

Green Business Committee

Chair: Jennifer Grenier Selvig
Past chair: Chris Yalonis

Plan Date: 5/2017



Vision

Why does this committee or task force exist?

The San Rafael Chamber of Commerce Green Business Committee exists to connect the voice of sustainable businesses with the Chamber, its members, and the greater business community, to help gain awareness and progress towards a more sustainable future.



Mission

What are the long-term objectives for this Committee? (3-5 years)

1. Promote sustainability in business through outreach, education, networking, and publications
2. Provide training and education about green business practices/ resources/ expertise to business
3. Advise and vet policy recommendations to the San Rafael Chamber of Commerce Board
4. Increase the number of certifications, legal structures, and reported metrics for green businesses
5. Promote collaboration between the Chamber, the City, educational and community groups

Who are the Board Champions (Board Members on the Committee)?

- Bob Herbst, San Rafael Airport



Accomplishments

What are the specific goals for this committee? (Limit to one sentence)

- Increase Chamber membership & green business practices by members & business community
- Promote sustainability through training/ education/accessible content
- Recognize green champions and organizations
- Drive city/county/business networks adoption of green business incentives, preferred buying, and recognition



Goals

Last Year's (2016) Accomplishments

- Drafted woman/minority/local purchasing policy concept which is currently in review
- Hosted 3 Green Briefs, no cost educational series of expert briefings on best green biz practices
- Achieved Zero Waste (or near) at committee, Chamber and Showcase events
- GreenUP! – 1600 circulation with 31% open rate (industry average is 18%)
- Increased regular new attendees on this committee (15 avg. at meetings) + brought in 4 new Chamber members
- Led Joe Garbarino Green Business of the Year nomination, selection, and promotion of nominees
- Recruited businesses to participate in the REV Sustainability Circle in Marin County
- Collaborated with the City on energy, waste, water, and climate change awareness and action



Strategies

What is the work to be done?

- Co-produce the Sustainable Enterprise Conference, at Embassy Suites, October 26th, 2017
- *GreenUp!* production – quarterly, committee contributes content
- Co-host educational events, mixers, with Green Chambers, other SRCC committees, Sustainable groups in cities and county; VenturePad, MSEL, CFI, etc.
- Make at least one presentation to the Chamber's Board of Directors to adopt or support a local/state policy/legislation that would encourage profitable green strategies.
- Monthly committee meetings to coordinate activities and develop policy recommendations
- Continue to gather support for local purchasing policy for final adoption at the City, and/or County
- Along with City volunteers, the committee will work Adopt-A-Highway on 4th Sat. of month