

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Council

Sustainability Initiatives Subcommittee Meeting

Thursday, May 9, 2013 – 4:30 p.m.

Shoenberg Administration Building

Committee Members Present

Lisa Disbrow (Waste Management)
Christi Dixon (Standing Partnership)
Rick Halpern (Daniel and Henry)
Rick Hunter (Microgrid Energy)

Eric Lobser (Laclede Gas)
Wally McClellan (Office Essentials)
Megan Ridgeway (Arcturis)
Deb Seidel (Bunge North America)

Committee Members Unable to Attend

Brian Bauer (PNC Bank)
Cheri Cooper (Wells Fargo Advisors)
Teesha Hernandez (Emerson)
Jennifer Larsen (Maritz)

Émer ÓBroin (Monsanto)
Joseph Ostafi (HOK)
Rebecca Saunders (Mallinckrodt)
Deb Slagle (Sigma-Aldrich)

Also in Attendance

Garden staff: Donna McGinnis, Kristine Gruver

Meeting Summary

Subcommittee chair Megan Ridgeway welcomed Donna McGinnis, the Garden's new Vice President of Institutional Advancement, and the following new subcommittee members:

- Lisa Disbrow, Waste Management
- Christi Dixon, Standing Partnership
- Rebecca Saunders, Mallinckrodt/Covidien

The subcommittee then discussed updates on current sustainability programs.

St. Louis Regional Chamber Green Business Challenge Update

- 82 organizations are participating in the 2013 Challenge
- The Challenge is offered to Chamber members only as a benefit of membership
- The EarthWays Center remains the contracted resource advisor for the Challenge
- In addition to the "traditional" Challenge, the Chamber offered two extra tracks in 2013.
 - The Challenge Emeritus group includes high-performing organizations who wish to continue to support the Challenge as mentors, workshop leaders, and resources.
 - The Sustainable Business Advantage program is for organizations taking first steps toward sustainable business practices. Six organizations participated in the first session of the four-month program. The second session begins in June.
- The Chamber is grateful for the support of the following Challenge sponsors:
 - Ameren, Burns and McDonnell, Graybar, Laclede Gas Company, Microgrid Solar, Stan Gellman Graphic Design, Tarlton, and Waste Management

Green Ball 2013

- Fundraiser to support the programs of the Garden's EarthWays Center
- Held Friday, April 26 at Moonrise Hotel
- Presented by Moonrise Hotel

- Sold-out event for the first time with 356 attendees
- Thank you to everyone who sponsored, attended, and otherwise supported the event

The subcommittee has expressed interest in aligning its goals and activities more closely with the breadth of the EarthWays Center’s sustainability needs, programs, and goals. The EarthWays Center has also expressed interest in increasing the alignment between their programs and the needs of the corporate community. To accommodate these complimentary desires and continue discussion between subcommittee meetings, Megan will meet monthly with Glenda Abney and Kristine Gruver until August. These meetings will cover a range of topics, current programs, and future opportunities. Initial topics include the following items.

BiodiverseCity St. Louis

Dr. Peter Wyse Jackson launched what is now known as the BiodiverseCity St. Louis initiative in February 2012 at the Corporate Council meeting. He outlined his personal interest and experience in exploring, recording, and protecting urban biodiversity and detailed the value of biodiversity for the St. Louis community. Dr. Wyse Jackson also asked for Council volunteers to join selected Garden staff in developing a biodiversity initiative for our region.

Garden staff and Council leadership volunteers have been working to develop the framework of this initiative since that time. The result of these efforts is *BiodiverseCity St. Louis*—a long-term, community-wide effort to promote urban biodiversity throughout the greater St. Louis bioregion.

The Garden is convening and facilitating *BiodiverseCity St. Louis*, but the initiative needs a coalition of regional partners active in biodiversity awareness and conservation. To begin that conversation, Dr. Wyse Jackson hosted a *BiodiverseCity St. Louis* stakeholder summit at the Garden on May 15. The initiative strives to promote existing biodiversity efforts in our community while exploring new ways to collaborate and support one another. Invitees included representatives from nonprofits, businesses, educational institutions, local government, and other interested parties. The half-day summit was the first community meeting in a multi-year plan.

BiodiverseCity St. Louis updates and opportunities will be shared with the sustainability subcommittee. The subcommittee will decide how it might like to support this broader initiative.

Sustainable Business Offerings from the Garden

At the January meeting, the subcommittee reviewed a draft of a flier promoting the services and expertise of the EarthWays Center to the corporate community. The EarthWays team has taken the subcommittee’s detailed feedback and is working with Standing Partnership to develop materials which outline the value of EarthWays to the business community. The subcommittee will be asked to provide continuing input and feedback as these materials are developed.

The subcommittee will also be asked to consider strategies for engaging the Corporate Council, the broader Corporate Partners Program, and the St. Louis corporate community with the expertise of the Garden. One opportunity may be to reimagine the Green Team Mixer as a networking and education venue for this conversation.

Green Demonstration Home

When the Missouri Botanical Garden’s EarthWays Center moved from Grand Center to the Garden in 2011, the Garden no longer had a location to for sustainable demonstrations and

displays. The Garden has an opportunity to build a new sustainable demonstration home on Garden grounds. The Green Demonstration Home would show homeowners and renters how to save energy, money, and the environment with energy-efficient systems and environmentally friendly products and materials.

As part of the feasibility study for the Green Demonstration Home, the Garden prepared a public interest survey and a business interest survey. The subcommittee was asked to complete the survey and share it with others in their business network. The responses are extremely important to the Garden's planning for the demonstration home. The subcommittee will be updated on the project's progression and, should the home be approved, the subcommittee will have opportunities to be involved in its development.

Green Resources Answer Service

One of the most valuable services offered by the EarthWays Center is the Green Resources Answer Service (GRAS). When an organization or individual has a question that relates to sustainability, they can call or email GRAS to receive a knowledgeable response complete with recommendations and links to additional resources. This complimentary service supports a broad spectrum of sustainable information and is utilized by hundreds of individuals and organizations each year. The Garden wants to promote and expand GRAS, utilizing the model of the successful Horticulture Answer Service at the Garden. This would include lead staff, trained volunteers, a dedicated webpage for frequently asked questions and resources, and more. As the parameters of GRAS are more fully defined, the subcommittee will be asked to provide input into this development process.

Action Steps

- Subcommittee members were invited to attend the *BiodiverseCity St. Louis* Stakeholder Summit on May 15.
- Subcommittee members should complete the Green Demonstration Home Business Interest Survey.
- EarthWays staff will work with Standing Partnership to develop sustainability service promotional materials and share updates with the subcommittee.

Next Meeting

Corporate Council

Wednesday, June 19

4:30–6:00 p.m.

Kemper Center classroom, Missouri Botanical Garden

Featured speaker: June Hutson, Garden Horticulturalist

Note: Council meeting to precede corporate Whitaker evening at William T. Kemper Center for Home Gardening and Cohen Amphitheater

Sustainability Initiatives Subcommittee

Thursday, August 8

4:30–5:30 p.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110