**Shelburne Energy Committee Meeting Minutes**

Thursday, January 5, 7:00 pm

Via Zoom

**Present:** Tom Johnson, Pat Stevenson, George (Jeff) Boettner, Emily DeVoto

**Staff:** Cynthia Boettner

Cynthia requested this special meeting to clarify aspects of our upcoming presentation on heat pumps at the Buckland - Shelburne Elementary School on January 29th.

**Help needed on Jan. 29 (heat pump presentation with Mike Simons).** Cynthia and Pat will talk with Simons on 6 January to firm up agenda for that event. Cynthia, Tom, Pat and George will arrange to be at the venue in advance to set up A/V, set up seating, literature table, and tables for other participants (e.g. WeCleanHeatPumps.com reps). Emily and Pat will take phone photos during the event. We will make sure to have a sign-in sheet.

**Simons’s possible involvement in Cowell Gym project**: The group discussed whether to ask Simons on that call for input on the Cowell Gym project and whether heat pumps would be suitable; we agreed it was ok to ask him with the understanding that we would keep our expectations low regarding his willingness and availability to be involved.

**Scope of advertising:** We discussed a range of publicity outlets. Laurie Wheeler of the Arms Library provided a list of likely spots for posting flyers in town and on the Mohawk Trail, and we are just waiting for All-In Energy to sign off on the final edits of the flyer, at which time Cynthia and George will arrange for printing. An ad has already been published in the Valley Flyer. We will also look into printing lawn signs, making use of old political lawn signs. (Emily’s signs are 18”x24”.) Pat will contact the Greenfield Recorder to see if they would send a reporter as part of a recent sponsored series on local climate change activities. Pat also volunteered to post flyers throughout the town, and Tom volunteered to post larger versions of the flyer in the two glassed-in notice boards on the outside of Memorial Hall. Cynthia requested permission to purchase ink cartridges for her printer that will be used to print flyers in the 8.5”X11” format. A motion was carried for Cynthia to do so and be reimbursed from our Community First budget.

**Facebook page:** We discussed the Facebook page at length. Emily created one a couple of months ago but the process raised questions about how useful it would be. Cynthia has consulted with Yana, a friend who has more recent professional experience working on Facebook pages and we agreed that it would be worthwhile to offer to pay Yana for a couple of hours’ work (at $75/hr) to work with us and figure out how best to manage the page, to have a place to post publicity and other information. Meanwhile, we could individually reach Shelburne residents via posting on the Shelburne Falls in a Nutshell group.

**Video recording of event and remote attendance:** Greening Greenfield has an individual who records events on video. Cynthia will contact Nancy Hazard at Greening Greenfield about hiring this person to record a video of our heat pump event. A motion was passed to spend up to $200 for this activity, and that having a recording available that could be streamed and/or posted on the Internet would be helpful. If this video work would cost more than $200, Cynthia would see if Greening Greenfield or other energy committees in the region would be willing to share in the cost, knowing that the video would then be available for their use.

**Masking:** We will arrange to have masks available at our event (Terry Narkowitz has offered to provide from the town supply) and we will make sure to stress the importance of masking in upcoming publicity, given the current spike in COVID cases and other communicable diseases. Having a recorded/streamed option would make it possible to reach many residents who are hesitant to attend public, indoor events out of health concerns.

**Testimonials:**  Tom and Cynthia/George are happy to share their experiences with heat pumps, as is Robin Logan. We will reach out to others in the interim; Andrew Baker might be willing.

**Heat pump contractors:** WeCleanHeatPumps.com is interested and will send a representative. We will contact a number of contractors who might be interested and would be happy to distribute a flyer]

**--Next meeting:** January 19, 2023 on zoom.

Meeting adjourned at 8:20 pm.