



**ENVIRONMENTAL QUALITY ADVISORY BOARD
CITY OF SCOTTSDALE
GRANITE REEF SENIOR CENTER - ROOM 11
1700 N. GRANITE REEF ROAD
SCOTTSDALE, ARIZONA
WEDNESDAY, JULY 16, 2008**

SUMMARIZED REGULAR MEETING MINUTES

PRESENT: Brian Munson, Chair
Michele Cohen, Vice Chair (telephonic; departed at 7:37 p.m.)
Bill Gill, Board Member (arrived at 5:40 p.m.)
Ron Hand, Board Member
Jimmy Leung, Board Member (arrived at 5:58 p.m.)
James Mulloy, Board Member
James McCay, Board Member

STAFF: Larry Person, Environmental Coordinator
Chuck Skidmore, Energy Management Engineer
Anthony Floyd, Green Building Manager
Joey Miller, Planning and Development Services
Andrew Kocsisky, Environmental Technician
David Ellison, Assistant City Manager
Vic Valliere, OEI
Connie Padian, Acting GM, Planning and Development Services
Ross Cromarty, Advanced Planning

ALSO: Nancy Basinger
Jeff Jameson, Human Relations Commissioner

1). **Call to Order and Roll Call**

Chair Munson called the meeting to order at 5:35 p.m. A formal roll call confirmed members present as stated above, noting the presence of a quorum.

2). **Public Comment**

None.

3). **Approval of Minutes**

- June 18, 2008 Regular Meeting

BOARD MEMBER MCCAY MOVED TO APPROVE THE MINUTES OF THE JUNE 18, 2008 REGULAR MEETING. VICE CHAIR COHEN SECONDED. THE MOTION CARRIED UNANIMOUSLY BY A VOTE OF FIVE (5) TO ZERO (0). BOARD MEMBERS GILL AND LEUNG WERE NOT PRESENT.

Vice Chair Cohen said approval of the May meeting minutes was postponed last month, in order to provide Board Member Mulloy the opportunity to verify a number. Board Member Mulloy stated that the average cost of certifying the first 100 LEED buildings was \$100,000. Mr. Person said the May minutes would be agendaized for approval at the next meeting.

4). **Community Area Plan Advisory Groups - EQAB Involvement**

- Update and discussion on the General Plan Update process and Request for EQAB participation in the Community Area Plan Advisory Groups.

Mr. Cromarty said the City Council has identified six areas in which to develop community area plans. Three of those areas are currently being worked on, the Downtown area, southern Scottsdale, and the Airpark area. One volunteer is being requested from each of Scottsdale's boards and commissions, for the various area advisory groups. Mr. Cromarty asked the Board Members to volunteer for the Southern Scottsdale Area Plan Advisory Board and the Airpark Area Plan Advisory Board.

In response to Board Member McCay, Mr. Cromarty explained that the purpose of the advisory boards was to further refine feedback received from the community. Meetings are anticipated once a month.

- Potential Chairman appointments to Community Area Plan Advisory Groups

Board Member Gill volunteered for the South Scottsdale group. Chair Munson indicated that he would find a volunteer for the Airpark area group within the week.

5). **Office of Environmental Initiatives Update**

- Update and overview of the City's new Office of Environmental Initiatives (OEI).

Mr. Ellison discussed his background as Assistant City Manager and the relationship of his role to the Office of Environmental Initiatives and the overall administrative chain-of command. The Board has full access to the administrative chain. He summarized EQAB's role as a citizen advisory board to the Council, and any strategies proposed by the Board would ideally be delivered to the Council through the City Manager. It was noted that the Board always has the prerogative to introduce things to the Council

directly, but the role of the administration is to assist in this process, in the best possible manner for all.

The City is working to ensure that a strong director is in place to oversee the Office of Environmental Initiatives (OEI). The position is being defined, and active recruitment will soon begin. There are people within the organization that have demonstrated their professional commitment, but in the interest of fairness, the process is being opened up to the marketplace. In the meantime, the OEI has been making progress under Vic Valliere's interim leadership. His time in the Planning & Development Services and OEI rotation slot has been extended for three months.

Ms. Padian will continue to be the acting leader for the Planning and Development Services Department. A targeted recruitment effort will soon be started to replace Frank Gray as General Manager. He assured EQAB that the candidates will be asked how they would add value to Scottsdale's environmental strategies among other things. The Director of the OEI would report to the General Manager.

Board Member McCay said it is hard for EQAB to act as an advisory board without knowing what is going on within the City. Staff is the only conduit through which that information passes. Mr. Ellison responded that staff's role is not to act as a barrier, but to ensure that City protocols are followed. Board Liaisons need to be informed about the issues that citizen groups are proposing, and relay that information to the Council through the City Manager. As an example of how the Acting City Manager sees the importance of the newly forming office, Mr. Little has tasked the OEI with analyzing what the City of Scottsdale's true culture is regarding alternative work schedules as an environmental strategy. The initiative is being handled on an administrative level, but EQAB may be consulted as a resource. Chair Munson suggested that EQAB could endorse such actions by the staff.

Mr. Ellison noted that important protocols exist for all involved, but staff wants to keep everybody in the communication loop. The relationship between EQAB and the Council is direct. However, staff serves as an administrative liaison, and does so based on a set of priorities. If staff cannot do something EQAB needs done, at the time it is desired, it has the responsibility of informing the Board.

Chair Munson offered EQAB's help in defining the role of the director of the OEI. There are few peers to compare with for a successful model. Mr. Ellison felt the appropriate candidate should have technical expertise, but more importantly, be a leader and positive influencer. Much will depend on that person's ability to establish credibility and deliver results. It offers tremendous responsibility and opportunity, but without much formal authority over the various municipal functions. Chair Munson felt the position was akin to a business executive position. (I thought this comment was made by board member McCay, with the chairman possible agreeing). Vice Chair Cohen said the person would find the job easier if they had the support of upper management. Mr. Ellison said the OEI is a priority for the City.

In response to Vice Chair Cohen, Ms. Padian indicated that the position of Energy Manager would be filled once the Director was in place.

Vice Chair Cohen requested that EQAB be provided with monthly updates on the activities of the OEI. Mr. Ellison responded that this will happen.

6). **Strategic Planning for EQAB's next several months**

- Strategic planning session for internal EQAB purposes.

Chair Munson said he would like present Council with a well thought-out and coordinated package that had been evaluated by staff. One of the items EQAB is working on is the GBAC strategic goals document, but there are questions regarding the best way to advance it. Some of the recommendations could have an impact on the city, and EQAB does not have the expertise to evaluate to what extent.

Mr. Ellison clarified that EQAB can propose directly to the Council whatever proposal it felt would advance environmental quality. Any Councilmember can ask that any item be on its agenda. The administration would like to evaluate any proposal, prior to submission to Mayor/Council, however.

Vice Chair Cohen inquired how EQAB could make its next proposal as successful as the LEED Gold policy was. Could EQAB ask the administration for help in reviewing a document? Mr. Ellison inquired about the types of ideas EQAB had in mind. Board Member McCay offered LEED EB as an example. Should EQAB aim for just a vision, or should it create a report, independently or with staff, describing how to achieve a goal?

Board Member Hand said he did not understand why this was any different from anything EQAB had done in the past. An open dialogue with staff would allow EQAB to discover what needs to be done.

Chair Munson said EQAB needs to understand how to do its job more effectively. Instead of getting Council to adopt a plan, then handing it to the City Manager to implement, it would be better to get more buy-in from staff from the beginning.

Board Member Leung felt it was a broader question. EQAB has been charged with thinking outside the box and being ahead of the curve on environmental issues, but it is unclear how far ahead it should be, while still being credible and relevant. In larger strategic goals, it is important that EQAB have the staff's perspective, beyond that of the liaisons. The Board would be able to understand what cultural barriers exist in the City.

Mr. Ellison said the system is already set up to facilitate that. For any idea that EQAB wants to test, the City can attempt to provide an administrative resource in the area of impact. It is staff's responsibility to equip the council, boards and commissions with information they need.

Ms. Padian encouraged EQAB to turn to staff for assistance when developing ideas which might be forwarded on to the Council and community for policy consideration. Staff could, for example, help EQAB understand what is already being done or proposed that the Board might not be aware of, and help in getting the policy before the Council.

Board Member McCay suggested, for example, that EQAB initiates an idea, and then submits a brief summary for staff review. If it meets with staff approval, the Board could invite staff to discuss it, work out a plan, and move forward.

Chair Munson discussed his meeting with the Mayor, which centered on how EQAB could help further the Mayor's goals as laid out in her state of the city address. He also proposed how EQAB could use the OEI to introduce initiatives that would move Scottsdale towards a more sustainable future. He suggested to the Mayor that the City adopt a goal that would set the stage for moving forward in green building.

Because this is an election year, the Council would likely be reluctant to commit a new Council to something that did not receive their full consideration. The Mayor advised waiting until after September to attempt another study session.

Vice Chair Cohen said that without further education many Councilmembers would struggle with some of EQAB's ideas. The Mayor emphasized the need to provide more education to Council. She also felt that while the Mayor strongly supported the comments she made in her address, they were not necessarily goals that had to be implemented immediately. They are more of a vision for the future. She made it clear that she wanted proposals that would have a clear chance at success. The citizens have to be shown what a sustainable city means in a concrete way before they would completely support the concept.

Mr. Ellison said the new City Manager likely would not be recruited until the new Council has been sworn in. The Council would then have conversations about their vision for Scottsdale, and how to accomplish their policy priorities.

In response to Board Member Hand, Vice Chair Cohen said no new proposals were presented to the Mayor at the meeting. With the exception of the OEI, the status of the other recommendations from the Energy Plan update remains uncertain. She asked whether EQAB would want to present its new ideas to Council in October. Mr. Ellison said the City Manager would not dissuade EQAB from requesting a session with the Council, but he offered a reminder that Council's agenda load, following the summer, is expected to be heavy.

Chair Munson asked the Board to consider what it wanted to accomplish over the next six months.

Board Member Leung said it appears that not much would be accomplished in the next six months. The Board accomplished much by forwarding the Energy Plan update. He suggested spending the time developing long-term goals.

Board Member McCay suggested investigating LEED EB with staff, which would lead directly into the Mayor's educational request.

Chair Munson felt that the GBAC's strategic goals document would be a good way to test the process that Mr. Ellison had previously illustrated. Rather than follow the procedure used for the Energy Plan update, it would be better to present to Council a well laid out plan, with more specifics.

Vice Chair Cohen suggested scheduling a discussion with David Ellison to present the GBAC strategic goals document, and to begin staff's evaluation of the proposed goals. EQAB could still adopt the high level goal of the document, which is that all buildings in

the city be built to green building standards. What those standards are is not something EQAB has to define. The details can be worked out once the goal is established.

Board Member Hand said it would still involve a level of education and bringing other people to the table. Vice Chair Cohen responded that educating Council could occur after staff has refined the goal.

Board Member Hand noted that the GBAC strategic goals document is only one part of EQAB's work plan. Chair Munson said the other part of the strategic planning process involves thinking about what the future direction for the Board is going to be, beyond the green building and energy plans. EQAB could spend part of the next several months developing that long-term strategy.

Ms. Padian said it would be helpful for staff to understand what EQAB sees as the priorities. Showing Mr. Ellison the green building document would be a big step in terms of City policy. She surmised that he would also prefer to read the document before seeing the presentation. Staff works on many things that would benefit from the support of a constituency group.

Chair Munson felt EQAB should present a copy of the GBAC document to Mr. Ellison, and let him decide whether he would like a presentation.

Board Member Hand said it would be easy to work on short-term goals, while developing a bigger work plan.

In response to Chair Munson, Ms. Padian suggested that EQAB could serve an important role interweaving the concept of sustainability throughout the five community area plans, and the energy component of the General Plan.

In response to Chair Munson, Ms. Padian said the City is looking to involve the community in environmental events, and is considering the best way to use staff and resources to achieve that end.

Mr. Valliere said EQAB has been successful at keeping environmental issues at the forefront of every conversation, and educating the City as an organization. Board Member Hand said it would be helpful if EQAB had a better sense of what was being done within the City. He suggested that the OEI provide regular updates on what is happening in the City. Board Member Leung specified the importance of understanding the culture within the organization, and what role the environment plays in it.

Mr. Valliere said many great things have been happening in the OEI over the past few weeks. Initiatives relating to recycling, bottled water and alternative fuels have been introduced in the past month. The staff is having conversations on sustainable issues that are the direct result of EQAB's vision for creating the OEI. It is important to recognize how much has changed in such a short period.

Chair Munson suggested that the OEI could help identify which City departments or individuals could be invited to provide updates on their activities. Mr. Valliere indicated he would do that, and offered to provide a report on current staff initiatives that relate directly to EQAB's strategic goals document.

Mr. Floyd reported that the Green Building Expo is still in the process of determining what type of event it is going to be. The environmental landscape has changed. A number of private sector events are happening, and the Expo does not want to duplicate their efforts.

Chair Munson said it might be useful to have a dialogue with staff about the feasibility of making changes to the building codes.

Board Member Gill said there are no pressing water issues at the moment. Chair Munson said the City has the situation well in hand. EQAB's role is to stay informed and determine where to provide support when necessary.

Mr. Person suggested that EQAB could call members of all the City's boards and commissions to review what needs to be revised in the Sustainability Indicators Report (SIR). Mr. Valliere said the OEI has identified the need to establish a performance baseline against which to measure the effectiveness of any proposed or implemented initiative. The SIR does not currently provide that. It gives measurements on a broad range of things. OEI proposes that the new SIR be based on measurable indicators that are associated with environmental initiatives. Ms. Padian said EQAB could help identify what indicators are the most valuable ones for that purpose.

Board Member Leung noted that there seemed to be little agreement on what sustainability is. EQAB has had discussion to identify the factors of sustainability. Ms. Padian said one difficulty has been that some things that reflect sustainability are difficult to measure. Board Member Leung suggested that EQAB could focus on the environmental aspects of sustainability, while other groups provide their expertise in determining the social and economics aspects.

Board Member Hand felt that EQAB should receive an update from the OEI before trying to determine its priorities.

The Board discussed the best way to present the GBAC strategic goals to Mr. Ellison. Board Member Gill noted that ASHRAE 189, an important component of the document, is still in draft form. Mr. Ellison would need a lot of background in order to place that recommendation in context. Ms. Padian suggested that Mr. Floyd present the document to Mr. Ellison prior to meeting with EQAB. Board Member Hand felt that the GBAC should be given an opportunity to consider how they would like to present the document, since they created it. Chair Munson said he would ask Vice Chair Cohen for her opinion on the matter.

7). **Updates and Reminders**

- Board Member suggestions for environmental topics on future agendas.

Chair Munson said the next agenda would include a review from Mr. Valliere on EQAB's draft work plan, and recommendations for presentations from other divisions in the City. Mr. Valliere added that part of his presentation would focus on the strategic plan process, which would include the community area plans, and the City's current initiatives.

Chair Munson said there would be agenda items to process, modify, and prioritize items in the work plan, to incorporate suggestions from Ms. Padian regarding the planning process, a discussion on items from the Mayor's address, and another one on the status of green building strategies.

Mr. Person noted that a representative from Economic Vitality is prepared to speak to EQAB. The Board agreed to put that presentation off for an additional month.

Chair Munson asked whether a list of criteria should be included in the memo to Council recommending the establishment of the Dan Basinger Environmental Leadership Award. Mr. Person said a concept and criteria has been developed, and suggested it be forwarded along with the cover letter.

Chair Munson suggested agendaizing discussion on how to proceed with the presentation to Council.

- Upcoming events.
 - EQAB Meeting - August 20, 2008
 - Household Hazardous Waste Collection Day - November 1, 2008

Adjournment

With no further business to discuss, the meeting adjourned at 8:44 p.m.

Respectfully submitted,

A/V-Tronics, Inc.