**COTE Meeting Notes 11/30/2017**

Phone call with Corey Squire, SA COTE chair and L|F Sustainability Coordinator.

* Co-Chair for 3 years previous to this year
* Previous committee goals: 4 L&L’s per year (not very much)- goal to providing edu. For small firms
* When he arrived they spent the first year experimenting to establish an overall goal that defined ‘what COTE is in SA” – they wanted to provide more activities and tech. support/outreach for community and firms
* They wanted to promote awareness and technical edu.
  + Invited high quality speakers (at first local till they got $ to invite outside speakers) for CEU’s – they spent time curating speakers – they started with 3 speakers/yr
  + They would also try to capitalize on other events in town (pull speakers)
* How did they generate revenue? Sponsorships (3-5/yr - $500 and up) (some ex= Mitsubishi, Novadeso, Construction Systems, Covey Elevators?); attendance (charged $15 for COTE members, $25 for members, and $35 for non-members; individual event sponsors (snack or $ for beer/wine, etc.); hosted events in tandem with other events (TSA, SXSW…)
  + Sponsors usually come to them bc of shared mission
  + 50% of the revenue went to the chapter
  + 50% went to COTE Budget
* COTE team: 8-12 regulars in monthly meetings, COTE list serve has 300+ on it
* Most awareness for events, news, etc is communicated through listserve
* Larger events would get their own FB page to advertise
* Once a year they hold an art exhibition in a local coffee shop – music, food, coffee, speaker, socializing
* What made people come?:
  + High quality design on event posters (take them seriously)
  + Good food, drinks, and display/presentation – this is built into their marketing
  + Reusable silverware and tableware (set an example)

\* if event is afternoon (6pm) after work – HAVE food

* + Interesting topics/speakers!
* COTE Awards:
  + Inserted themselves into juror panel (maybe 3 for design and 2 sustainability)
  + Award submissions started to change – bc focuses/reqs for awards changed

\* has been the most effective thing they have done in past 4 years

* Didn’t focus on being link between green orgs – that was USGBC
* Not focused on Student involvement/philanthropic things but they would:
  + Advertise events via local arch school deans/job officers to distribute to students
  + Community members have gotten involved outside of arch
  + Students have a great opp for participating with COTE – has jumpstarted some career paths
* Mission is to provide tech edu for all, esp archs
* Upcoming events:
  + Sustainable Design Leaders: for dedicated sustainability consultants in firms
    - Upcoming summit in Austin (21st – 26th of Jan.)
    - Could use speakers form COTE
  + SXSW in March also an opportunity to get involved with one another
  + National COTE quarterly call, also a listserve
* General Advice:
  + don’t jump off into too many directions the 1st year – choose one thing to focus on – experiment to see what people gravitate towards
  + Re-think mission statement – what can we provide to Arch. proffesion? Deeper than surface level on topics people are passionate about
* Corey can meet next time he’s in town
* Need to followup with him

Draft plan moving forward…