

MINUTES

Sustainable Business Initiative Task Force
Bascom/Tykeson Room—Eugene Public Library
Eugene, Oregon

April 4, 2006
1:30 p.m.

PRESENT: Rusty Rexius, David Funk, co-chairs; Lisa Arkin, Josh Bruce, Julie Daniels, Roger Ebbage, Lynn Feekin, Mike Miksis, Scott Pope, Claudia Syrett, task force members; Mayor Kitty Piercy; Bob Doppelt, Sara Mazzie, Ray Neff, Research Innovations; Assistant City Manager Jim Carlson; Deborah Brewer, Charles Biggs, Bob Cassidy, guests.

ABSENT: Kartar Khalsa, Deb Noble, Terry McDonald, Jack Roberts, Randy Ross, Claudia Villegas, members.

1. Welcome and Introductions

Mr. Funk called the meeting of the Sustainable Business Initiative (SBI) Task Force to order.

Those present introduced themselves.

2. Items from Task Force Members

Ms. Syrett reported that the ESSN and IRC were sponsoring a series of focus groups to discuss the topic of social equity. Three focus groups, each with seven to eight people in attendance, had met thus far. She characterized the focus group meetings as very good sessions, and said the information from the groups would be shared with the task force. She invited questions for herself or Ms. Feekin.

Mr. Doppelt reported that the upcoming retreat would be held at the Rexius facility. More information about the event would be sent to task force members soon. Mr. Doppelt said he said he would be happy to organize car pools and reminded task force members that the bus ran from downtown to Rexius.

Mr. Doppelt reported that Bob Willard, author of the book *Sustainable Advantage*, would be in Eugene for the Sustainability Conference on April 18 and would speak on April 19 from 3:30 to 5:30 p.m. at a private meeting to which SBI members were invited. He indicated he would send out notice of the meeting.

Mr. Doppelt reported that an informal meeting had been arranged with the local software industry representatives on May 9 from 3:30 p.m. to 5:30 p.m., location to be announced.

3. Approval of Minutes from February 28, 2006

Ms. Syrett, seconded by Ms. Feekin, moved to approve the minutes of February 28, 2006. The motion passed unanimously.

4. Recap of Work Plan for Completing Recommendations (Including Retreat and Half-Day Meeting)

Mayor Piercy thanked those in attendance for keeping up their interest in the task force. She noted that those absent were absent for a variety of good reasons, and she hoped that all could be present at the upcoming retreat and half-day meeting, which would be important meetings. She noted considerable public interest regarding the task force's work and hoped to see the task force produce a vision that was big enough and contained enough meaningful implementation items to allow the City to point to progress. Mayor Piercy encouraged task force members to "think big" today. She noted the many efforts that had spun out of the task force's work and said they would not have taken place without that work.

Mr. Doppelt called attention to several articles related to climate change and green building, saying that during his recent trip to Italy he had attended a conference on global warming in Bologna, and he had found that Europeans were very concerned about the issue. He recalled the heat wave that had killed many people in Europe a few summers ago. Mr. Doppelt said that governments in Europe were considering approaches such as individual global allocations, which would reduce use in the developed world because of demand in the developing world. He suggested the result could be tradable energy credits.

Continuing, Mr. Doppelt said he had questioned the feasibility of the approach had learned that it had been tried successfully in Europe during World War II, and in fact occurred in the United States at that time in the form of gas rationing. While he did not know if the concept would go forward, he believed it highlighted the importance of the work being done by the SBI task force. Mr. Doppelt anticipated a 70 to 80 percent reduction target in carbon gases by 2050 would be established at some time in the future. He suggested the community had taken some important steps toward that goal by working to reach 1990 levels.

Mr. Doppelt reviewed the agenda for the day's meeting.

Mr. Doppelt reviewed the schedule for completing the task force's recommendations.

5. Summary of Recommendations from Public Survey and Final Roundtables

Ms. Mazzi reviewed the results of the public opinion survey, copies of which were made available to the task force. She emphasized that the survey was not a statistically valid instrument.

Mr. Neff debriefed the bicycle roundtable of February 23.

6. Recap of Vision Themes Identified at February 28 Meeting

Mr. Doppelt provided a PowerPoint presentation outlining the steps in the visioning element of the task force's work. He proffered two potential visions for defining the boundaries of the task force's work, asking the task force if a) its vision should describe Eugene as a fully sustainable community in the future, or if b) its vision should describe what local business and job practices, products and services, and related government operations, look, and function like in a sustainable condition in the future. After brief discussion, the task force tentatively agreed that to focus on the vision reflected in b, with a focus on government operations at all level.

7. In Small Groups, Completion of Vision Themes and Root Causes of Success

SBI task force members were broken into the same small groups that had been formed during the meeting of February 28 to complete the vision themes. Mr. Doppelt asked the groups to consider the

following three questions and to spend 15 minutes discussing each one.

1. **Your High Points?** *During your involvement with the SBI, what business and job opportunities and related government practices stood out to you as particularly promising or and/or essential for improving local economic, social, and environmental well-being in the future?*
2. **Ideal Vision?** *Imagine it is the year 2025 and have just awakened from a long sleep. You awake to find that Eugene has won a national award for the number of businesses using sustainable practices and producing sustainable products and services and number of living wage jobs those business support.*

What long-term vision did the SBI Task Force establish for the community back in 2006 that launched the effort leading to this point?

What vision was established for local government and key economic sectors/industries and other local institutions such as schools or hospitals?

3. **Closest Approximation to the Ideal?** *It is still the year 2025 and you are continuing to discover the changes that occurred in Eugene while you were asleep. What vision and goals did the SBI Task Force set in 2006 for the near-term—such as one to five years—that set Eugene on a path for achieving the long-term vision of sustainable business and jobs?*

Said differently, what is the closest approximation to the idea vision described in question #2 that could be achieved in a relatively short time—such as one to three years?

Task force members discussed the questions and recorded their comments on flip charts.

8. Selection of a Subcommittee to Develop Draft Vision for SBI Action Plan and Recommendations

Task force members agreed that Mr. Bruce, Ms. Feekin, and Ms. Arkin and would serve on a subcommittee to review the comments recorded by the small groups with the goal of drafting a vision for the members to consider at the upcoming retreat. Mr. Doppelt indicated that members would receive a draft before the retreat.

9. End

The meeting adjourned at 3:30 p.m.

(Recorded by Kimberly Young)