

**West Michigan Sustainable Business Forum  
Member Meeting Minutes  
July 14, 2008**

**Introductions:**

12:15 Marylu Dykstra- Thank You and Welcome

The group introduced themselves in a roundtable format.  
Thank You to Craig, the representative from the Days Hotel, for today's meeting

**Executive Director Report:**

- Renewable Portfolio Standard Energy Bill
  - Set standard at 7% which most of the Environmental Community feels is substantially low, aiming for 10%
- Please take action in trying to increase this RPS
- Project Light Change
- August 9<sup>th</sup>- Dune Days Adventure 11-2:30ish @ Muskegon State Park

**Presentation**

Rick Menken, GM of Spurt Ind., presented on the S.O.R.T. Composting Program. Resulting from an outcry among many of area restaurants and business for the development of a recycling system to deal with much of the recyclables that are being throwing out (i.e. Cardboard, ). We felt there is a void that needed to be filled Offers full circle recycling, from Business to Spurt's recycling program.

First step is a "waste stream audit",

Spurt is trying to implant new recycling techniques to continue to be able to recycle more waste. Example, Spitfire Industries contacted Spurt to recycle of the Rothbury Music Festival. The efforts produced 77% recycling for the entire Rothbury Festival.

Any University Affiliation?

In contact with Cornerstone U. and GRCC

Are there Drop Off sites?

Not currently, however development is in process for one. Individual Loads are accepted currently at any Spurt location.

Since March 13<sup>th</sup> over 150 tons have been diverted from Incinerator. Goal is to double incoming materials by next spring.

Example, if you were to make all silverware, plates, napkins, cups in a cafeteria Biodegradable then EVERYTHING that goes in the trash programs like SORT can recycle.

Obstacles:

- Infrastructure at collection Site- cost. Participation could be a problem
- When waste removal is included in rent no incentive to increase amount paid

- ❑ Education/Training
- ❑ Community- Free drop off
- ❑ Tenants vs. Landlord responsibility/ Management in a multi-tenant bldg.
- ❑ Awareness

**Best Practice:**

Craig Bilski, Days Hotel, presented on the process for the transformation from the Days Inn to the Days Hotel. Craig discussed the aspects of the renovation process that were green, including the waste recycling programs, introduction of sustainable technologies within the rooms, green cleaning products. Seeking LEED EB certification.

**Q&A**

What is the best way to promote Green Hospitality Businesses in West Michigan?

- Michigan Dept. of Energy, has a program that will provide free energy savings help (Green Lodging Certification)
- Working with Chamber of Commerce, Tourism Boards, and Event Planners. Hotels.com Travelocity, etc. Local First
- Development of Convention Packets, Website with clear policies, PR
- Sponsor Meetings- Promote Accomplishments @ green industry meetings
- Community Open House to overcome Past Reputation
- GR Press Green Advertising
- Have distinct messaging at airport and through advertising
- Within Industry demo competitive financial market to promote change in industry
- Connect with green business around town

**Announcements:**

5<sup>th</sup> Annual Wine and Roses for Cystic Fibrosis October 17th  
 Green Marketplace- way for local businesses to showoff their items, businesses only need to donate one item to the auction  
 How can we as an association help other associations?

SWMSBF- Hosting Annual SB conference, “Energizing Michigan’s Energy Future”, November 13<sup>th</sup> @ Western Michigan University [www.swmsbf.org](http://www.swmsbf.org)

Annual Golf Outing- August 11<sup>th</sup>, is a fundraiser for WMSBF Scholarships, @ Quail Ridge Golf Course, looking for donations, sponsorships,

Great Lakes Green Conference- Michigan Assoc of Homebuilders, put on to teach homebuilders how to renovate and build green homes. It is expanding from a Building expo to a Green Living Expo. Looking for Businesses seeking to have an Exhibit

State of Michigan- 2<sup>nd</sup> Annual International Creative City conference in Detroit in October.

1:45 Move to Adjourn

<b>Last Name</b>	<b>First Name</b>	<b>Affiliation</b>
Barrons	Casey	WMEAC
Bartels	Rudy	Herman Miller
Bilski	Craig	Days Hotel
Davis	Lee	Lake Affect Design
DeBruyn	Gayle	Lake Affect Design
Dykstra	Marylu	Sirius Resources
Eddy	Karen	MDEQ
Emelander	Tessa	Kerkstra Precast
Fisher	Michele	Promo Impact
Gardner	Levi	Integrated Architecture
Glas	Nancy	MDEQ
Guy	Ethan	WMEAC
Hernandez	Betsy	Steelcase
Hoffman	Jodi	Kentwood Office Furniture
Hood	Rachel	WMEAC
Kellough	Vicki	Grand Rapids Press
Kooy	Steve	Haworth
Locke	Lisa	SRG
Lubberts	Rhonda	GVSU
Meehan	Mary	
Meincke	Chris	Conestoga-Rovers & Assoc.
Menken	Rick	SPURT Ind.
Merideth	Jed	Waste Management
Morrison	Richard	Morrison Industrial Equipment
Newhouse	Thomas	Thomas J Newhouse Design
Ochsner	Sarah	Kentwood Office Furniture
O'Keefe	Ruth	Kendall College
Oswald	Doug	American Seating
Overway	Rick	Agio Imaging- Guest
Philips	Jeff	Structural Concepts
Pike	Carol	Fusion Business Services
Rauwerda	Laura	MDEQ
Remtima	Deidre	Fusion Business Services
Roloff	Jeff	Cornerstone University

Saliers	Anne	The Right Place
Sanford	Julie	Cornerstone University
Schilhaneck	Craig	Structural Concepts
Schultz	Brian	GRCC
Seitz	Ken	Eaton Aerospace
Shackelton	Dan	Kentwood Office Furniture
Shirilla	Thomas	CMS Energy
Travis	Scott	Irwin Seating
Tueth	Matt	Aquinas College
Tusch	Chris	Water Wizard
VanDellen	Eric	Alticor Inc.
VanStright	Bob	Valley City Environmental Services
Vriesman	Ronald	ERM-Holland
Wade	Claire	Claire Wade Communications
Wammack	Jennifer	Milken Fabric
Wierenga	Audrey	MDEQ
Wood	Douglas	Kent County