

Woodbridge Clean Energy Initiative TASK FORCE

Minutes of meeting held Tuesday October 23, 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, and Alex Bell

Minutes of September 18, 2007 meeting were reviewed and accepted.

Discussion:

Clean Energy Sign –Ups

Sign-Ups (Current Status) $29+43+1 = 73$ (Sandy gave Jon an additional sign-up)

Task Force members agreed that the largest impediment to signing up additional residents for CT Clean Energy Options was the increased cost (1.1 cents/kWh). Jon circulated a list of conservation measures he has taken in his home. Sharon suggested we find out why the cost is an additional charge.

To Dos:

- Andy and Jon will make up a flyer “How to save \$\$\$” by conserving energy. Jon G to send Andy ideas of the top 15 things to do. Andy and Jon will quantify the savings.
- Jon G will investigate why UI has to charge a premium when the state is “subsidizing” other energy sources, oil, nuclear, and General Electric’s putting on its own solar collectors on its building in Fairfield, etc.
- Jon G will write a script for overcoming objections. Emphasize how we can help the Town save energy as a municipality and how each of us as residents can do the same.

Halloween Hoot – this Saturday Oct 27th

Sandy has secured permission to allow WCEI to staff a booth at the Beecher Road School (BRS) Halloween Hoot this coming Saturday 11:30 to 3:30 PM

To Dos:

- Sandy will pick WCEI booth materials, flyers, display etc Wed PM at Jon’s office
- Dawn and Sharon will try to assist in covering the booth (part time)
- Jon will contact Yuqi and Laura van Dyke to see if they can help

Sandwich Boards

Jim has constructed two “Sandwich Boards” upon which signage may be placed. Place a rock on the center support to secure the signs. (Thanks, Jim for this contribution!) This is similar to what Bethany has done. We will use these to advertise, a) the sign up effort, in general, and, b) the Speaker Series, in particular

To Dos:

- Jon will work with Alex and Mike H to create the graphics for the signs to get them made and put on display. Use WWI or WWII posters.

- Jon will speak to the Town officials as to what if any legal restrictions apply as to where they may be displayed

Web Site – Blog (PDF sign up forms)

Task Force members are to down load PDF forms, a) the sign up form and b) the “Terms and Conditions” sheet and to encourage potential recruits to do so.

PSAs

The Smart Power people have made two PSA videos with Woodbridge sign up information.

To Dos:

- Jon will determine how to get these displayed, on the web sites and on the public Access TV channel – contact Pua

E-mail blast (Campaign Monitor) blast to the Town Leaders after Oct 10 Presentation

Jon sent out a rich e-mail blast to 19 “Town Leaders”. That was followed up by a USPO mailing of materials in triplicate. Only 11 or 19 respondents opened the e-mail.

To Dos:

- Sandy and Jim will follow up with contacting their cohorts

Video/essay/poster contest – iPod purchase

Jon purchased an 8 MB iPod. Jonathan Furst reported that his class is conducting a video contest entries due December 1st. The Task Force agreed that it should extend the deadline to January 21st or some time in the future so that more marketing of the contest could be done. The contest instructions need revision to reflect that there are only three prizes, one for each grade division.

To Dos:

- Sharon, Dawn and Jon to continue talking with school officials about the best way to introduce the contest into the classrooms at all schools.
- Jon to revise the draft flyer for the contest, by October 25th
- Alex to help publicize the contest

Inter-Town Rivalry – Woodbridge v. Orange (Mike Krasner)

The Task Force thought an inter-town rivalry was a good idea. Have a contest run through Earth Day 2008 starting NOW.

To Dos:

- Jon will meet with the Energy head in Orange, Mike Krasner
- Sandy and Jim will talk to Ed Sheehy about such a competition. What might the Town “wager” as others have done? Come to the Board meetings.

The personal sell (getting three sign ups each)

Sandy was the only one who had succeeded in getting any sign ups. It was suggested that there is little “town spirit” in Woodbridge. Bethany has its own town song.

To Dos:

- All Task Force members will continue to try to sign up folks. It is hoped that with the “How to Save \$\$\$” piece, the task of sign up will be easier.

Recycling at Beech Road School

Sharon and Dawn have had numerous conversations with people in Town Hall, at the schools and at the transfer station. Ezra Academy has implemented a full recycling program which may serve as a model. The State DEP mandates recycling programs in schools. A recycling effort could save the Town ~\$2,000 per year. The teachers seem to be in favor of this recycling effort.

Energy Conservation at Beecher Road School

(Joe Adellizi's work to re-lamp the state's admin requirements)

Jon Gorham met with Superintendent Guy Stella who was in favor of trying to visit New Haven area schools to see how energy conservation retrofits might be incorporated into the rework of the BRS.

- Jon to contact David Barkin, AIA on the Board of Education
- Jon to arrange a tour of energy retrofitted schools in the New Haven area

Speaker series begins November 17th Kerry Enright of Smart Power

The Task Force feels that getting out an audience for this first session is critical since it is about 3 weeks away. Using the sandwich Boards is key. It was suggested that having name tags will help build a sense of community around this WCEI effort.

To Dos:

- Jon will work with Alex to get publicity in the various papers
- Jon will confirm with the first three speakers the precise time and place
- All Task Force members will continue to offer suggestions of movies and speakers
- Jon will create a fact sheet (Resource list) for each topic

Other Business

Dawn will get to Jon the precise CFL recycling language for the web site

Adjourn 8:55 PM

NEXT MEETING - Tuesday November 20 7:30 PM Town Hall
(Jon G to contact Gerry S. to confirm location)