is more to consider when determining value than just the cost. Committee Member Edwards said the challenge is to figure out how to accelerate sustainability, without losing the support of the community. Society is moving too slowly on the issue. Committee Member Westgaard said sustainability includes more than just green building. There are many ways to introduce cutting edge, cost effective, and socially enhancing projects, without having to rely on a proprietary standard. Scottsdale has a creative community that can be tapped into. Mr. Floyd noted that Scottsdale already has some mandatory green building and water efficiency codes in place.

Committee Member Sheaffer said that since Scottsdale is approaching build out, the biggest impact is going to come from areas that are being redeveloped. The problem is determining where the money is going to come from to do that. Mr. Floyd said the City is considering offering energy auditing as a service to citizens.

Committee Member Aiello said the Arizona Solar Center is working with the State Legislature to tweak language to allow counties and municipalities more latitude to create environmental improvement districts through bonds. It would allow individual property owners to enter into a program without the current restrictions that all the properties be contiguous. That would provide an avenue for funding when the Federal Government starts opening up block grants.

Chair Mulloy said there are a lot of great ideas, but EQAB needs a cohesive plan to put them all together. Committee Member Basinger felt that EQAB, being faced with an array of good ideas, would benefit from having clearly defined priorities behind which to throw its support. Chair Mulloy agreed that the list of proposals should be shortened.

Committee Member Edwards noted that of the six GBAC recommendations, the last two concern staff, and the middle two are beyond GBAC's scope. That leaves the first two recommendations that the committees can effectively work on. When the GBAC first created the document, it was trying to communicate a vision for Scottsdale in terms of sustainability. Committee Member Westgaard agreed that it was intended to identify existing environmental circumstances, assess the City's ability to address them, and to put forward some ideas for consideration. She suggested the GBAC liaison could give a report semi-annually, to update EQAB on the GBAC's status. Committee Member Edwards agreed that there could be more connection between the groups.

Committee Member Jackson suggested an effort be made to identify the commonalities between EQAB and its committees, and to encourage an overall strategy and approach. The entire effort needs to be more comprehensive, coherent, and integrated. Committee Member Walker felt that each group needed a better understanding of its own role and those of its partners.

Committee Member Sheaffer suggested analyzing the initiatives that the City has already started, to determine how well they are working and understand what the next steps should be. The City should look at existing projects to quantify the costs involved and the benefits derived from them. Mr. Skidmore noted that energy use at the Mustang Library, for instance, dropped by 30% once a new chiller was installed to replace a set of individual AC units. Committee Member O'Donnell said benchmarking had been identified as a priority. That alone would have the biggest impact on the City. Once the City knows where it stands, it would be able to track improvements and develop priorities from that information. Committee Member Stegeman agreed, saying that until people become directly responsible for their energy bills, they do nothing. Committee Member Walker said many businesses will scrutinize invoices for a \$250 item, but will blindly write a check for \$150,000 for energy. If they understand their own costs and consumption, every decision they make would take energy into account.

Mr. Skidmore said energy use is easy to quantify. There is so much information available, but the City does not have the systems in place to analyze it. It is going to take dedicated staff time to get on top of the situation, but savings could be realized almost immediately. He emphasized the importance of not only talking about the City's successes, but its failures as well, without pointing fingers.

Chair Mulloy said EQAB should provide the committees with direction on what they should be working on. When EQAB receives a proposal for consideration, it should be something they have asked for, rather than something unsolicited. If the EAC and GBAC can collaborate somehow, EQAB would be more comfortable moving it along.

Committee Member Basinger said it was unclear from the Council discussion, what they were asking EQAB to do, other than provide recommendations about how Scottsdale could expand the Green Building Program throughout the city. EQAB is unsure of what direction to go in because there is so much to consider. The Board relies on its committees, and good communication between the groups is essential.

Chair Mulloy said he felt that EQAB should go back to Council to confirm whether it is headed in the right direction, before the committees are tasked with their assignments.

Committee Member Basinger said an opportunity exists with the new Council, but it is critical that each Council Member be kept educated on the values of a sustainable approach. That way when a proposal is made to them, they will have an understanding of why it would be important. EQAB relies on the expertise of its committees to stay educated as well. Committee Member Thompson said many of the builders and developers are beginning to realize that LEED is effectively going to become the standard they are going to abide by. He suggested enlisting their help to convince Council that the industry is already moving in that direction. The citizens are already reacting; this is not simply a mandate from the top.

Committee Member O'Donnell cautioned against trying to do too much at once. The proposal should be very specific and clear. Committee Member Edwards said green building takes a whole building approach, but energy is a great issue to start with. Few topics are larger or more important. The two committees need to think about their mechanisms and figure out how to work together to support EQAB most effectively. Committee Member Aiello suggested regular, periodic joint meetings to encourage the necessary interaction. Mr. Skidmore said the Council is aware that Scottsdale, and society in general, needs to do bigger and better things with limited resources. They need EQAB to point out the big picture to them, like a scouting party would survey the terrain in advance of a wagon train. The committees should pull their lines of expertise together to provide Council with that vision of where society is headed, along with proposing some enabling policies.

Committee Member Baron noted that the makeup of the Council has changed since it made its request from EQAB. She feels that rather than returning to them for clarification, that the Board should tell Council what they should be considering.

**4. Discussion on the possibility of combining the Green Building Advisory Committee (GBAC) and Energy Advisory Committee (EAC).**

No discussion.

**5. Updates and reminders**

Committee Member Henson announced that he does not intend to renew his application to the Committee.

- a. Next EQAB meeting - December 17, 2008.

**Adjournment**

With no further business to discuss, the meeting adjourned at 5:02 p.m.

Respectfully submitted,

A/V-Tronics, Inc.