

WCEI TASK FORCE

DRAFT

Minutes of meeting held Thursday, July 12, 2007

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

Attendees: Jon Gorham, Sandy Stein, Jim Sabshin, Andy Danzig, Sharon de Kadt, Dawn Kopel, Yuqi Zhang, Alex Bell and Joe Adelizzi

Minutes of June 14, 2007 meeting were approved and accepted.

New Member:

Alex Bell is a senior at the Amity High School who likes to write news articles. He is also an editor for the school newspaper and is willing to write articles for the Clean Energy Task Force and help on the development of educational curricula.

Result of the Fliers distributed in Town Tax Bills: The 7,500 copies of sign-up sheets that were mailed out with tax forms are starting to come in. Each sign-up sheet needs a 13 digit UI POD number. Our task for this month is to call up/e-mail all those people in order to secure their UI POD numbers and account signatures. Jon Gorham will send an e-mail blast to all the recipients, while Sharon de Kadt, Sandy Stein and Andy Danzig will follow up the e-mail with a phone call. Over 57 residents have signed up to date. Our short-term goal is to enroll 100 households by the end of July or August; long-term goal is to enroll 300 Woodbridge households. Dawn Kopel talked about a different sign-up sheet from Smart Flyer that was flashier. That form can not be used for a variety of reasons.

Marketing/New Outreach Ideas:

- 1) Woodbridge Town Library: Set up a table with signs and forms; people can sign-up if they are interested. The library is a good place because a lot of people go there on a daily bases. Dawn Kopel is willing to be a speaker at the library.
- 2) Stop and Shop: Same as the library; although, we might get some sign-up forms from UI customers for New Haven also.
- 3) Beecher Road School: Contact the superintendent and ask him to incorporate Clean Energy into school curriculum. Invited him to one of the meetings.
- 4) Amity High School: Talk to the new principal and ask him to introduce Clean Energy to the curriculum, maybe even incorporate it in the science classes. Andy suggested that we try to incorporate it into all the classes because the planet is associated with all things. We can't start a whole new science course on Clean Energy/Global Warming because it might counter the No Child Left Behind laws/rules.
- 5) BHOG Goal: Inspire the top level of school administration and then work down to the students. Yuqi Zhang and Alex Bell brought up the point that the interest level

- for Global Warming is very low at the high school-there isn't a lot of awareness in the media and society.
- 6) Tuesday Concerts at Woodbridge: Set up a table at the next Tuesday concert and the last Tuesday concert to raise awareness for Global Warming. **The dates are July 17th and the 31st-Please come and help out!**
 - 7) Maybe advertise at the Open House of the high school.
 - 8) Alex Bell suggested the Renaissance Fair, but that's in Ansonia

Actions:

- 1) Jon Gorham will send out two separate e-mail blasts to all the people that filled out forms (there are two categories of sign ups: a) those who want more information, and b) those who say they will do it. Therefore, two different e-mail blasts are needed.)
- 2) Sharon de Kadt, Sandy Stein and Andy Danzig will follow-up that e-mail with phone calls for UI numbers
- 3) Joe Adelizzi will set up the Clean Energy sign (with all the sun 10% increment placards) at the Woodbridge Town Hall with copies of sign-up sheets. He will also inform all Town Hall personnel about how to handle the forms that are turned in.
- 4) Yuqi Zhang will contact Dr. Britton and Dr. Brady to inform them of upcoming meetings that they can attend
- 5) Alex Bell will contact Mrs. Fanucci, head of the science department at Amity High School
- 6) Jon Gorham and Joe will manage the table at the Tuesday Concert on July 17th, while Yuqi Zhang and Sharon de Kadt will manage the table at the Tuesday Concert on July 31st. **Please come and help out! It will be outside of the Woodbridge Town Hall and Library from 6-8pm.**

Website Communications: Jon Gorham led a discussion about using the Clean Energy link on the Woodbridge Town Website. We would try to get a better Woodbridge town web site presence or have our own Clean Energy website. The Website would have these main points on it:

- Sign-up sheets for Clean Energy (PDF format)
- Mission Statement
- Resource List (Andy will supply this)
- Minutes in PDF Files (Jon Gorham will do this)
- List Serve (Alex Bell)
- Lamp recycling procedure (Dawn will write it up and forward it to Sandy)

Other Items: Jon Gorham expressed concern over how many great ideas we have, but that individuals are reluctant to accept full responsibility for a particular WCEI TF area. Jon Gorham will speak to each member of the TF the "Primus Model of leadership" and about the prospect of having an individual takes "ownership" of a task area. The TF has identified seven topics, including:

- a) Converting Sign Ups to new CTCleanEnergyOptions customers;

- b) a Town Energy Plan,
- c) Energy Conservation in Town Building,
- d) Education Energy in the Schools,
- e) Communications and Public Relations,
- f) The Professional Installation of the PV arrays – consultants' RFQ,
- g) Town and State Administrative Liaison

Next Meeting is scheduled for Thursday, August 16th, 2007 at the Town Hall.

Meeting adjourned at 21:10