**TOWN OF SHELBURNE**

**Meeting Minutes**

**BOARD/COMMITTEE: SHELBURNE ENERGY COMMITTEE**

**DATE: August 17, 2023**

**LOCATION: This meeting was held in person at Town Hall**

**PURPOSE: Monthly committee meeting**

* **Call to Order:** 7:01 by Chairman Tom Johnson
* **Members present:** Tom Johnson, Pat Stevenson, George (Jeff) Boettner and Doug Engle:

**Observers:** Cynthia Boettner, Andrew Baker and Robert Manners

* **Public Comment:**

The floor was made available for public comment and no public comments were made.

* **Approve minutes of August 11, 2023, meeting**
* The August 11, 2023 minutes where reviewed. A motion to approve was made by George, seconded by Pat and the motion was unanimously approved.
* The July 27 Minutes where not approved at this time and were deferred to a later meeting pending review by committee members.
* **Old Business:**
* Mass Save Community First:
* An update of the Mass Save Small Business Program was provided by Cynthia (See Addendum attached). It was noted that the Eversource joint mailing are currently being received by local business and qualified organization. Additionally trying to get notice to farmers in the region as well.
* Several businesses have been directly contacted by Cynthia and Jeff with interest being expressed by several of them. Direct Outreach to local businesses by Mass Save is occurring between August 21st and 25th .
* Revise:
* Cynthia noted that there have been 8 homes completed for energy efficiency improvements.
* She further noted that Revise will be present at the Shelburne Grange Fair
	+ Revise has requested the Committee to make a posting to Facebook and to send a postcard. Revise will be providing something to review later.
* All in Energy Requests:
* All in Energy requested input regarding a mailer. It was suggested by Rick that it would be best to do a “Call to Action” mailing perhaps reminding people that winter is coming. It was also suggested that a testimonial from individuals who have done mini-split upgrades may be helpful.
* It was further suggested giveaways may encourage greater participation. It was suggested that a glass globe donated by Josh Simpson would likely be well received. Cynthia and Pat noted that they would reach out to Josh with the request.
* A Motion was made to approve Cynthia to design a postcard for fall distribution with collaboration with All in Energy. The Motion was made by George, seconded by Pat and unanimously approved.
* A second Motion was made to approve the funding of the development of the postcard and to provide postage for the distribution. The Motion was made by George and seconded by Pat and unanimously approved.
	+ Cynthia also advised that there is advocate training being prepared for the Federal Inflation Reduction Actand that there are efforts to modify the program to have the Federal and State programs in Synch.
* LED streetlights:
* It was noted that the Selectboard deferred the decision at their Selectboard meeting August 28th to vote on how to move forward with the Energy Committees recommendation and suggested to either put the decision to a Special Town Meeting or the Annual Meeting (Preferred) to let the citizens decide.
* The Eversource proposal was discussed. It was noted that Eversource arrangement included $9.10 for each pole per month for maintenance(rent) and that 5 poles involved would need to be purchased and owned by the Town. It was recommended to request copies of the Eversource bills from Terry to evaluate our current costs. Concern was expressed regarding the insurance implication of owning 5 poles.
* It was decided to hold an additional Committee meeting on August 25th via Zoom at 7:00pm to further discuss the concerns raised by the Selectboard.
* Solar Panels:
* The need for a fall/winter forum regarding solar upgrade programs was discussed. It was suggested that instead of a fall/winter forum Pat prepare a flier to present separately at the Grange Fair.
* Committee membership:
* It was discussed that it is a good time to see if there is community interest in joining the Energy Committee as the Committee is allowed 5 members. It anyone identifies interested parties to bring the names to the Committee for consideration.
* **New Business:**
	+ No new Business was discussed.
* **Community Comment:**
	+ The floor was opened to community comment. No comments were made.
* **Next Meeting: September 21, 2023.**

**Adjournment:** A Motion was made to adjourn the meeting at 8:46. Pat so motioned, George seconded, the motion was unanimously approved.

**Addendum to Minutes: Notes provided by Cynthia:**

**Shelburne Energy Committee Meeting 8/17/2023**

**Community First Partnership Notes**

**Small Business (“Main Streets”) Program:**

* Mailers are arriving. Joint letter from Bob Manners and Eversource not yet sent.
* Contacted Wheelers in hopes they would get word out to other farmers
* Chatted with several business owners, as did Jeff. Pat handed out copies of mailers.
* Got word from Eversource about Greenfield Savings. 20 branches.
* Clarks Corvair “Hundreds of lighting fixtures”

**Revise**

* Plans to be at the Grange Fair
* Wants us to post on Facebook and to send a postcard. Will get something to us for review. Would reference to Nancy Carrigan resonate in Shelburne?

**All in Energy Requests**

Mailer as test: Test categories (see A below). Are we interested? Which one? Are we able to provide postage?

Giveaways (see B below)

Training on Inflation Reduction Act: Recording is available

Next meeting 8/29, may be shown the status of how well we are meeting our goals. I’ve warned them it will be based on incomplete information.

A) Optional Demonstrations Projects for Mailers (do we want to pilot one of them?)

* Language Access: Are QR codes or translated pages in different languages more effective to reach English Isolated residents
* Community Specific Visuals: Does including community specific visuals or key local celebrity images impact residents to take action?
* Segmented call of actions: Are there specific calls of actions that are more effective in driving residents to take action?
* Segmented messaging: Is there key messaging that drives residents to take action?

B) see next page

