

Elektra Fike-Data

Director | Tree San Diego

Why do you wish to join the Board of Directors of the San Diego Green Building Council?

As a 10-year resident of San Diego with six of those years spent working in the sustainability sector, I am seeking both leadership and networking opportunities that align with topics about which I am passionate. As a former SDGBC Green Business Committee member, I've had the opportunity to play a part in recognizing the incredible way sustainable design and climate advocacy complement each other, and with that understanding I wish to help position SDGBC in the forefront of sustainability excellence. As Tree San Diego's Director I am in a position to bring SDGBC to a larger audience and vice versa.

Summary of your professional qualifications, knowledge, and experience most relevant to SDGBC. Also indicate any senior management and executive level experience.

Director (current) Tree San Diego - executive level

Director of Client Services, Rebel Marketing - senior level

Sustainability Associate, Rincon Environmental

Climate Action Fellow, City of Vista

Board member at Large, CivicSpark (statewide climate track)

Masters, Sustainable Tourism, ASU

Indicate in which area of specific current board needs your experience will be most valuable to the organization:

Sustainable Education; Fundraising

Please indicate any other areas of strength related to board service

Active Community Volunteer; Grant Writing; Strategic Planning

Please explain your availability and willingness to participate in resource development. This may take many forms, including direct sponsorship, helping secure funding, or otherwise opening doors to corporate, governmental and charitable sources.

My strength lies in creating linkages and relationships and promoting and publicizing organizational successes. My knowledge of state and regional funding resources, particularly medium and large-scale grants, is a useful tool to expanding SDGBC's resources. I enjoy

creating systems to construct, organize and implement prospective and extant resources and organizational efforts as well.

Please indicate your area of professional interest/strengths with respect to the committees:

Women in Green; Green Business Committee; Membership

Ambassador, Advocate, or Asker: which one are you? Ambassadors build the relationships, Advocates spread the word, and Askers are the frontline fundraisers. Check which one or more of these roles fit you:

Advocate

Please describe what other expertise, experience, and resources you bring to the Board of Directors.

I recently spearheaded the development of a 1/3/5 Year Strategic Plan for Tree San Diego to be launched in January 2023, in addition to crafting the past 3 annual reports and internal annual summaries. I've also taken part in and co-hosted training for board members and executive directors, acting as liaison for the Nonprofit Institute for my team. I am well-connected with local municipalities, community leaders, and agencies that support climate action planning and best practice management analysis. My passion for both volunteering and building/connecting a community to achieve large goals drives my work and the decisions I make.

Please describe your experience and any current engagement with other nonprofit organizations and governance.

Governance: My most concentrated effort in this capacity is through Tree San Diego where I help to recruit board members, develop committees, create vision and strategic plans, and expand engagement strategies. I have also committed our collective team to explore professional development training that is catered to enhancing streamlined and effective governance and management practices.

Nonprofit exposure: I currently oversee the work our team conducts alongside Urban Corps, Groundwork San Diego, Canyonlands, and Mundo Gardens. Prior to this, I volunteered for three years with Infinite Family (CNN Hero nominee) in South Africa to mentor students in sustainability and early-career opportunities.

Please identify any affiliations, memberships, and accreditations that may be valuable to SDGBC leadership.

Arizona State University, Cornell University (Alumni Representative for honors colleges, present)

EcoDistricts (Accredited Professional, present)

Greenstand (Affiliate; present)

CivicWell (formerly Local Government Commission; partnering agency, past)

Rotary International (member)

Please identify any affiliations or memberships that may cause a potential conflict of interest with the San Diego Green Building Council.

None

Please add any additional thoughts on ways the SDGBC can improve attainment of our vision.

SDGBC Vision: Our buildings and our communities will regenerate and sustain the health and vitality of all life within a generation.

My Tree San Diego team and I were excited to panel at this year's SDGBC Conference & Expo; we highlighted the importance of reintroducing trees and natural solutions in design. I feel my knowledge on this topic will help SDGBC to explore and support topics such as environmental equity, health, and resiliency through its projects and programs.