



**WESTERN NEW YORK ENVIRONMENTAL ALLIANCE  
BOARD OF DIRECTORS  
MEETING AGENDA**

**DATE TIME:** *January 17, 2012 @ 12:00 Noon*

**LOCATION:** *Community Foundation for Greater Buffalo*

1. Call to Order Robert E. Knoer, Chair 12:06

2. Roll Call

Anthony Armstrong	(AA)	present
Arthur Wheaton	(AW)	present
Loren Smith	(LS)	present
Robert E. Knoer	(REK)	present
Jay Burney	(JBy)	present
Judy Einach	(JE)	present
Kerri Bentkowski Li	(KB)	present
Thomas Herrera-Mishler	(THM)	present
Erin Heaney	(EH)	present
Megan Mills Hoffman	(MMH)	excused
Micaela Shapiro-Shellaby	(MS)	present
Justin Booth	(JB)	present
Terry L. Yonker	(TY)	present

*Also Present:*

Rebekah Williams	present
Richard Stockton	
Ryan McPhearson	present
Cara Matelliano	present

3. Approval of Agenda and Prior Minutes: Approval of Agenda moved by AW, seconded by LS – approved. Minutes to be left on the table. Since they will be published need to be more widely reviewed before approval.

4. Organizational Issues

- a. Treasures Report (AW) No formal report. CM – there is \$2,800 left in our 2011 allotment, it is an open question as to requesting more. A request should demonstrate

relevance to our mission. Previous spending was primarily on quarterly meetings, banners, logo, etc. Staffing was discussed. AH: we should think about whether we should include funding for working group projects in or general budget. AW will get budget detail of previous expenses from CM. MS suggests a finance committee and suggested the consideration of PR and Marketing. AW is willing to chair such a group and will attempt to schedule a meeting. AA suggests that this goes beyond finance to encompass organizational priorities. Working groups should have an informal discussion about priorities. The congress should also be incorporated.

- b. Access to Listserves ( RW) Each Working Group and Process Group has a listserv, RW is the moderator and gets requests to join which are shared with WG/PG chairs.
- c. Ryan McPherson discussed connections with UB – broad possibilities for interactions between WNYEA and UB, and within a broader context, the entire Western New York Consortium for Higher eEducation.
- d. Liaison to CFGB Board: Rick Stockton (CFGB board members) will attend in the future to act as a conduit between the WNYEA board and the CFGB board.

#### 5. Report of Committees:

*(PLEASE NOTE written minutes or a report should be submitted to the list serve prior to the meeting if possible)*

##### a. Membership Committee (LS,JE,AA).

- i. New Applications – See attached application recommendations (attachment 1). THM moves to recommend, AW seconds, passes unanimously

#### 6. Report of Alliance Groups: See minutes and notes on the GrowWNY web site. Highlights are noted below

##### a. Working Groups—Privileges and responsibilities of Chairs

- i. Habitat and Natural Resources (JBy) The habitat group met on January 12 and followed up the discussion about Hydrofracking and the WNYEA letter from the previous meeting. They also considered a proposal to develop a habitat booklet on habitat management best practices. Specific habitat threats were discussed with respect to 1) Chestnut Ridge Frisbee Golf Course and 2) Allegheny State Park Snowmobile Trial. A subgroup is being formed to focus on climate change.
- ii. Parks and Recreation (THM) to meet on 1/25 at 3:00 at Marcy. Areas of special interest: The Greenway and how to ensure that there is a Greenway in 50 years; The Center for City Park Excellence (Center for Public Land) and the economic impact of parkland (Such a study may be commissioned for Buffalo with strong coordination with WNYEA).

- iii. Energy and Climate Change (TY) Major items: Fracking; coordination with habitat on global warming and other issues (a subgroup on habitat and climate change has been formed); review of input received at the congress and developing the work plan for the coming year.
- iv. Pollution and Hazardous Waste (JE) Recycling continues to be on the agenda – Sam McGavern presented at the last Working Group meeting, and a representative from the City of Buffalo will be presenting at the March meeting. Advocacy formed the second part of the meeting especially with respect to ‘off the radar’ waste disposal sites and Chautauqua county waste issues.
- v. Urban Regeneration (AA)
  - 1. Green Code response. The letter was sent in November with no response. Brendan Mehaffy, City of Buffalo Director of Strategic Planning told RK it was a thoughtful letter that was appreciated. Follow up will occur. There is concern about representation across the WNYEA service area. We want to ensure that we continue as a regional group. Three Brownfield Opportunity Areas have been identified, and there will be public meetings focusing on each one.
- vi. Environmental Justice (EH). The EJ group will be working with CFGB and Knight Foundation grant to train community members on how to gather their own data. There will be a ‘toxic tour’ of EJ areas coming up. The EJ group is spearheading the next quarterly meeting.
- vii. Food, Gardens, Agriculture (MMH)
- viii. Transportation (JB) Complete Street Summit is tentatively April 20<sup>th</sup>. Significant interaction is occurring with the City of Buffalo on Niagara Street.

b. Report of Liaisons to Process Groups

- 1. Issues & Advocacy (MS) The current focus is on developing the action agenda based on pieces put forward by working groups. There need to be more folks at the advocacy groups. Suggestion – at least one representative goes to each of the advocacy meetings.
- 2. Education & Outreach (LH) – The Education and Outreach Group is looking to model its work on the Issues and advocacy group by addressing the needs identified through the working groups. Again, the suggestion of representation from each working group to this process group was suggested.

a. Speakers Bureau

3. Organizational Capacity (KB) Look for a needs assessment survey to determine topics of interest, priorities, preferred methods of communication, and opportunities for shared resources. Again, broader representation from working groups is needed. **Future agenda item – evaluation of working groups, agendas for them, identifying representatives to process groups (as a leadership development tool)**

7. Old Business

- a. First Quarterly Meeting. Submit agenda items to EH. Generally the agenda will include a report to the membership from the board (RK), item(s) from each of the process groups, and then the main program. This meeting will focus on the history of EJ and EJ issues here in WNY. Please push the meeting in your working/process group.
  - i. February 7, 2012 at 5:30 at Marcy Casino
  - ii. EJ Working Group to host
  - iii. Agenda

8. New Business

- i. NYS DOS requested Tag line: - OK to use for WNYEA communications  
“This project is supported by funds provided under Title 11 of the Environmental Protection Fund.” Use was approved after light discussion.
- ii. Participation in the working groups – Members, affiliates and supporters are welcome to attend, with the approval of the chair. Substantive items are funneled through the Board, so voting concerns can be addressed through that mechanism.
- iii. GreenWNY – concern has been expressed about confusion between GrowWNY and GreenWNY. Further investigation will occur.

b. Second Quarterly Meetings 2012

c. Congress 2012

- i. Food
- ii. Location
- iii. Agenda
- iv. Evaluation/recap of the 2011 Congress - evaluation is requested from the board and from member groups, possibly at the quarterly alliance. Clicker technology from UB may make this interactive and straightforward.

9. Adjourn ( approximately 1:30) EH moves, MS Seconds. Approved.

**REGULARLY SCHEDULED MEETINGS:**

**WNYEA Quarterly Meetings (Proposed)**

First	February 7, 2012	Third	September 18, 2012
Second	May 8, 2012	Annual Meeting	November 10, 2012

**Board of Directors 2012 Scheduled Meeting Dates:**

January	July
February	August
March	September
April	October
May	November
June	December

**Working Group Meetings:**

Energy & Climate	January 19, 2012	4:30 PM
Habitat & Natural Resources		
Parks & Recreation		
Urban Regeneration		
Pollution & Waste		
Environmental Justice		
Food Gardens and Agriculture		
Transportation		

**Process Groups Meetings:**

Issues & Advocacy		
Education & Outreach	March 12, 2012	3:30PM, CFGB
Organizational Capacity		

**ATTACHMENT 1**  
Western New York Environmental Alliance  
Membership Committee  
Recommendations – 1/17/2012

The Membership Committee is bringing the following individuals/groups forward for membership in the indicated categories:

Baby Bongos - supporter.

Buffalo State Small Business Development Center - affiliate

Clean Production Action – Member

Paul Lehman - supporter (individual - he is a member of the WNY Land Conservancy Board).

Primary Contact Name Mary Jo Giufre

Primary Contact Email [mj@babybongos.com](mailto:mj@babybongos.com)

Primary Contact Phone Number [\(716\) 860-1488](tel:7168601488)

Organization or Group Name **Baby Bongos**

Organization Web Address <http://www.babybongos.com>

Tell us your organization's mission statement The Baby Bongos mini-shop supports cloth diapering and holistic choices for babies, toddlers and tweens.

Tell us about your organization's environmental work As a small business owner, cloth diaper advocate and business member of the national non-profit organization, the Real Diaper Association, I support financial incentive programs to reduce curbside waste. These programs will reduce waste by removing disposable diapers from family shopping lists and in turn, from their trash cans. I have contacted the Tonawanda department of transportation but have yet to meet with them to discuss and financial incentives. They are open to having a meeting. As per the research of the Real Diaper Association, there are many waste management incentive programs in Canada regarding the use of cloth diapers in their communities. Families who use cloth diapers receive a refund determined by their town. In Canada, each town has agreed on their own terms, though they are all very similar. I believe that programs like this in WNY will create a new avenue to waste reduction. This goal supports the "Waste & Pollution" working group. Also, when families "start young", their children are raised to be aware of conservation and how our actions effect the environment. I believe that Babies raised in cloth diapers have a better chance of living the "green" life because their parents did. Modeling behaviors is the best way to teach effectively. Thank you and looking forward to connecting with GrowWNY.

Authorized Signer My organization agrees to support [Our Shared Agenda for Action](#).

Primary Contact Name Alexandra McPherson

Primary Contact Email [alexandra@cleanproduction.org](mailto:alexandra@cleanproduction.org)

Primary Contact Phone Number [\(716\) 572-2266](tel:(716)572-2266)

Organization or Group Name: **Clean Production Action**

Organization Web Address <http://www.cleanproduction.org>

Name of Executive Director or Board Chair Mark Rossi

Email of Executive Director or Board Chair [mark@cleanproduction.org](mailto:mark@cleanproduction.org)

Organization Phone Number [\(781\) 391-6743](tel:(781)391-6743)

Tell us your organization's mission statement CPA designs and delivers strategic solutions for green chemicals, sustainable materials and environmentally preferable products to catalyze the transition to a healthy economy, healthy environment and healthy people.

Tell us about your organization's environmental work CPA is a recognized leader in the effort to create a world where products are healthy for people and the environment; a world with falling rates of diseases like cancer, infertility and learning disabilities; a world without landfills and incinerators, where remanufacture and reuse replaces destructive mining and extraction practices; and a world where governments and markets reward healthy and innovative products and where consumption is balanced with natural resources.

CPA's tools, policies and networks drive change up the supply chain - from end users to chemical manufacturers. By changing the selection decisions of end users like the electronics, health care, building, retail, apparel, outdoor industry and cleaning product sectors we effect the design and development of chemicals and materials. For end users and their suppliers we offer solutions that advance safer alternatives while: 1) reducing liabilities associated with hazardous chemicals, 2) staying ahead of emerging regulations and 3) meeting burgeoning market demand for green products and services. We then amplify these tools and policies through our network of business, social sector and government leaders.

Starting with the chemicals themselves, CPA created the GreenScreen® for Safer Chemicals. From its first prototype in 2007, the GreenScreen® has developed into the only transparent, rigorous, repeatable, cost effective science-based method to compare and rank chemicals along a hazard index. Already, core elements of GreenScreen have been adopted by Wal-Mart, Hewlett Packard, Nike, and others.

With the tool for identifying safer chemicals defined, we deliver a solution to the next link in the value chain: the materials made from chemicals. Plastics are the single largest end use for chemicals, consuming roughly 80% of all synthetic chemicals manufactured globally. CPA is leading a collaboration with business, NGO and government leaders to create the tool -- the Plastics Scorecard -- that will benchmark plastics on green chemistry metrics and support materials production away from toxic inputs and harmful chemical compounds toward those that are proven to be more benign.

Finally we also address the overarching decision systems such as corporate policy, purchasing guidelines and vendor requirements. These are all addressed within the BizNGO collaborative, which CPA established in 2006. BizNGO brings together major end users of chemicals—retailers, building product manufacturers, technology companies, apparel and footwear sector and the health care sector—with leading environmental organizations, academics, and government agencies. BizNGO extends best business practices into government policy by educating policy makers, influencing regulations and informing legislation.

A non-confrontational, safe, collaborative forum, BizNGO does more than define and drive the most profitable and most sustainable production, business and government practices. The NGO community gains

insights into how companies plan and executive chemicals policy and allows productive and dialogue centered around the pragmatic implementation of safer chemicals in products. Further, NGO leaders are equipped with the most comprehensive solutions to use in their environmental and human health campaigns in the US and internationally. And of critical importance, state and federal government agency leaders take away policy frameworks, tools and perspectives that shape emerging laws and regulations.

With this diverse and broad engagement, CPA develops and disseminates the tools and policies throughout the private, public and social sectors. Thought leaders in all three sectors recognize this partnership as a promising pathway for transforming our chemical economy.

Authorized Signer My organization agrees to support [Our Shared Agenda for Action](#).

Primary Contact Name Fred Bristol

Primary Contact Email [bristolfa@buffalostate.edu](mailto:bristolfa@buffalostate.edu)

Primary Contact Phone Number [\(716\) 878-6828](tel:(716)878-6828)

Organization or Group Name **Buffalo State Small Business Development Center**

Organization Web Address <http://www.buffalostate.edu/sbdc>

Name of Executive Director or Board Chair Susan McCartney

Email of Executive Director or Board Chair [MCCARTSA@BuffaloState.edu](mailto:MCCARTSA@BuffaloState.edu) Organization Phone Number [\(716\) 878-4030](tel:(716)878-4030)

Tell us your organization's mission statement

To provide professional business advisement, education, network resources and to advocate for small businesses and entrepreneurs.

Tell us about your organization's environmental work One of our primary focus areas (with dedicated staff) is to help organizations be more energy efficient by helping them utilize and navigate through the appropriate NYSERDA and utility resources that are available.

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