

WCEI TASK FORCE  
DRAFT

Minutes of meeting held Thursday, June 14, 2007

7:30 pm. Meeting called to order by Chairman Jon Gorham

Attendees: Jon Gorham, Sandy Stein, Jim Sabshin, Andy Danzig, Sharon de Kadt, Michael Helfenbein, Dawn Kopel

Minutes of May 2, 2007 meeting were approved and accepted.

Two new members of the task force were welcomed: Dawn Kopel and Michael Ewing (not present).

**Flier for Town Tax Bills** Copies of a WCEI flier prepared by Sandy Stein were distributed and reviewed. Members approved printing of 7500 copies for \$978. The 4-page flier will be printed double-sided on one 11 x 17 piece of paper, which will be folded and included in the mailing of the Town tax bills scheduled to be mailed within the next two weeks. The flier includes: WCEI Mission Statement, Goals, Sign up form for the Woodbridge Clean Energy Initiative, and Terms and Conditions of Service of the Clean Energy options. Major purposes of the flier are to publicize the goals of the WCEI and encourage residents to enroll in the CT Clean Energy Program. The Town earns \$10 for every household that signs up. Over 40 have signed up to date. Short-term goal is to enroll 100 households by the end of June; long-term goal is to enroll 300 Woodbridge households.

Jon Gorham briefly described the Smart Power meeting for town task forces he and member Joe Adelizzi attended in Hartford on June 11. The presentation included ideas for marketing and outreach efforts task forces can use to support their programs. A CT Clean Energy Communities Google Group has been established to allow different communities to share ideas and experiences (so each community/ task force won't have to reinvent the wheel). Jon Gorham signed up as a member and encouraged other Task Force members to sign up as well. Jon will provide the Google Group web link by email to WCEI members.

**300 Sign up Goal Progress Report** The list of residents who signed up or expressed interest in the Clean Energy option compiled by member Yuqi Zhang was distributed. Follow up contact is needed with each person on the list to complete the sign up process. Sandy and Andy agreed to contact the 70 people who signed the Clean Energy form but didn't have their UI account number. Sandy also offered to contact those who requested more information whom she knows. Jon agreed to email those who provided email addresses. Sharon will contact the rest. [Members who weren't present can contact Jon or Sandy on how they can provide follow-up support also.]

Jon led a discussion of the **Primus Leadership Model** from Servant Leadership by Robert Greenleaf. Does the Task Force want to function with one "chief" who functions as the leader of the group or have a "primus", first among equals, who is also a leader, but without a hierarchical structure? There was consensus that the primus model should fit our group with Jon as the leader.

**Areas of Focus.** Jon presented a list of seven suggested WCEI tasks and requested that members take ownership of one. Someone suggested that members take 1 to 2 weeks to review the list and propose ideas. Additional discussion resulted in consensus that rather than pursue all items on the list together, priorities need to be set and pursued by TF members as a group. Initial discussion suggested the following prioritization of TF tasks:

1. Clean Energy Sign ups goal of 300. Initial activities to be pursued described above.
2. Communications and Public Relations. Michael H. to take ownership. Jim needs a list of town events to determine at which ones the TF could table or do PR. Jon and Michael will update the town website with WCEI meeting minutes and other information. Dawn agreed to develop an action plan and priorities for implementing ideas in the Smart Power Clean Energy Community Marketing Toolkit.
3. Town Energy Plan. Sandy to take lead and get examples of plans from other towns; will ask Town Administrative Officer Joe Hellauer (sp?) to contact those towns and prompt Woodbridge to develop a plan.
4. Education. Dawn and Sharon agreed to take lead and look for opportunities at introducing energy conservation into the curriculum at Beecher School by this Fall.

Unranked tasks:

- Installation of PV arrays – Andy to take lead.
- Town and State Administrative Liaison – Jon to take lead.

**Other Items.** One member expressed concern over proposed installation of a cell tower across the street from the library. The group decided this wasn't a WCEI issue but that everyone was welcome to attend the town meeting on June 21 where the topic will be discussed.

Next Meeting scheduled for Thursday, July 12, 2007 at the Town Hall.

Meeting Adjourned: 21:05