

TOWN OF WINDHAM
ENERGY COMMISSION
Minutes of Monday April 14, 2014

Call to Order: The Chair called the meeting to order at 6:10 PM. Those present were: Jean de Smet - Chair, Elizabeth Ostwald, Corey Krohn, and Alex Girshick. Also present was James Finger -staff, and guest Erin O'Neill of Next Step Living.

Citizens and Delegations - None

Minutes: Elizabeth Ostwald made a motion to accept the minutes of the March 10, 2014, and Alex Girshick seconded the motion; all agreed to approve the minutes. Next, the minutes of the March 24th meeting were discussed. Corey Krohn made a motion to approve a revised copy as discussed, and Liz seconded the motion; all voted in favor.

TOPICS:

- Thermal Imaging Project/HES: updates about IREJN outreach to religious groups, outreach to banks and businesses, Solar workshop results, tabling in stores, Dollars and Sense Day.
- Hours in the library (other places?) for people w/out computers; Earth Day April 22, 11-2 at QVCC; 3rd Thursday 5/15; Riverfest 5/17, 11-4; Engaging our schools.
- Plans for a Mini-split workshop
- Other marketing plans: letter from Wall at CEFIA
- Discussion about the EC relationship with New England Smart Energy and Lantern

Thermal Imaging Project: The Chair asked if Terri (Eickel from the Inter Religious Eco-Justice Network - IREJN) wrote anything for the Commission to send to Churches and Banks. Erin O'Neill explained that Terri has been busy with the Riverfront Earth Day event in Hartford - so hasn't had time to work on it yet; but Erin said she would follow up with her in a few weeks.

However, with regard to contacting Banks & businesses, Erin reported that they (NSL) had contacted The Savings Institute Bank and will be setting up a table display in their lobby. In addition, they are trying to set up a meeting with their staff to talk with them about HES, and the various energy programs. She added that Addison of her office also talked with O.L. Willard, and they will be setting up a table to talk with customers there as well starting next week, and then hopefully once a week - or every other week - during the week - while they have staff; but then they will try to have someone at the store on a Saturday.

Another group to possibly contact is Realtors. Erin explained that with the Neighbor to Neighbor program in Wethersfield, the Realtors offered to pay for the HES visit upon closing on a home as a gift to the new home owner. Here it was recommended to contact the Home Selling Team, as they may be willing to do this. Another group might be Home Inspectors, but they are usually brought in prior to the closing.

A brief discussion ensued about the recent Solar workshop held on April 9th at the Town Hall, with the Chair reporting that roughly 25 people showed up to hear the presentation. Sagewell said that they felt this was a good number of people interested in the program. Someone suggested that perhaps the Commission should have another event focused on mini-splits.

Erin said that they (NSL) is finally bringing their Staples partnership to Connecticut, and hope to provide information to customers at the local Staples store in addition to Stop & Shop.

With respect to the latest inquiries - looking back February, Erin reported that there have been 24 HES sign-ups - eleven of which have been scheduled; two solar sign-ups and the assessments have been scheduled; and two out of four Ductless mini-splits have been scheduled. Liz said we haven't heard from Sagewell on any additional requests for Thermal images. Alex asked if the 11 out of 24 was a good number, and Erin said yes; usually it's about 30-40%.

In review of the Solar Workshop, the Chair said that we had 25-30 people show up, which was a good response. She added that Tim D'Sousa of Sagewell thought it was *very good*- as it was typical, and that almost everyone signed up for something. Erin concurred, saying that NSL staff counted just under thirty people. In comparison, Westport had just over 15, and in West Hartford, they had ten.

Dollars & Cents Day: Liz said they didn't have many people show up (held at W.A.I.M.); so she didn't think it was very successful - but it wasn't well advertised. They had a sign out, and it was a good day, but they didn't have much walk-in traffic. Further discussion ensued about the need to get income eligible participants involved, and Liz reported that she encouraged an hour exchange volunteer to sign up for a HES evaluation. Jean said that it would be good to get at least one Income eligible and follow them through the process to see how it could be improved.

Corey suggested doing a tabling event at Generations Health Care Center on Mansfield Ave., as a way to reach out to I.E. residents. The Chair agree, but Liz said they are not open on weekends. Jean said she would try to meet Colin who was at the Solar workshop, as he seemed very enthusiastic. Liz cautioned that he's only worked at the company for about three weeks. She said that she had asked him about the I.E. process, and he had not heard that it was challenging or difficult - commenting that you just need to fill out a

form; but we'll see how that goes. More discussion ensued, concluding with the Chair saying that she would discuss it with Terri, in hopes that she can get more I.E. sign-ups. She noted that Terri hasn't started here yet, as she is still tied up with Riverside.

Other outreach and Marketing opportunities: Next the Chair mentioned outreach at the Library, and Liz reported that there was a group of elderly ladies who were adamantly opposed to give their e-mail address out. Erin suggested that perhaps they could set up a g-mail address so that NSL could hold them retrieve the information and send it to the homeowner. James cautioned that generally the Library closes on weekends during summer months - starting in May. Jean said it didn't have to be on the weekend. It would still be a two step process to register, and then wait a few days to get confirmation from Sagewell to access the thermal image on-line - unless we can get a work-around solution to speed up the process.

James suggested having Jean and Erin on the Mayor's radio program to talk about the project - and Jean agreed. Erin asked if we have a local TV Station or cable access channel available to show on a TV at the Senior Center where people could see the information posted.

Erin asked about having another event later in the summer - possibly July or August. The Chair agreed it would be good to plan ahead, as she was in favor of having just one meeting a month during the summer. Erin said it's not tied to the Solar, so the Chair said that she would like to have it later in the summer. Some discussion ensued about notifying people, and Erin said they could have people deliver door hanger notices to homes.

Dollars and Sense Day—HES-IE vendor New England Smart Energy Group will attend, and we are welcome to join them. Earth Day at QVCC is April 22, 11-2, NSL will participate, and the Energy Commission is welcome to join them.

Post Solarize: The Chair announced that Bob Wall of CEFIA sent us a letter in January offering to help with workshops, banners, posters, mailings, and coordination with existing campaigns; and integrate the aforementioned options with the existing energy programs, etc.. We should take them up on this, as they have a list of people who inquired about the Solarize program last year - but didn't participate.

New England Smart Energy & Lantern - The Chair briefed the Commission on a conversation with Colin at a workshop, he mentioned that they give \$25 to the homeowner who refers another homeowner to them to an HES evaluation. This led to a question to Erin O'Neil about referral fees.

Previous meeting notes: The Chair mentioned that the Energy Commission should examine its relationship with NSL. The Chair commented that we may need to have a formal relationship

with Next Step Living, and possible funding. Erin O'Neill and Addison Weinstein of Next Step Living explained that they have standard language that we could use. Some discussion ensued about funds or points collected, and the use of these points, which were used to buy a solar light for Memorial Park. All agreed that the Energy Commission would rather collect a referral fee that could be used to fund other outreach efforts. Erin explained that NSL typically pays \$25 for each completed HES, and \$50 for each Ductless mini-split visit.

Next, the Chair referred to a lady on Bolivia St. who was told that her new home was not on the list when she called Sagewell. She explained in her letter that she was not interested in Solar at this time, nor the HES as she has a new home. But she was frustrated that she couldn't get access to a thermal scan of her home, as there were no bushes or trees blocking the view. James agreed that it is puzzling as the home is right at the corner of Bolivia and Oak, so there's no reason to miss it in the Thermal scanning project. Alex asserted that Sagewell needs to go back and take a picture. James explained that maybe they didn't know the address, and told the lady that they didn't have 'her' address in their system. Some discussion ensued, with Liz reporting that she had to type her address in several times and finally had to spell out 'C O N N E C T I C U T', before it would find her home.

Clean Energy Communities: Benchmarking – data entry, on-site assessment, Municipal Action Plan – A date was set to learn how to do the data entry, and James Finger and Grace Adams will attend. Kramer Gym was selected for the On-site Assessment. We need to work on the Municipal Action Plan immediately.

Micro-grid: Town Meeting outreach, Round 2.

Micro-grid: The Board of Finance approved the project, with 2 against. Melissa Everett - our Consultant at DERP and Jean wrote a Fact Sheet, which was sent to the Board of Finance, the Town Council, and the Board of Education. The Chair asked to have this posted on our website. Town Meeting is on April 15th, at 6:30. We need to bring people out to vote. DEEP will conduct a four part microgrid educational webinar series in the next two weeks.

Other business: Tracking Windham participants and voters (CD?).
Tracking our funds/grants/expenses. Letter(s) re: SB353. Windham Journal deadline May 2. SBEA outreach through CCAT.

Next agenda: Plans to educate and engage the community in the big plan (and making that plan).

Adjourned: The meeting adjourned at approximately 8:00 PM

Respectfully submitted by James Finger