



**Recap: March 28, 2018 Meeting  
Charlotte Green Team Meeting  
Charlotte, NC**

Wow! What a great turnout and panel presentation for the first Green Team meeting of the year!. Thank you to Hilton Garden Inn/Hampton Inn Uptown for hosting us.

The topic was: ***“How to Turn Your Green/Sustainability Initiatives into Sales Tools,”*** and our panelists and then the open Q&A time were great. The panel was:

***Tom Rhodes  
Environmental Specialist in North Carolina Green Travel  
N.C. Department of Environmental Quality***

***Kymerly Brantigan  
President & CEO  
The Charlotte Destination Group***

***Rebecca Whitmarsh  
Area Director of Operations- Charlotte, Select Service / General Manager  
Aloft Charlotte Ballantyne***

Tom Rhodes opened the discussion by reviewing what the State does at their level to promote green/sustainable destinations for meeting planners to seek out and contact. They have a certification and grading system that is easy to understand and follow. Hotels and destinations follow the evaluation criteria and report their results to the State. They are then listed on the State travel and tourism website. This is a great sales tool for hotels, with easy links directly from the website to their hotel.

Kymerly Brantigan then talked about getting meetings and events to the region that have green/sustainability initiatives as part of their meeting criteria and as part of their destination selection criteria. She noted that as a meeting planner and destination meeting manager, she leads her clients into including green/sustainability initiatives into their programs, activities and meeting requirements. She also promotes and “sells” the Charlotte region as a green meeting destination. So, going from using green/sustainability initiatives as part of your sales, we went from the state level, to regional destination marketing.

The wrap-up was Rebecca Whitmarsh as a hotel general manager covering how they use their green sustainability programs as part of their sales. They have their state-level certification on green/sustainability and Energy Star recognition shown on their website. They also list and describe in more detail other programs they have: they participate in Marriott International’s 360 program; support Clean the World by recycling soap; use a Nu Tek ozone laundry system; have watt-stopper and motion systems instilled in each guest room; and have a vehicle recharging station that is available and used not only by hotel guests, but locals in the area, too.

Keep on the look-out of the May meeting date, which will be out shortly. The presentation is going to be what's needed in getting your LEED certification. The Charlotte Convention Center is starting a renovation, and they are working this into their plans and construction, and will a presentation.

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**The Charlotte Green Team is co-sponsored by the Charlotte Regional Visitors Authority (CRVA) and the Charlotte Area Hotel Association (CAHA)**

