



**Sustainable Development Team**

January 7, 2010

Conference Call Meeting 10:00-11:00 a.m.

Present: Dave Bassage, Jeff Miller, Pat Getty, Elizabeth Damewood Gaucher, Sarah Halstead, Alan Tweddle, Pam Curry, Rick Remish, Rick Wilson, Joe Hankins, J. Fernando Cevallos-Candau.

Welcoming Remarks

Elizabeth thanked those who participated in the team survey, and reviewed the agenda for agreement.

**Looking at 2010 goals** (Dave Bassage)

3 areas indicated by the team survey:

- Developing one or two action items around “stewardship of place” – a theme focus in 2010
- Review the 2008 white paper and using its key points to push out messages about sustainability in a strategic way using social media; note the paper talks about the importance and challenge of community dialogue. Using the already-prepared position paper could be a great launching pad for social media.
- Keeping with the stewardship of place theme, how could we use that idea constructively to influence our dialogue with the Coal: Energy and the Environment team; and can dialogue with this team be 2010’s experiment in what the SD team can realistically do for “other groups”?

Agreement:

- These are the areas indicated by the survey as priority, but need to be even further refined and tasks assigned.

**Refining and approving focus** (team members discuss handout)

- Stewardship of place is widely supported, and something that extends beyond environment. The team agreed to use this as a guiding theme in 2010.
- Communicating a simple, understandable and consistently used definition of sustainability is very important. The team agreed to the definition in the 2008 white paper, but agreed that a

sub-group should examine it before the next call and make any additional comments that might enhance outreach and communication. The team is starting with “Sustainability is the principle of ensuring that our actions today do not limit the range of economic, social and environmental options available to future generations.” A metrics sub-group will be convened to think through possible tangible benchmarks in sustainability for WV to measure so we can track our progress; the group is Sarah Halstead, Fernando Cevallos-Candau, Jeff Miller, and Joe Hankins. Elizabeth is responsible for convening this group.

- The team agreed to look at a social media strategy, but broadened the need to “outreach” that includes a range of media (newspaper, letters to the editor, public speaking engagements, etc.). An outreach sub-group will be convened to examine this strategy, including Pam Curry, Jeff Miller, and Alan Tweddle. Elizabeth is responsible for convening this group.

#### **Dialogue with other work teams - Coal: Energy and the Environment (Jeff Miller) – an update**

Jeff shared that he and Dave Bassage, along with Rick Remish, Juliet Terry, and Elizabeth Gaucher are meeting with Newt Thomas (IMAGINE and VS boards) at his request to initiate dialogue about areas of consensus and potential progress on recommendations from IMAGINE’s coal report. There is not much more of an agenda than that, and the group looks forward to reporting back on the discussion.

#### **Current commitments and engaging new team members (Dave Bassage)**

This was addressed by the willingness of team members on the call to join the outreach and metrics groups. We will want to ask the broader team if they want to join one or both of these work groups for 2010 as well. Areas of education where we might recruit new team members include Generation WV (Elizabeth will pursue), Generation Charleston (Alan Tweddle will pursue).

#### **Wrap up call with next steps**

- The team wants to have an active role in Vision Shared’s organizational strategic plan update. Elizabeth is responsible for making sure the team is connected to this opportunity.

Future Teleconferences/Meetings: Thursday, February 4, 2010; 10:00-11:00 a.m.