

Minutes of the Woodbridge Clean Energy Community Task Force (WCECTF)

The meeting was held on Tuesday March 20, 2007- 8:00 PM
at the Center School, Room 16, Woodbridge

Members present:

Jonathan Gorham (Chair)
Dr. James Sabshin
Michael Helfenbein
Sharon de Kadt
Sandra Stein
Andy Danzig

Agenda:

Review previous minutes
Additional members to Task Force
RFQ from Town for consulting services for Photovoltaic solar for Town buildings
Logo and name for the Task Force
The \$5,000 grant to the Town
The Town's Clean Energy Initiative
 Mission Statement
 Goals and Objectives
 Immediate Actions
 Issues and Concerns
Action Items – Individual Tasks

Discussion:

Review previous minutes

The minutes as written up by Sandra Stein were approved

Additional members to Task Force

The Task force will reach out (send minutes and an invitation to participate) to the following people: Todd Kessler (Ref: Jonathan Furst 389-457); Michael Ewing (Ref: Jim S.) Chairman of the Board of Education; Bruce Torello (Ref: Joe Adelizzi); Michael Horton (Ref: Gerry Shaw). We will ask for resumes and a statement of their interest in the WCEI Task Force.

RFQ from Town for consulting services for Photovoltaic solar for Town buildings

Previously the Task Force (TF) had reviewed a consulting proposal presented by Westport Solar. This was a Phase I: Feasibility Study to analyze the prospect of installing solar PVs on four Town buildings. Rather than accept that proposal, the TF decided to put out a Request for Qualifications (RFQ). Jon G will send the revised RFQ to Tony Genovese or to Joseph Hellauer who is standing in for Tony (out on paternity leave temporarily) to have the Town post the availability of the RFQ. Jon G will get a list of "approved" PV contractors to whom the RFQ will be sent. RFQs to be returned to Jon G. Jim to get BoS to ratify our TF action.

Logo and name for the Task Force (web site)

The Task Force approved the name and logo Michael H. had designed for the group: “Woodbridge Clean Energy Initiative.” Thanks, Michael, for your excellent, creative input. Michael will also prepare a high res logo and try a color variation. The TF will form a sub-group comprised of: Michael, Sandy, Jon G (and possibly Jonathan Furst) to create site map for the WCEI web site and to sketch out its goals and objectives.

Questions to ponder: Should it be on My Space? A blog? How connected to the Town’s web site? What level of interactivity? e.g. on-line forms, sign ups for Clean Energy on line? How effective are e-mail campaigns, given the level of spam people are getting these days? Is there a Town database of e-mails? Should there be one?

The \$5,000 grant to the Town

The TF will develop a proposed Budget for the allocation of the \$5,000 grant. Jon G explained that up to \$1,000 may be used for “administrative purposes”. The TF needs to solicit input from Townspeople as to possible uses for this “educational and marketing” money. The Clean Energy Communities grant handbook has been circulated to all TF members. Two copies are available; one with Jon G and one with Joe A.

The Town’s Clean Energy Initiative

The TF discussed the need to have a “Town Plan”. What have other Towns done? No need to re-invent the wheel. The TF identified and brainstormed the following general topics to be covered in a Town Plan:

Mission Statement

The TF will circulate general ideas and devise a Mission Statement by **March 27**. Write up as a stuffer for inclusion in Town mailings.

Goals and Objectives

- Reinforce the notion of conservation and clean and “renewable” energy working in tandem
- Get an energy usage baseline for the Town. Joe Adelizzi is working on this. Which Town building are the biggest energy users/abusers? What impact can our TF have on the overall Town energy usage? What help is available from UI?
- Capture the hearts and minds of the young people of the Town. Beecher Road School is the biggest energy expense in the Town.
- Make effective use of the media:
 - The Town (regional) newspapers (Observer)
 - The library – events and lectures
 - Other e.g. radio PSA, more stories in local press?

Immediate Actions

- Purchasing CFL (compact fluorescent light) bulbs as a premium for involvement

- Create a “Campaign thermometer” – Goal reached marker to be on public display. “43 of 100 sign ups no done – help us hit the century mark by July 4th” 200 sign ups by September 15thetc...” Create achievable milestones.
- Hold a presentation at the library – community awareness

Issues and Concerns

- How to get the word out? E-mailing vs. piggybacking on Town mailings (Jim reported it costs about \$1,000 to do a Town wide mailing)
- How to determine realistic goals – create a milestone plan that is achievable (e.g. 100 sign ups as initial target)
- How to engage the hearts and minds of the young people to (perhaps) goad their elders into action

Follow Up – Action Items:

Jon G:

- Get e-mail/snail mail addresses for three additional potential members. Send letter of invitations. (Michael Horton mhorton60@hotmail.com; Bruce Torello, 14 Oxbow Lane 387-5132; Todd Kessler –call Jonathan Furst)
- Send the revised RFQ to Tony Genovese or to Joseph Hellauer who is standing in for Tony (out on paternity leave temporarily) to have the Town post the availability of the RFQ. Get a list of “approved” PV contractors to whom the RFQ will be sent. NOTE: have consultants also address how to conserve energy- the load that the PV would be trying to offset
- Find out about our ability to know precisely who in the Town has signed up? Is the account number public information?
- Get Sandy the name of the source of wholesale CFLs (Liquidation barn???) the one that other Towns are using
- Send Mission Statement ideas to all TF members.
- Put Sandy in touch with Carol Wilson “This Old House of Worship” curriculum
- Contact CEC- Hartford to get other Town’s Energy plan and to get the latest on how to get residents to sign up – easy forms

Michael H:

- Prepare high res logo. Try a color variation
- Work with Sandy, Jon G and possibly Jonathan Furst to create site map for the WCEI web site.
- Talk with Karen Crosby about the TF’s ability to tap into the Town web site
- Call UI to get PDF document of “Clean Energy” flyer

Sandra Stein

- Send Jon G the revised RFQ (from the May 7th meeting)
- Talk to Guy Stella and Beecher Road teachers about energy curricula

- c) Look into other curricula – Marjory Shansky (sp?) has done work on the high school level. Teach the teacher’s Al Gore initiative

Sharon de Kadt

- a) Call Bethany to find out about their educational efforts and their Town Plan
- b) Compile Mission Statement ideas as generated from the ongoing group brainstorm
- c) Help JG prepare “crisp” 3-5 minute overview for BoS meeting April 9th
- d) Talk to Beecher Road teachers about energy curricula
- e) Investigate Theo Buxtable’s (sp?) curricula

Dr. James Sabshin

- a) Introduce the TF grant and the RFQ for ratification at the next Town BoS meeting
- b) Talk with Joe A. about Town baseline usage studies – UI conservation efforts underway
- c) Advocate for tax incentives and tax exemptions on increase personal property for anyone in the Town installing renewable energy – not to increase assessed valuation

Andy Danzig

- a) Contact and invite people in Bethany to attend our next TF meeting, April 4th, 8 PM
- b) Identify additional education materials, web sites, links, etc.

Mission Statement key word –concepts

Save money, energy and the planet

Reduce, reuse, and recycle

Conservation first, then renewables as the clean energy future

Get to parents to act through kids – capture the hearts and minds

Let the Town be the leader (walk the talk)

Have high visibility demonstrations – Photovoltaics on the schools and town buildings – high PR educational campaigns

Give a bulb or weather stripping – Just Do It!

This is a community-wide effort

Sign up the most (per capita) in the state – know the benchmarks

Have an energy literate town

Educational Resources

- EE smart (K-8) curriculum developed by United Illuminating
- Theo Buxtabell
- This Old House of Worship (Carol Wilson – Cheshire)

Important Dates

April 4: 8 PM next WCEI TF Meeting

April 9: Board of Selectman’s Meeting (ratify grant and RFQ)

May 7: Town election – have a Table for handing out Clean Energy Committee info and sign up for “Clean Energy” option

Goals and Objective of WCEI Web Site – Site Design

- Create Buzz around Clean Energy
- Links to: UI, Town web site, other energy education resources,
- Calendar of WCEI activities
- Create a database of Woodbridge resident clean energy advocates
- List past minutes of meetings
- Be able to conduct e-mail blasts (opt in only)

NEXT Meeting; Wednesday April 4th 8 PM Town Hall

Contact: Jon Gorham with any questions or comments
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