

From: Kiera Bulan <kbulan@ashevillenc.gov>
Subject: Re: City & County Collaboration - ending BHP contracts
To: Jamie Wine <jamie@greenbuilt.org>
Sent: September 20, 2024 2:45 PM (UTC-04:00)

Ok, cool. Just assumed they'd have inquired, totally understand if there are personal conversations with key stakeholders that are underway, the gist of the situation is known, just want to workshop the talking points and make sure we're all clear on the details.

Thanks,

Kiera

Kiera Bulan, she/her/hers
Sustainability Manager
Sustainability Department

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On Fri, Sep 20, 2024 at 2:44 PM Jamie Wine <jamie@greenbuilt.org> wrote:

No, not at all. I thought I wasn't supposed to yet.

On Fri, Sep 20, 2024 at 2:42 PM Kiera Bulan <kbulan@ashevillenc.gov> wrote:

Like you didn't mention anything about the GBA board decision?

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On Fri, Sep 20, 2024 at 2:32 PM Jamie Wine <jamie@greenbuilt.org> wrote:
You got it.

I talked to Michelle and Keith today and didn't say anything about this, I figured we could talk about it Wednesday at that planning meeting?

On Fri, Sep 20, 2024 at 2:28 PM Kiera Bulan <kbulan@ashevillenc.gov> wrote:

Thanks Jamie & all,

If possible let's hold written/email communication until after we have a chance to connect with the chairs at our scheduled 9/25 meeting. Jamie, please let me know if you're not able/planning to host that meeting and I'll migrate the invite to another platform.

Kiera

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On Fri, Sep 20, 2024 at 10:47 AM Jamie Wine <jamie@greenbuilt.org> wrote:
I was planning on being at those subcommittee meetings next week, yes.

10/2 - Meeting. It depends on if GBA decides for sure to subcontract with me, or if Nicolette will do it as part of her staff responsibilities.

Mary, Jonathan - maybe Nicolette should be looped in on this email, if she's going to be the GBA Executive Director?

Here's a press release draft, it doesn't include enough about the City/County perspective, but I leave that up to you. Does that work?



On Fri, Sep 20, 2024 at 10:34 AM Kiera Bulan <kbulan@ashevillenc.gov> wrote:

Thank you Jamie,

This response is specifically related to coordinating a comprehensive communications plan, we'll respond separately to the termination notification with next steps.

We'd like to request a more formal community-wide announcement via Press Release from GBA, we are happy to support the development of this message, but request that this not be shared publicly until the terms and details of the contract termination are negotiated. Below is a suggestion on how to begin communications rollout and some key details that we'd like to see included to help navigate with key stakeholders, particularly with BHPCC membership.

I'd like to segment the communications as follows and hope to be crystal clear on who's contacting who to be sure that we have the appropriate level of coverage and personal conversations where necessary to preserve relationships and trust.

- **BHPCC membership** - requesting a small group email to appointed membership only from Jamie or board chair with the following content to be sent ASAP (by EOD Monday):
 - GBA has sent a contract termination request to the city and county (important to indicate that this is in process and is currently a request)
 - Jamie's last day will be 9/27
 - The scheduled 10/2 BHPCC meeting is the last meeting GBA will host and moderate (do you want that meeting to be in person? If so, will it be at the collider?) - I recognize this is after Jamie's scheduled last day, but given that GBA hosts the meetings via their zoom account and it will be important to hold this conversation, we are hopeful that GBA can commit to hosting this meeting, more on this in our response to contract termination.
 - The City and County are strategizing next steps to continue to support community-wide renewable energy and energy efficiency efforts
- **Additional Key Stakeholders & General public** - after agreement on termination terms and timeline (week of 9/23) craft a **press release** to be sent from GBA and reshared by city & county. Our team is happy to provide a first draft by Wednesday 9/25 if that is desired. This may be one communication, however there may be additional non members who would benefit from direct communication via meetings or personal emails, we suggest you proceed thoughtfully in ensuring that thorough, timely, transparent information is shared, again we are happy to collaborate on how this unfolds

Will BHPCC be hosting the engagement subcommittee meeting and/or the agenda planning meetings scheduled for next Wednesday 9/25? If not, steps will need to be made ASAP to

communicate those changes to people planning to attend. I suggest that at minimum the agenda planning meeting be kept as we hope/expect that GBA plans to support the final planned BHPCC meeting on 10/2.

Thank you,

Kiera

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On Fri, Sep 20, 2024 at 9:01 AM Jamie Wine <jamie@greenbuilt.org> wrote:
Mary and Jonathan,

Jackie Hamstead is with the County and Kiera Bulan is with the City. I have forwarded the letter to end the contract. However, they have requested coordination for communications to the rest of the stakeholders (e.g. BHPCC, electeds, Duke, etc.).

I know Jonathan said he could help after 9.30, but that's probably too late.

Perhaps Jakie and Kiera could tell us how they'd like it to go and we could weigh in? Maybe we need to deputize a board member to work on this more if you think it's necessary.

Here's my 2 cents about it for clay to mold if needed. It's a letter/email, but we could do a press release if needed:

Dear Stakeholders,

As Green Built Alliance (GBA) evolves, we have made the decision to conclude our formal role in the Blue Horizons Project. This step allows us to refocus our efforts on our core mission: promoting green building, expanding education around sustainable practices, and supporting the trades and contractors within our membership. We believe this renewed focus will help us better serve our community and create lasting impacts in areas where GBA has long-standing expertise.

The decision to end this contract was not made lightly. We are deeply proud of the accomplishments we've achieved together through the Blue Horizons Project. Over the years, our partnership has weatherized hundreds of homes, empowered residents with energy-saving solutions, and reduced energy burdens for low-income families. These milestones would not have been possible without the commitment and collaboration of each of you.

As GBA shifts toward new priorities, we remain dedicated to sustainability and energy efficiency in Western North Carolina. We hope to continue working with many of you in different capacities, as we build on the foundation laid through our collective work.

Thank you for your continued support and partnership as we move through this transition.

Warm regards,

----- Forwarded message -----

From: **Jamie Wine** <jamie@greenbuilt.org>

Date: Thu, Sep 19, 2024 at 1:49 PM

Subject: City & County Collaboration - ending BHP contracts

To: Board of Directors <board@greenbuilt.org>

Kiera texted and asked:

We don't want us ending this contract without a plan, so we would like to collaborate on timing, audiences, message etc ASAP.

The word will get out soon and meetings are in the books, so time is of the essence to get ahead.

Does someone want to hold this task, or do you want me to do that?

We didn't really come up with a messaging plan last night.

--

Jamie Wine

Executive Director

Green Built Alliance

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Pronouns: He/Him/His <https://www.mypronouns.org/what-and-why>

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jamie@greenbuilt.org

It can take me up to a week to respond to email. If you need a quicker response, please call or text my cell phone.

--

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