

## **DRAFT**

### Wilton Energy Commission Meeting Minutes for January 7, 2010

The meeting was called to order at 7:05PM by chair Dona Pratt. Members present were: Mike Lindberg, Richard Creeth, Bruce Hampson, Hal Clark, Ron Cagenello, Patrice Gillespie, Paula Byrdy, Gail Lavielle (8:35). Advisors James Lucey and Jana Bertkau were also present. Non-members present were Shwetha and Katie from the High School, and visitors Phyllis Dinucci, Matthew Ferry and Joy of Blueprint Energy (Westport).

Agenda items:

#### **1. Call to order, review minutes of last WEC meeting**

Richard Creeth moved to approve the minutes of December 17, 2009. Bruce Hampson seconded the motion. The motion passed by unanimous vote.

#### **2. Review of student activity – Shwetha, Katie, Jim Lucey**

Shwetha and Katie determined that the original plan to develop and produce a PSA was not going to attract the desired student involvement, so they came up with an alternative: to have students call Wilton households and ask them to sign up for the energy audit. The student responsible for the highest number of sign-ups would receive a certificate of recognition at the High School graduation awards ceremony.

Dona suggested tabling this idea for now given how it ties into the Community Innovation initiative spearheaded by Earth Markets. Jim Lucey said the PSA project could still exist as a curriculum item for those students who are interested, but won't be promoted as a wide-ranging competition.

Three alternatives were proposed and discussed among the group:

1. Jim Lucey and Mike Lindberg suggested that students could film the installation of the solar array donated by Ron French and his company, in the style of a documentary. The installation will occur on the high school roof, and Jim will suggest inviting parents as well if necessary to deflect liability issues. The documentary would also include the educational role of the monitoring station which shows the array's output and other information.
2. Dona shared an idea suggested to her for students to submit their visions of "what will a green world look like in 10, 15, 20 years?" Creativity would be stressed, and submissions could include 3D models (computer or actual constructions), vision papers, artwork, etc. Submissions would be solicited from all the schools in Wilton and entries could be displayed at the Go Green Festival.
3. Dona also suggested a High School competition to design the WEC logo

#### **3. 2010 Wilton Go Green Festival revised plan - Jana Bertkau**

Jana summarized the revised plan for the Wilton Go Green Festival (details in Appendix A). The significant change is to move it from the High School Field House to the center of town, and include both indoor events at the Wilton Library and outdoor exhibits, food,

music and workshops. There is a website under construction that will contain up-to-date information: [www.wiltongogreenfestival.com](http://www.wiltongogreenfestival.com). For exhibitors there will be a 3-tier fee structure based on company size, with non-profits exhibiting for free. Sponsorships are being actively sought, with different programs for different levels of giving (ad space and publicity).

#### **4. WEC Web Site Enhancements – Dona Pratt, Ron Cagenello**

Dona took us through the wireframes of the site (Appendix B) and the group discussed the proposed layout and content. Useful suggestions included:

- Organize the resource section topically rather than by intended audience, which minimizes the overlap among categories, and more naturally fits the way people will likely look for information.
- The group concurred that we should link to external content for the glossary, news feeds, etc. rather than reinventing the wheel and increasing the maintenance load.
- Hal suggested providing “opt-in” links for those who want to sign-up to receive commission updates and other information. In this way we can begin to create our own contact list for future mailings.
- We also concluded that having 2-3 commission member “webmasters” updating content would be beneficial (at least initially) rather than opening it up to the entire commission. This would ensure consistent writing style and accountability.
- The importance of a logo and consistent branding was brought up
- The consensus was that we have a good site structure, with a few minor changes, that will support our goal of providing information about the Energy Commission and resources related to our mission

#### **5. Job description for Town Energy Consultant – Bruce Hampson - Discuss and Approve**

Bruce took us through the job description (Appendix C). The consensus was that it does a very good job of comprehensively defining the role and responsibilities of the Energy Management Consultant that would be funded by the Block Grant should it be awarded to us. An important matter yet to be resolved is who that person would report to in the town. It was agreed that this is a very important question, because someone must “own” this managerial role in order to effectively utilize and extend the work that the consultant does. Mike made the point that our role is to identify the need only, not determine who this person should be. But it was generally agreed that we need executive sponsorship.

The members unanimously approved the job description.

#### **6. New Business**

#### **7. Future meeting schedule**

Next meeting is scheduled for February 4, 2010

#### **8. Adjourn**

Meeting was adjourned at 9:10PM.

Submitted by Ron Cagenello