

REGULAR BARRE CITY ENERGY COMMITTEE MEETING
July 26, 2021 at 5:30 pm

Present: Elaine Wang, Chair; Conor Teal, Vice-Chair; Phil Cecchini

Staff: Janet Shatney, Planning Director

Visitors: Deb Sachs, EcoStrategies, LLC; Brad Long, Efficiency Vermont

1. Call to Order

The Regular Meeting was called to order in-person and via video platform by Chair Wang at 5:32 pm.

2. Adjustments to the Agenda

None.

3. Visitors and Communications *(for something not on the agenda)*

None.

4. Old Business

A. Approve meeting minutes of July 1 and July 17, 2021

Motion by Cecchini and seconded by Teal to approve both sets of minutes, motion carried.

B. Landlord Initiatives

Purpose is to decide how and what is to be done on the August 4, 2021 meeting with local landlords.

- Cecchini suggested reviewing the heat pump data that CVRPC has posted, and if our goal is 200 installs, and something like +170 are already done, we could increase our goal – need to find out where their data is from
- Teal suggested any collected data we can get and find out any assumptions and myths that could be dispelled on heat pumps would be great
- Ensure this focus group understands our goals, what we are aiming for and as potential supporters, and arrive at a good consensus
- Discussion of how to start the focus group meeting on Aug. 4, Wang suggested talk theoretically then get more focused as the conversations go on
- Long asked about the process, do these landlords have a capital planning process for maintenance and upkeep, priorities they consider, and what are their trigger points, as this could define the campaign. **What's In it For Me?**
- Need the attention-grab, look for ways to get people to pay attention, and develop market strategies as they could be helpful, and what are the barriers?
- Wang outlined a potential agenda, discussed who was going to be the spokesperson (chair?) and should all 3 members be there, what about Sachs and Long?
- Long's role is a resource, collaborator and someone to be an ear for Efficiency

- 48 Vermont's side – Sach's role is a resource
49 • Long will look for examples, and Wang will work on a dialog to share with the
50 members
51 • Everyone be at the focus group meeting at Espresso Bueno at 8 am
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53 **5. New Business:**

54 None.

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56 **6. Roundtable:**

57 None.

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59 **7. Adjourn:**

60 Motion to adjourn the meeting at 7:05 pm by Cecchini, seconded by Teal.

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62 There is an audio recording available, and the meeting was recorded by the ZOOM video conference
63 platform.

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65 Respectfully submitted

66 Janet E. Shatney, Planning Director
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