

COMPREHENSIVE SUSTAINABLE ENERGY COMMITTEE

Meeting Minutes

January 10, 2017

Pursuant to a notice duly filed with the Town Clerk, a meeting of the Comprehensive Sustainable Energy Committee was held on Tuesday, January 10, 2017 at 7:00 pm at the Harvey Wheeler Community Center. CSEC members present were Jill Appel, Bruce Blumberg, Gilda Gussin, Brad Hubbard-Nelson (chair), Bill Lehr (clerk), Janet Miller, Annie Moore, and Alan Whitney; Bruce Blumberg was absent. Also present were Pamela Cady and Concord residents Susan Frey, Peter Nichol, Barbara Nicholson, Jack Nicholson, Eric Reinhard, Jack Scotnicki and Doug Sharpe

See Agenda (attachment #1) and Slides (attachment #2).

1. Welcome visitors and meeting logistics

- Meeting was convened at 7:00pm
- Visitors welcomed
- Reviewed prior minutes: the draft minutes for 13 December 2016 CSEC meeting (attachment #5) had been circulated to Committee but few had had time to review in light of planning for Cooler Concord Fair and so agreed to postpone review until next meeting.

2. Next meetings and Announcements

- Janet Miller is now confirmed member.
- January 24th at 7pm. Possibly at High School. Will announce location later.
- February 14th at 7pm at Harvey Wheeler

Announcements:

- Next Tuesday, ConcordCan at 7:30am at Harvey Wheeler CC on 1/17 with Chris Whelan presentation on sustainability efforts.
- Energy Future Task Force: final report prep, town meeting article in process. Regular meeting Thursday, 1/12 7:30am, Public presentation Wednesday 2/1, Presentation to BOS Monday 2/6.

4. Cooler Concord initiative and fair planning (Jill Appel)

a. Status update, volunteers

- Jill reviewing status slide (#3).
- Adam Gooder from film class has been out for 3 weeks. Cuts for short films from students will be reviewed to see how that will go. Jill is Facebook poster and putting stuff out.

- Diana Rigby meeting last week to communicate goals. She is supporter. They get 10% families they get \$250, etc. If they get 1,000 points per family they get another \$250. Etc. She really liked Brad's calculator because so concrete and actionable.
- Met with PTG leaders yesterday and updated them on school involvement. Want every school to contribute 10 volunteers. Gilda will brief later.
- John Flaherty discussion to talk about where to put cars on patio outside cafeteria. They have 3 cars and want to put them there.
- Annie and Jill met on Sunday to talk about food. Will be meeting with John Cummings to discuss Crosby contributions.
- Pamela is working on LEDs.
- Journal article for Thursday and call from Boston Globe. In management report this week. Had to say priority is for Concord and Carlisle students.
- Everyone is gathering volunteers. Especially as relates to kids activities. Schedule is posted and should be adding people. Filling slots is key.
- Electric school bus is approved and paper work has been passed through.
- Pam Howell is working on activities for kids and will be doing that in Black Box Theater.
- Banner is completed.

Deadlines Slides:

- Titles and taglines finalized December 30.
- All visuals finalized, all vendor checks received Jan 6
- Exhibit presentations Jan 10
- All one-pagers submitted to Jill by January 13.

Titles and Taglines slide. These will go final.

b. Marketing update (Gilda) [5 min]

- Posters and flyers: posted.
- Print Promotion: Concord and Carlisle paper promos.
- Email promotion: send email invites to personal lists. Mother's Out Front will send out their messages.
- Events: meeting with Diana Rigby, PTG and School Committee
- Promotion in Schools: parents, email invite from principals, letters to the editor from student exhibitions.
- Peter Nichols will address the earth sciences classes to get a few inspired students.

c. Pre-registration (Brad) [5 min]

- Using eventbrite site to register. CoolerConcord.Org. Please register.

d. Carbon Points Calculator (Brad, Alan) [10 min]

- Spreadsheet is 98% complete. Long form went over with Bruce Blumberg. There are a few cost calculations that are not included yet.
- Anyone who registers, Brad will send link.
- Please send a summary back to Brad about how it worked for him.
- Expect final spreadsheet will be able to be released 1/17 for others to do.
- Spreadsheet is google.doc that will upload information on-line. Individual and Concord can do this.
- Prepare thank-you note that will provide link to each page for each booth.
- Website: still in process. Not expected to be viewable by February 4. There is a location where files can be stored but is not designed and unsure what resources they have for the website. Expectation is \$3-4k for website design. Really need time for loading the content.
- At each booth, someone will be entering data for people who come to the booth. Could send them a link for the booth.
- One-pagers will have links.

e. Facilities and fair layout (Annie) [5 min]

- Google doc shared by Annie with list of material required for each exhibit. Summing the total and figuring out what to rent. Floor indicated.
- Exhibits have pipe and drapes attached with binder clips. Posters will not be mounted to foam board or hard card stock.
- Materials will be provided to printer. Best if each person manages own exhibit.
- Concord Printing: each should go individually to them, but go through review process case by case.
- Bandana color? Green or blue for volunteers? Should be blue.
- Should get a Purchase Order from Town to pay for materials.
- Where will equipment be dropped off and picked up? Rental will drop off between 3-5pm on Friday and Sunday will pick-up.
- Set-up will start at 5pm on Friday.
- All booths will have standard 1-foot by 4-5 foot title banners that Jill will organize. Pins and clips will be available.
- Size of visuals is key: display is 3ft by 8ft so 24-ft display. Brad has 3 portraits. Alan has landscape. You can do what you want. Printer gave 3 sizes and they have different sizes. 13-inchesx19-inches \$3; 16x20, 18x24 (probably optimal) \$20, 24x36 is \$30. A lot of art will not blow-up to 18x24. Keep text simple. Key is getting good visuals.

f. Sponsorships (Annie) [5 min]

- Currently, have \$1,900. Same as last month.
- Use this and vendor money for the school teams.
- Volunteers for the sponsors. Annie updated spreadsheet with names of potential sponsors.

g. Check-in / Check-out (?) [5 min]

- Vision for that. As you face cafeteria from parking lot, check-in on Left with greeters. If you pre-registered, you can just get your sheet and proceed. There is an AV display panel and Brad and Jill are working on the key messages. Owen is the person at CCHS has check-in. Expect two lines – one for pre-registered and others that will be collecting information. Expect to process 3 people a minute.
- Check-out is close by. Musquettaquid will use Tivek and put on partition on the hearing room and winter landscape. There will be double sided copier to capture all information and leaves that kids can commit and post on it.
- Expect a few posters with information.
- Expect 5-6 people handling check-in/check-out for each.
- People will need to bring their laptops.

h. Food (Cheryl Nunes) [5 min]

- Popcorn, clementines, crudité, cookies
- Ask food services handle beverages.

i. Free raffle (Susan Frey) [5 min]

- Working with 80 Thoreau and Woods Table for early registrants for parents' night out. (First 100 registrants).
- Second floor with raffle items. Going over to New Leaf and getting cheap baskets.
- Getting items from number of vendors. Nest Thermostat, WiFi thermostat, etc.
- Expect raffle award for each category.
- List of things that will be in baskets for gifts.
- Will discuss whether non-Concord/Carlisle residents are eligible to win raffle.

j. Workshops (Brad) [5 min]

(brief pause)

- Could be as many as 6 workshops. Expect about 30-40 minute talks.
- Seeking to confirm and advertise these. List currently.
- Learning Commons. Expect these to be videotaped and be available on website eventually.

k. Exhibit design and status from each area [8:15, 60 min]

(5-6" each to present exhibit design; send graphics beforehand to Brad for display)

General Points:

- Each booth should have elevator speech to direct folks to what it is about.
- Fun facts to stimulate community.
- Need strategy for how to get people into booth and engage them. Be prepared to present at next meeting.
- Keep messages simple.
- Check graphics files with printer. If resolution too low, will not blow-up. Printer wants them in PDF format.

1. Home Heating & Cooling (Brad HN)

- Layout of booths.
- Fast facts are done. Visuals working. 2-pager on heat pumps and 1-pager on efficient furnaces/boilers.
- Vendors: Muirfield and Charfac.
- Not doing ground source.
- Payback for electric is fastest, for oil or natural gas heat pumps do not make sense.

2. Weatherization (Eric Reinhard)

- Still working on graphics.
- Outline based on graphics on advantages of air sealing. Ice dams and where the leaks are is supportive of main argument.
- Thermostats is also important. These have come a long way.
- From GYH application, concluded average house uses 800 gallons of oil to heat.

3. Hot Water (Alan Whitney)

- "The Spa: a better way to heat your bath"
- Has layout from above. Much of content from Bob Zogg's work.
- Hand-out to show what they can do.
- Heat pump water heaters.
- Bottom-line: if Town of Concord converted all hot water to heat pumps would say 10k tons of CO₂. Not realistic since not a good idea for natural gas.
- List of suggestions for how to save.

4. Transportation (Janet Miller / Brian Foulds)

- Multiple tables: Mass Energy Consumer Alliance with deals on cars and rebate information. Bring Chevy Volt and Bolt. Group discount to save energy.
- Brian Foulds on costs and interactive program to tell you what car it is and what it is and how much carbon, or type in car and it will tell you. CarbonCounter.com (website).
- Range of visuals.
- Plugshare.com Interactive Map
- Pedal Power (vendor). Multiple bikes.

5. Eat Less Meat (Peter Nichol)

- Postpone.

6. Home Appliances (Doug Sharpe)

- Energy cost for typical appliances in home.
- Typical emissions from home.
- Fun facts to be displayed – on poster board. Printed up to hang up.
- Cost to run refrigerator per year. That is typically one of the worst.
- On table there are 1-pagers. Expect there to be 3.
- Fun Fact: If 50% of HH in Concord washed in cold water, it would save X lbs of CO₂.

7. Solar Power (Jill Appel)

- Postpone to next time.

8. LED Lighting (Pamela Cady)

- Pam Cady presented. Still work in progress.
- Has lots of visuals, but not still worked on. Has one for overall and for each category.
- Consumer Reports, can access via Concord Library, and they have LED lightbulb rating guide.

9. Low-Maintenance Lawn Care (Bruce Blumberg / Jack Scotnicki)

- Drawing families with young children. 13 pics on panels. Go from lawn to wild flowers and will draw butterflies, etc. Take packet, you have to plant it. Take one or the other. Guaranteed no bad chemistry GPOs, etc. Build habitat for bugs and insects.
- Lawn care for organic.
- Move away from oil-based fertilizers.
- List of drought tolerant plants that are easy to plant. Ideas with trees, shrubs, perennials.
- No gasoline powered yard appliances and problems of those. Leaf blowers, mowers, etc. of what we use in lawn care.
- 13 folders needed.
- Get folks to not use gasoline lawnmowers.
- Bruce Blumberg: key statistics. Leaf blowers, watering lawns. Replace gas power tools. Keep lawn at 4 inches. Mulch leaves and leave in place.

10. Reduce / Reuse (Claire Moir / Stephan Bader)

- Clair Moir is here. Plan is to have tables with "the right stuff" to show things that require less packaging. Recycling from Staples and other things they could do to reduce.

5. Public comments [9:15, 5 min]

- N/A.

Adjourn [by 9:30pm]

5) Public comments

N/A

Upon a motion duly made and seconded, the meeting was adjourned at 10:15pm.

Respectfully submitted,

Bill Lehr, CSEC clerk

List of Attachments

- 1) CSEC Agenda 2017-JAN-10.pdf
- 2) CSEC 170110 slides.pdf
- 3) Cooler Concord Fair Concord Journal Article 1-6-17REV.docx
- 4) Blank Points Estimator Form - V1.pdf
- 5) 2016.12.13 CSEC meeting minutes-draft-BHNedits.docx