

MISSOURI BOTANICAL GARDEN

Institutional Advancement Division

Corporate Council

Sustainability Initiatives Committee Meeting

Thursday, August 20, 2013 – 4:30 p.m.

Spink Gallery

Ridgway Visitor Center

Committee Members Present

Christi Dixon (Standing Partnership)

Rick Hunter (Microgrid Energy)

Jennifer Larsen (Maritz)

Wally McClellan (Office Essentials)

Émer ÓBroin (Monsanto)

Committee Members Unable to Attend

Brian Bauer (PNC Bank)

Cheri Cooper (Wells Fargo Advisors)

Lisa Disbrow (Waste Management)

Rick Halpern (Daniel and Henry)

Teesha Hernandez (Emerson)

Eric Lobser (Laclede Gas)

Joseph Ostafi (HOK)

Megan Ridgeway (Arcturus)

Rebecca Saunders (Mallinckrodt)

Deb Seidel (Bunge North America)

Deb Slagle (Sigma-Aldrich)

Garden Staff Present

Glenda Abney

Deb Frank

Kristine Gruver

Kelly Hall

Donna McGinnis

Mike Ryan

Meeting Summary

Committee co-chair led Rick Hunter led the meeting and will partner with Megan Ridgeway to lead the committee for the remainder of the year. Rick welcomed Garden staff Kelly Hall, Major Gifts Officer, and Mike Ryan, Foundation Relations Manager. Kelly and Mike will be supporting the Sustainability Committee in the future.

The committee then discussed updates on current sustainability programs.

Green Homes Great Health Festival

- Saturday, September 28
- Annual celebration of sustainable and healthy living
- Included with general Garden admission; free for members
- Suggestions for committee engagement in 2014 include:
 - Create and support an interactive board, maybe whiteboard style, that focuses on “green living” at work, at home, at school
 - Submission contest to celebrate and share best practices at work, home, or school
 - Corporate Council booth with information to showcase the EarthWays Center’s work with the business community
 - Showcase company/community partnerships
 - Business-to-public promotion of green practices
 - Encouraging festival-goers to inquire about their own businesses sustainable advances and practices

- Look at event vendors/sponsors/presenters/exhibitors
 - What percent are in the Regional Chamber's Green Business Challenge?
 - What percent are Corporate Partners?
 - What percent support the Garden in other ways?

St. Louis Regional Chamber Green Business Challenge

- 82 organizations participating in 2013 Challenge
- Sustainability committee members invited to participate in August 22 Better Business through Biodiversity discussion at Maritz Holdings
- Third Sustainable Business Advantage program focused on municipalities begins September 19

Sustainable Business Messaging Update

Christi Dixon and Glenda Abney provided an update on the business message development project begin facilitated by Standing Partnership and the EarthWays Center. The team has focused on clarifying the EarthWays Center's business programs and offerings with the mission question: Is this good messaging for a business-client audience? Standing Partnership will continue to provide thoughts, ideas, and input to Glenda for vetting, and Glenda will share that information with the committee. The team will schedule a conference call in the coming weeks to continue sharing the information and feedback and develop focus groups.

Green Team Mixer 2013

The committee discussed repurposing the Green Team Mixer event as fall launch party for the new EarthWays Center messaging and materials as well as a networking event. This timeframe is a little too aggressive for the pace of message development, however, so the committee has tabled the idea until the November meeting. The committee will discuss hosting this type of event in early 2014 instead.

Green Demonstration Home

Glenda shared a short version of the feasibility presentation the EarthWays team prepared for a meeting with Dr. Peter Wyse Jackson on August 26. Highlights include:

- EarthWays has not had a sustainable demonstration site since the lease on the home at Grandel Square concluded in December 2010.
- The new EarthWays Center Sustainable Demonstration Home would be located on Garden grounds adjacent to the William T. Kemper Center for Home Gardening, a site selected based on a 23-parameter evaluation of both new and existing sites.
- Little green space would be removed for addition of this building. Visible from Alfred, the space will look very much like a residence. The bermed hillside of the Garden property camouflages the lower level office, classroom, and meeting space.
- Matured trees and landscaping would further reduce the visual impact of the built space.
- First floor would feature a typical residential space, emphasizing the sustainable features of each room through engaging, interactive exhibits that fit the look and feel of a residential space, not typical museum exhibits.
- Lower level would include open classroom/meeting room with kitchen facilities; materials library; space for special exhibits, displays, and events; public restrooms; staff offices; storage; and mechanical areas.

- Outdoor deck for catering and rental as well as public use and display.
- The Sustainable Demonstration Home would be open 11 months each year, closing for one winter month (likely January) for maintenance, upgrades, and redesign as needed.
- Home provides a new site for catering and rental facility.
- Volunteers and staff would lead tours and events; visitors could also explore on their own.
- Exhibits and programs designed to provide inspiration for any residence to become more sustainable, including ideas for practical use and behavior choices.
- Displays will focus on the value of plants in home sustainability with insight on what technology and materials work for what purposes and in which locations.
- Additional benefits to the Garden overall:
 - Expands audiences visiting the Garden, especially in the winter, and increases potential length of stay
 - Increases visitation to Kemper Center
 - Expands pool of potential Garden members
 - Expands local, regional, and national media opportunities, particularly through “off season” projects, programs, and events
- Public support: 80% of over 1,400 responses to a public survey were strongly in favor of this approach
- Initial design and construction estimate: \$2.3 million
- Initial annual operating cost estimate: \$255,000
- Initial construction donation estimate (industry donations of materials, installation, technology, etc.): 30–40% of costs, or about \$540,000
- Initial annual revenue estimate: \$15,000 from catered events; \$67,000 from classes, tours, and special events
- Note: donation and revenue estimates are considered very conservative

Glenda will coordinate an additional Sustainability Initiatives Committee meeting solely focused on the Sustainable Demonstration Home in October to share Dr. Wyse Jackson’s feedback and outline next steps for the project.

BiodiverseCity St. Louis

The *BiodiverseCity St. Louis* initiative—a long-term, community-wide effort to promote urban biodiversity throughout the greater St. Louis bioregion—continues to develop. Garden staff and Council volunteers serve on the *BiodiverseCity* development team, and a copy of the *BiodiverseCity St. Louis* call to action was included in the meeting packet for committee review. A *BiodiverseCity* webpage will be added to the Garden website by the end of September, and the committee will be notified when it becomes available.

Action Steps

- Committee members invited to attend the Better Business through Biodiversity discussion at Maritz Holdings on August 22.
- Committee members encouraged to promote Green Homes Great Health Festival on September 28 to friends and colleagues.
- Committee members will be invited to Green Demonstration Home development meeting in September.

- EarthWays staff continuing to work with Standing Partnership to develop sustainability service promotional materials and share updates with the committee.
- Garden staff to announce launch of *BiodiverseCity St. Louis* webpage when available.
- Sustainable Demonstration Home meeting to be scheduled for October 2. Additional details to come.

Upcoming Meetings

Corporate Council

Thursday, September 12

7:30–9:00 a.m.

Sophia M. Sachs Butterfly House

Featured speaker: Vickie Campbell, Butterfly House director

Sustainability Initiatives Committee

EarthWays Sustainable Demonstration Home discussion

Wednesday, October 2

8:00–9:00 a.m.

Commerce Bank Center for Science Education

Missouri Botanical Garden

4651 Shaw Boulevard

St. Louis, Missouri 63110

Sustainability Initiatives Committee

Thursday, November 14

4:30–5:30 p.m.

Shoenberg Administration Building

Missouri Botanical Garden

2345 Tower Grove Avenue

St. Louis, Missouri 63110