



**HAMILTON COUNTY
LOCAL ALLIANCE FOR NATURE AND DEVELOPMENT (LAND)**

**Committee on Green Building
Top Tier/Blue Sky Visioning
Meeting Summary**

Tuesday, June 20th 2006, 11:00a.m.-1:00p.m.
Alms Park, Cincinnati, OH 45208-0607

In attendance at the Meeting:

- Joanne Gerson, Montgomery Planning Commission
- Holly Christmann, Hamilton County Solid Waste Management District, USGBC
- Eric Russo, Hillside Trust
- Jennie Russell, DAAP, University of Cincinnati
- David Whitaker, Human Nature
- Alan Weiner, C.O.R.R.E.
- Jayne Gall
- Phil Friedman, HCDBI
- Ron Miller, Caroline Statkus, Clint Smith, Dean Niemeyer, HCRPC

Dean opened the meeting and welcomed the Committee to the Hillside Trust's Offices. Dean presented the revised PowerPoint he sent to the Committee on Monday as the introduction/framing for the discussion about the Top Tier/Blue Sky Project. Dean stated that he and Joanne had a long telephone conversation that helped develop the outline and emphasis presented in the PowerPoint.

Dean again stressed that he and Joanne had "cornered" Chris Bortz at the Niehoff Studio Open House for the Affordable Green Housing in the OTR a couple of weeks ago and said that the LAND Green Building Group wanted to do a project that included the Top Tier leaders in the community. Dean said that Bortz offered that he knew CEO Rogers and Lafley and we should get them altogether and talk about it.

It was suggested that we have all these "movers & shakers" brainstorm with us and also talk about their own efforts. We should invite everyone to a larger event—maybe a symposium on Green Building/Sustainability. Holly questioned whether we were expanding our mission beyond Green Building and was that what we wanted to accomplish. It was recommended that we adopt slogan "LEED by Example", Holly noted that this was already in use. It was also suggested that we use "LEED by Leaders".

Phil suggested that we should focus on The Banks project---have The Banks adopt the policy to become LEED certified, utilize government incentives and include geothermal and sell additional energy to other nearby buildings. If The Banks were built as LEED certified, Green Building would then "flow to other developments throughout the county".

The City and County have information on The Banks as LEED with the report developed by the U.S. Green Building Council (which was discussed in The Business Courier Article Special Report: Building Green). It was questioned whether we were too late and the consensus was that there was no developer or actual design/plan chosen or developed yet for The Banks. It was recommended that the Committee could develop a letter in support of the developing The Banks as LEED certified/Green. Jennie recommended that we develop

a day long symposium on Green Building and only focus a section on The Banks as a Green development, along with the OTR, and other areas of focus including light-rail, etc.

Joanne stated that the conversation seems to have been going along in two tracks: one with The Banks as our major focus and the other as a Green Building Symposium. If we determine The Banks is our major focus we would need to identify potential champions (architectural firms, industries, etc.) Ron stated we would need to interview CEOs to find what our next steps and/or obstacles would be. Those CEOs would talk to governmental leaders. Holly stated that implementation of The Banks as a green project could have the impact of the City of Chicago's Millennium Park. Phil stated The Banks could be completed in phases with green aspects in place.

Jennie offered that most of the public does not know Green Building exists—we need to bring Green Building out of the closet. If we did a symposium, we could educate the public about what the green groups are doing and all the “homegrown” resources, the positive economic impact, other cities incentives (ie.Chicago) and Best Management Practices. Ron posited that the problem with these events is that they are primarily “preaching to the choir”, those who attend are already on board and supporters.

Dean asked whether the Committee preferred to pursue the Greening of The Banks or a Green Building Symposium and the general consensus was for the Greening of The Banks. Dean stated that by “Greening The Banks” we could flip the general perception of a failed project to a positive and forward-moving process. We could go as a group to the top-tier leaders. Alan Warner was suggested as a good candidate to be contact with the leaders considering his recent work with elected leaders at the state and local level, and also, with the Cincinnati Public Schools. Other leaders that were discussed as likely to be supportive include Council members Laketa Cole and Chris Bortz, Dick Wieland, Jeff Aluotto and the BOCC.

We need to develop examples of the cost savings and intangible benefits (i.e. increased morale) of green building. It was suggested that the buildings to be developed in The Banks have green roofs. Considering that the buildings will not be high-rises, this could present a continuous green line down to river, and also, have great appeal for the 3rd street CEOs.

Ron developed a diagram of concentric circles with the exterior circle including: Cost Savings; Aesthetics; Public Relations; Green Resources; and Positive Image of the City and County. The next interior circle included Architects and other experts. The next circle was for the CEOs, then the next circle the Media, then the City and County, and finally, the last circle was the The Banks as a Green Development.

Ron stated that we needed to develop a presentation with examples of Cost Savings; Aesthetics; Public Relations; Green Resources; and Positive Image of the City and County. We should next gain the support of the Architects/Experts, and with their help, present and gain the support of the CEOs. We need to get the Media to champion the idea of the Greening of The Banks .The CEOs would then recommend to the elected leaders of the City and County that The Banks be developed as a state of the art Green development.

Ron stated that we need to move quickly on this project, because the BOCC would make decisions about developers for The Banks by election time. **Jennie said she would try to develop data on how much income that local architectural firms (i.e. GBBN, KZF, GlazerWorks) make on green projects. She wants to tie green design to the local economy.**

Eric informed the Committee that the monetary benefits of green space/tree canopy has been quantified through the CityGREEN software and **he would get these numbers**

together. Jennie said she would check with Steed Hammond Paul about their green projects. Holly agreed to identify the cost savings and P.R. value from the City of Chicago projects. Phil stated that he would get information about the NYC design 2 green projects. Ron recommended that we look at the developer candidates and see if they already do green construction. **It was suggested that we clarify with Bortz about his CEO contacts. Ron stated he would find out about proposed Banks developer candidates.** Joanne stated that we need to get everything to Dean by Friday and next week we will put together an outline and then meet with Bortz. The meeting was then adjourned.