

To be approved at the March 23, 2020 meeting

**Barre City Energy Committee
Special Meeting Minutes from March 15, 2020**

Committee Members Present: Conor Teal, Phil Cecchini, Elaine Wang, Romni Palmer

Committee Members Absent: None

City Staff Present: None

Visitors: Deb Sachs, EcoStrategies, LLC

1. **Call to order:** 9 am

2. **Changes to agenda:** None.

3. **Visitors and Communications:** None.

4. **Information “Nuggets”:** D. Sachs Suggested using a TV outlet to help assist in the public Outreach. D. Sachs was interested in hearing how the Town meeting day went. 140 surveys were filled out. On line Surveys were not promoted well, and need to drive people to it (SurveyMonkey). D. Sachs will get and start to review.

R. Palmer asked about a question on the survey. Answers were flipped and need to be fixed. D. Sachs asked how people filled it out. They took the paper and filled it out there. Some folks got the slip with the link, but most were filled out that day.

Plan to push out survey: up until the next meeting, the nuggets head' to be strategically pushed out with the survey as D. Sachs wants to collate and report out on the surveys completed to date. If a TV show could be done with CVTV This could be a great promotional activity.

On the guide, there are a list of 8 scenarios. Example, if Transit Week occurs, then the City Council could be asked to support a Resolution that shows the City supports it. We began reviewing the 8 suggested Facebook posts. These are the Spring/Summer ideas. Picked the 8 based on an event and the season.

D. Sachs is going to have to pay her interns, perhaps a blog might work. Facebook has links and can create a live broadcast. Reviewed the Guide, have energy efficiency tips, quick changes that people could change their behavior.

Discussion on appliances and their energy, older models use, watt-meters, live casts. Lots of this information is on Efficiency Vermont’s website, and B. Long could better talk to these.

C. Teal suggested creating links in the document to EVT's short video how-to's with kids and families at home, E. Wang wants to reach out to schools first and solicit from them how they want to get information.

Isabella, one of D. Sachs's interns could do some work on investigating with schools on what to send out. Could also ask B. Long what EVT is doing with the schools. Big gap in communications between the energy committee and the schools. D. Sachs is hearing the

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47 following:

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- 49 • Cautioning on trying not to put people off (with too much information) and
50 • Tagging with opportunity and real solutions.

51 Some info could be pointed to seniors, as well as youth. We do have an older community,
52 what about a post every other day among 4 of them, 2 sentences per audience. P. Cecchini
53 suggested snippets so there isn't a lot of content to be read.

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55 Heritage Festival Pledges: Could be an agenda item and work with staff. Need to consult with
56 Staff as to how to work cooperatively, with the Council. Enlist them to take it forward and
57 empowering the committee and the residents.

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59 R. Palmer in her advertising background, gave ideas on how to engage community, etc. Spent
60 much time talking about pledges and hashtags. Need to be mindful of those folks who don't
61 have the means. Increasing tabling or outreach to other Civic organizations like Rotary, etc.
62 plan was to push out survey virtually in the next couple of weeks. Will receive feedback given
63 on nuggets, D. Sachs to focus on survey.

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65 For the next foreseeable future, editing the nuggets will begin with R. Palmer and once done,
66 the next person to put their spin on it.

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68 B. Long will get involved and D. Sachs will insert some renewable energy informational
69 nuggets.

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71 **5. Communications Plan for the "Nuggets":**

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- 73 1. R. Palmer will review to Wednesday May 17, hand off to C. Teal
74 2. C. Teal will review to Friday May 19, hand off to P. Cecchini
75 3. P. Cecchini will review to Sunday, May 21, hand off to E. Wang
76 4. E. Wang will review on Sunday so that it's all ready for the next meeting.

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78 Final question was, how will the survey be pushed out as far as timing? Utilizing FPF,
79 Facebook, the city website, the survey will be out and available for the next two weeks. E.
80 Wang touched on the City's CVRD visit that has now been postponed from the April date with
81 no new date set yet. The survey could then be extended with the city visit being pushed out.

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83 **6. Adjourn:** meeting adjourned at 11:20 am.