

GreenGatherings Leadership Committee Kick-Off Meeting
February 29th, 2008
8:30 AM -11:00 AM
Science Museum of Minnesota—Argon Room
120 W. Kellogg Blvd.
St. Paul, MN 55102

Attendees: 92 attendees from various governments, corporate and public entities

Agenda Item #1 Registration and Networking

Agenda Item #2 Welcome and Introduction

Anne Hunt, City of Saint Paul, welcomed attendees. Ms. Hunt proceeded to discuss how Minnesotans are hardworking people and have had many green practices in place for years, both publicly and privately, but often do not promote their work. She continued to remark on how the Republican National Convention is an opportunity for our community to showcase our greening efforts.

Agenda Item #3 Why GreenGatherings are Important and Project Goals

Ms. Hunt introduced the first speaker, Ramsey County Commissioner Victoria Reinhart.

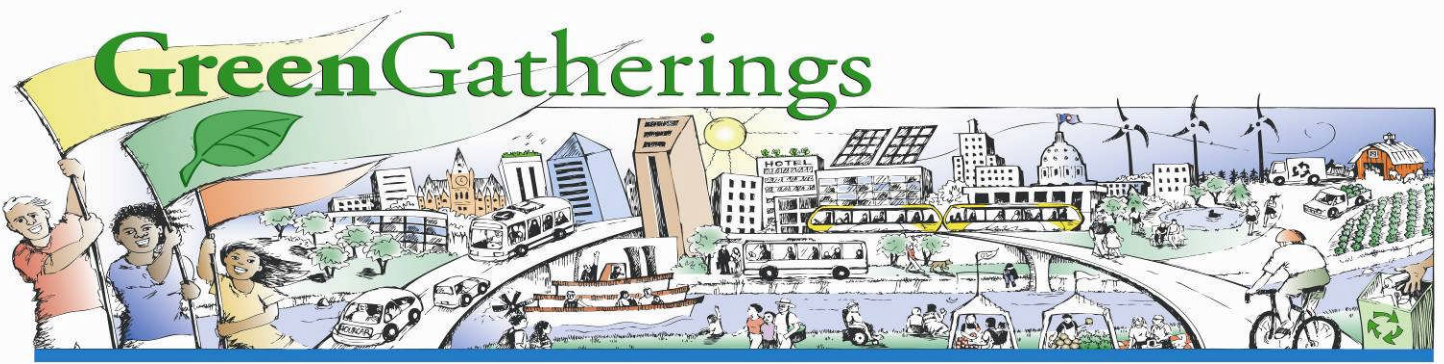
Commissioner Reinhart—Ramsey County Board

Commissioner Reinhart welcomed the community leaders and acknowledged the tremendous strides they have taken in reducing their environmental footprint and helping others do the same. She referenced the significant advancements in environmental responsibility that has already taken place in the Ramsey County – Saint Paul area. Commissioner Reinhart then emphasized the opportunity we have to do even more in the areas of meetings and events. Commissioner Reinhardt closed by stating that the GreenGatherings partnership is a unique and wonderful opportunity for us to work together to address this issue and create a legacy of sustainable events for the region.

Ms. Hunt then introduced the second speaker, Mayor Coleman.

Mayor Coleman—City of Saint Paul

Mayor Coleman discussed the importance of timing with this greening initiative with the international spotlight on our region as we host the 2008 Republican National Convention. Mayor Coleman referenced several green initiatives and partnerships already taking place in St. Paul. Mayor Coleman closed his presentation by acknowledging the accomplishments made within the community and asked the community leaders to join in the efforts to work toward a future of sustainable events for our region by participating in the GreenGatherings Leadership Committee.



Ms. Hunt then introduced the third speaker, Commissioner Moore.

Commissioner Moore—Minnesota Pollution Control Agency

Commissioner Moore addressed the need for community involvement in order to make this GreenGatherings initiative effective and asked each attendee to make a commitment to greening events, large and small, throughout our region. Commissioner Moore stressed that every green effort made matters and that every piece of support gets us closer to achieving a legacy of green events for the Ramsey County – Saint Paul area, and hopefully someday the State of Minnesota.

Agenda Item #4 Highlighting Green Initiatives in the Ramsey County—Saint Paul Area

Mary T’Kach—Aveda—Sustainable Practices Make Economic Sense

Ms. T’Kach addressed how Aveda has balanced people, profit and the planet in the business context while pursuing their green initiatives. Aveda uses clean energy, produces green events and provides green tools and literature for event staff and vendors. Ms. T’Kach stressed the importance of communicating your goals to every party involved, from the gathering of raw materials to packing and distribution. Ms. T’Kach also emphasized the level of planning and commitment that is necessary to succeed in greening your company and your events.

Mayor Hovland—City of Edina—2008 U.S. Women’s Open as Green Event Example

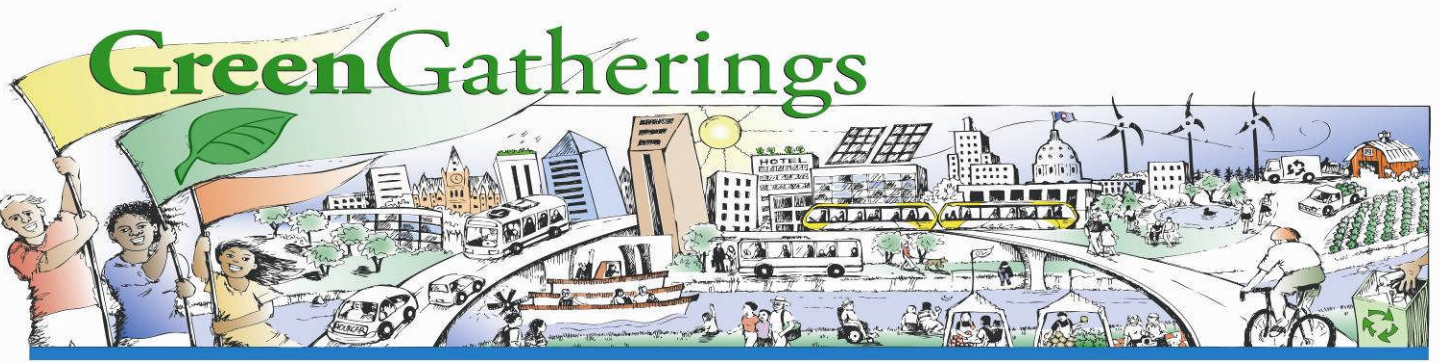
Mayor Hovland announced that the U.S. Women’s Open has launched an initiative to become the first USGA championship solely dedicated to “sustainability principles” geared towards reducing waste and conserving energy during the operation of this major sporting event. Mayor Hovland believes that by focusing on energy-efficient, healthy and credible practices, the U.S. Women’s Open will leave a lasting impact on the Twin Cities and set a precedent that major sporting events can succeed while simultaneously reducing their impact on the environment. He acknowledged the lead role mayors have been taking to green on a local level.

Mark Andrew—GreenMark—Greening Efforts for the Republican National Convention

Mr. Andrew provided GreenMark’s mission statement. Mr. Andrew discussed the 2008 Republican National Convention and the possibility of public and private partnerships for sustainable solutions within the Twin Cities.

Agenda Item #5 How Green is this GreenGatherings Meeting Today?

Commissioner Reinhardt explained the steps taken to greening the GreenGatherings Kick-off Meeting. The Science Museum is considered a green venue with its energy efficient design and use of renewable energy. The caterer was informed of our greening goals and the catering contact was edited to include green clauses. Another significant effort was the reduction of use and printing of paper, as no RSVP



cards were sent out, no agendas were printed, and no display boards were created. All of these greening efforts greatly reduced the production of waste and also let to a net saving of approximately \$200.

Agenda Item #6 Working Session Overview: Goals and Tasks

Commissioner Reinhardt provided an overview of the purpose of the GreenGatherings project:

- 1) To build a lasting environmental legacy;
- 2) To protect the region's natural resources;
- 3) To educate citizens and visitors about green choices and their impact on the environment;
- 4) To provide tools and information to allow all gatherings, large and small, to become green; and
- 5) To demonstrate the economic and community benefits of greening.

Commissioner Reinhardt then explained the project structure and the need for leadership, partnerships and legacy from participants. Commissioner Reinhardt also noted that project participants have much to gain through economic benefits, as well as increased visibility in the community and the media.

Agenda Item #7 Introduction to Facilitated Working Session in Focus Group Areas

Trudy Richter asked the attendees to divide themselves amongst the seven focus group areas: Waste Management; Resource and Energy Use; Travel and Transportation; Food; Lodging/Green Hotels; Construction and Outdoor Environment; and Rivers and Water. Ms. Richter introduced the breakout activity noting that the purpose was to learn about green events initiatives already in place, as well as identify new initiatives to create a legacy of green events for the Ramsey County – Saint Paul area.

Agenda Item #8 Facilitated Working Session in Focus Group Areas

Each group member introduced themselves and gave an example of one green initiative they already have in place or plan to implement. Then each group brainstormed tasks, assigned leaders for each task, determined the potential for legacy for each task and the determined a completion date.

Agenda Item #9 Sharing Goals, Tasks and Next Steps

One member from each of the seven focus groups shared one of the goals established by the group. The goals presented were:

Construction and Outdoor Environment

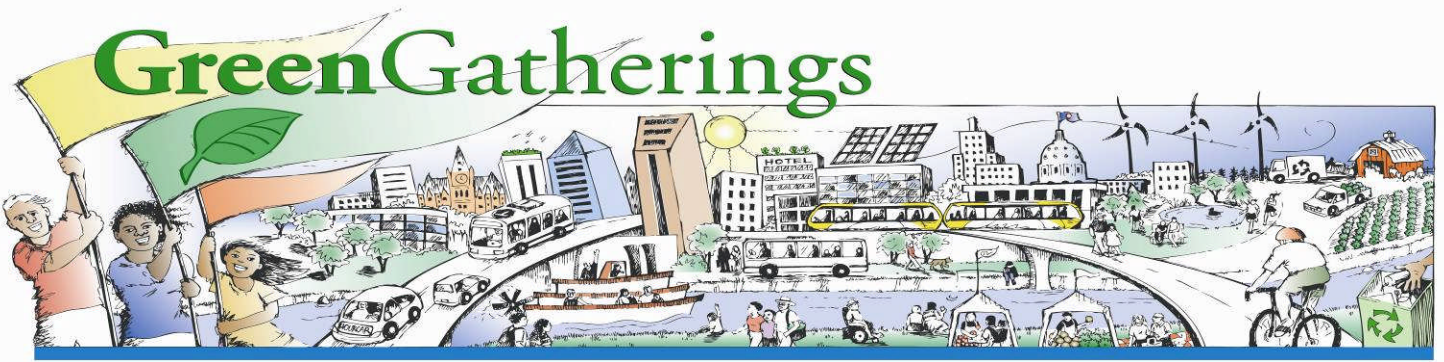
Lead: Mortenson Construction

- Create written case studies on existing and planned construction projects demonstrating green building practices.

Rivers and Water

Lead: National Park Service

- Promote past and future Mississippi River cleaning efforts to convention goers and local residents.



Lodging/Green Hotels

Leads: MPCA and Hospitality Minnesota

- Hold a green lodging workshop in May 2008 with the MPCA and Hospitality Minnesota.

Waste Management

Leads: Waste Wise, Coca-Cola Bottling Company

- Create a database of vendors who can supply low waste or hauling services.
- Case studies of low waste events.

Food

Leads: GreenMark, Leslie Wilson

- Create standards and guidelines for hospitality industry in Minnesota, including training.

Resource and Energy Use

Lead: TBD

- Develop key messages on energy conservation for convention goers and venues.
- Develop actions to take for convention goers and venues.

Travel and Transportation

Lead: TBD

- Develop a multi-modal green approach for event travel by promoting biking and walking, as well as providing knowledge on how to do so.

It was noted by a meeting attendee that project leads may wish to consider using interns for implementing project tasks.

Agenda Item #10 GreenGatherings Website

Trudy Richter announced the web address for the GreenGatherings website,

www.mngreengatherings.org. She encouraged participants to utilize this resource to stay connected and involved.

For additional information on GreenGatherings, please visit www.mngreengatherings.org or contact Kate Bartelt at 651-222-7227 or kbartelt@rranow.com.