

REAC Minutes 1/7/14

Present: Claudia, Jason, Jeff, Michelle, Kimberly, Pete

Approve Last Meeting Minutes - December Minutes were approved unanimously.

Brief Updates -

1. Emissions Handout - Has been okayed by the people at the front desk, and Nathan. **Jed: We should include a QR code in addition to the extended web address.** There exists the possibility of extending this brochure beyond Falmouth. **Michelle will contact Mary Nelson, Jeff Edelstein, and Nathan.**
2. Movie night will happen on February 27th. Jason is working with the distributor to show Chasing Ice without the unwieldy distribution fee. If we can't get access to that video, an alternative will be found. **Michelle to draft a document for display at the REAC table at the fair, advertising Chasing Ice and including space for attendees to make other suggestions.**
3. Benchmark Emissions Inventory Data - Barb has made multiple calls to ICLEI to find 2007 data, with no response. Kimberly expects to have the data complete soon after the Energy Fair. Building data collection is ongoing. There are two possibilities for re-auditing: 1. Get all data for the entire town - government, residential, business OR 2. Focus on government only. Plan for now is to continue to address the municipal buildings' heat and electricity, and possibly expand to vehicles and streetlights - to be discussed at the Feb 4th meeting. **Claudia to followup re getting the benchmark data.**
4. EcoMaine's Ecoexcellence Award - Claudia is our representative to EcoMaine. Once a year they give an award to a business or an individual. Claudia suggested Lamey Wellehan and European Bakery. **All: Submit ideas to Claudia or nominate someone on the EcoMaine website by Jan 17.**

Energy Fair

1. Marketing Pieces
 - a. Flyer will be posted to the town website and throughout the community. The color has been changed, and the birch tree will be replaced with a thermal image of the house. We could stand outside of grocery stores and distribute the flyer. Money should be accessed to put an advertisement in the Forecaster. **Kimberly/Jeff to connect with Forecaster. Michelle/Jason to connect with grocery stores.**
2. Food and Drinks
 - a. We have a \$300 food budget. It was suggested that some of this could be used for advertising instead.
 - a. **Jason will contact several food vendors and distribute the letter to find out if groups are able to donate food - both for vendor lunch and attendee snacks.**
3. REAC Table - **Michelle to create signup sheets for attendees, get raffle tickets from Claudia for door prize drawings, and staff the table 10-2. Jeff will help at the table from 10-11, John will be there from 11-12, Pete from 12-1 and Jason from 1-2.**
4. Door Prizes will include Energy Audit, Blower Door Test, EcoMaine Prize Pack, Compost and Recycling Bin from Town of Falmouth.

5. **All: once flyer is posted (Kimberly), group will post around town and share link via social media, personal emails, etc.**

Green Communities/ Matrix

1. Items that ranked high on matrix prioritization include the cold climate heat pump demo, smart meter/ competition, HERS rating system for realtors, full time energy coordinator. There may be space for a heat pump or alternative heat source in phase 1 of the town hall renovation. Something should be chosen that demonstrates technology that is efficient and affordable to residents. **Kimberly/Claudia to followup with Nathan re town hall plan. Kimberly to connect with Efficiency Maine and others' regarding heat pump funding/donation possibilities.**
2. John and Jeff expressed interest in joining the GCP subcommittee.

Next Meeting scheduled for Tuesday February 4th at 6:00.