



City of Medford
Office of Energy and Environment
City Hall Room 205
Medford, MA 02155

781-393-2137 enviro@medford.org

www.medfordma.org/departments/energy-and-envi



GO GREEN | Medford

Medford Energy Committee Minutes
September 8, 2014, 6pm
City Hall Room 201

Attendees: Luke McKneally, Cathy Young, John Rogers, Curtis Tuden, Lauretta James, Jeff Goldsmith, Jon Hunt, Bob Paine, Kathleen McKenna, Alicia Hunt, Hayley Welsh

Guests: Kevin Ring (resident, HERS rater), Malcolm Bliss (Next Step Living)

1. Administration

a. Approval of the Minutes of July 14, 2014 meeting

- i. Approved unanimously
- ii. June Minutes do not have who attended the meeting, minutes will be revised (including Kathleen, John, Lauretta, Jeff, Bob, Cathy, Jon – ask Sergi) – amended minutes approved

b. Revisions/update to Energy Committee website (J. Hunt)

- i. We have a blog with added articles which is different from the GoGreen Medford website. We will take down the old website very soon, so speak up if there is something that needs to be transferred over. Now use GoGreenMedford.org or Medfordenergy.org/gogreen. Includes pages on the wind turbine, the energy assessment program, solar information. Not sure if we should continue the GoGreen ambassadors. Other pages included as well – gardening, recycling, storm water, harvest your energy, links to other news and awards and accomplishments. We have moved to this because we do not have access to edit/update the cities website without an intermediary and the medfordenergy.org site is very difficult to update. Interns can update it and Susan Altman is doing the recycling page. Cara put in the pictures and the blurbs. (Alicia)
- ii. People do not want any time to review old pages before taking them down.
- iii. Jonathan will take down the old webpages and help set up the redirect so no one will see a “page not found” page, but rather be redirected to the GoGreen page – medfordenergy.org/gogreen. Add a link to the Medford Energy blog from the gogreen website.
- iv. People on the committee can update the webpage if you tell Alicia. She will show you how it works and give you an account. (no one stated interest)
- v. Last month we made a commitment to get the blurbs up and it hasn’t happened. Alicia and Cara still need the blurbs from Kathleen, Sergi and Cathy. Get them in ASAP.
- vi. Send blog posts to Alicia and Cathy. They will review the posts and then post them or let you know if they need revisions.

c. Update on bylaw status and schedule for December election for Chair (Young)

- i. Other piece that came out was that the city solicitor strongly recommends that we only put up one ordinance at a time. Garden committee ordinance needs to be put up sooner rather than later. Don’t need to rush on the energy committee ordinance because we are not under any legal deadlines, where as the garden committee is. Better space out the ordinances.
- ii. Names will be put forward at the November meeting for the position of chair. We will have written ballots at the December meeting and Alicia will count the votes and it will be anonymous.
- iii. Term duration for Chair is not determined. Fred always said he would keep going if not contested. Committee appointments are 3-year terms. There are no bylaws or written rules about how this committee functions.

d. July 23rd reception review for potential annual event (Young)



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- i. Received great feedback
- ii. We have not yet sent out a thank you letter. First draft looked fine. Will be sent to the subcommittee next week. Laretta would like us to send a photo of the evening with the thank you later – either one of the mayor speaking and one of the room being full/people mingling (Bob). Cathy will review the draft of the thank you letter.
- iii. Can we put out a newspaper article about the event? – use one of Jeff’s photos. Cathy will draft a press release and Luke will review it.
- iv. Did we think the reception was worth it? Should we do it annually?
 1. Cathy – there were a lot of people there
 2. Luke – thought it was well done and well received
 3. Bob – were there any people not previously involved with energy in Medford - gardening committee was there. Only other guests were children and spouses (Alicia)
 4. Since it was successful we need to figure out what else we can do with it. How can we advertise differently to attract new crowds, etc. (Cathy)
 5. As a result of this reception, Luke is now working with the Medford housing authority. New connections were made!
 6. Was the work worth the outcome or could it be done in a less work intensive way? Rivers Edge was happy to host the event, maybe they could provide food as well (Alicia)
 7. Laretta thinks there needs to be a press release about the reception. Send something you would want to read to the Medford Transcript (Alicia)
 8. Luke thanked everyone
- e. Potential Funding opportunities – Community Innovative Challenge Grant (Paine)
 - i. Needs regionalization this year – Co-op Power sent out a newsletter, “Invest here now” – Western Mass has a program getting people to invest in local opportunities and developing others in our area. It’s focused on building your local economy. Currently doing an educational seminar. Luke will forward the article. Curtis will look at the grant idea and future ideas.
 - ii. Alicia - A lot of money can be saved by the state by communities doing this together. If you don’t submit something that brings up partnering with other areas, they won’t be interested. No ideas for collaboration around energy.
 - iii. Grant will come from the state, applications due in mid-october
 - iv. Don’t have the same parameters every year, maybe next year alternative energy will be a better fit for what the grant is looking for. (Alicia)
 - v. A couple of years ago Alicia and Carrie applied to make a solar house based on ideas from a vocational school on the cape. Didn’t win, but have applied in the past
 - vi. If people have project ideas about energy and environment, tell Alicia because then when she hears about a grant that is applicable, she will let you know!
- f. MEC project advising – Status update of draft letter for MEC review (McKneally)
 - i. Luke presented draft letter. Can the letter include information about potential cost savings. Add line about Medford being a leader in environmental stewardship. [Push city towards Energy Star for new buildings.] Laretta would like to know if we can push LEED certified for all buildings in Medford – Alicia clarified that the city would only have the jurisdiction if we passed an ordinance through the city council. The letter needs a specific “ask” to make clear what it is we would like to have happen.
 - ii. The committee doesn’t want to commit to any more responsibility because the design team should be doing that but the city needs another energy group



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- iii. Mayor's preference is to keep project teams small and efficient. This statement makes it seem in their best interest. Can save the city money both in the construction and the lifecycle of the building. Include not only the environment piece but also the economic aspect.
- iv. John wants to add the environmental expertise that this committee can offer to the letter
- v. Are we sticking our foot in in a way that will help Medford or make them spend unnecessary money?
(Luke)
 1. Mention commitment of environmental stewardship (Lauretta)
 2. LEED Certifications:
 - a. Liked by real estate companies because its green washing
 - b. Municipalities don't like it because it's expensive but doesn't actually mean anything
 - c. We prefer Energy Star certification because much more cut and dry (Alicia)
 - d. We only have influence over municipal buildings unless there is an ordinance. Only passed the stretch code by going to city council and getting them to pass it.
 3. Another chance for Medford community to give environmental input about building, suggest more ways to participate that won't hold up the process
 4. Need more revisions and more feedback, Luke will revise and maybe mail out before the next meeting
2. Update on 2014 Active Subcommittees
 - a. 2014 Subcommittee Status Updates
 - i. Education (Tuden)
 1. Medford High Environmental club (Roots and Shoots): \$400 for high school students to spend on an environmental project from USGBC. Trying to get kids to join the environmental club – then have the kids design an idea and showcase it at HYEF. We can seed them with ideas and then they choose. Kathleen helped get this through her coordination with the USGBC.
 - a. Maybe they could help with the storm drain labeling
 - b. Meeting at Medford High Monday Sept. 15th for Medford Community Education Conservation Partnership– Tuden will send out email reminder
 - c. Monday Oct. 19th there will be a hike through the fells to figure out how this are can be used as an educational tool.
 - d. Grant application told them what the club had already done, then they were given money to do more
 - ii. Recycling (McKenna, McKneally)
 1. Jeff said that lots of things are happening
 2. Next committee meeting is the 17th
 3. Mayor is interested in having active recycling at Community Day (Sept. 21st) as well as Mystic River Event (October 5th)
 - a. Recruit middle schoolers to volunteer at trash/recycling stations at community day
 - b. Also need kids for Mystic River Event Day
 - i. Tuden will advertise at school
 - iii. Green Awards
 1. Moved the deadline from Sept. 5th to Sept. 15th officially
 2. Set a meeting for Tuesday Sept. 16th to consider the nominations – Alicia needs to reserve a room here
 3. Janet Donnelly, the new executive director of the chamber of commerce was there



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4. Have 3 or 4 residential applicants, don't have any business applicants. Need one, but shooting for 10 is unreasonable
 5. One concern is that the online application form is centered on buildings – should change for next year so groups can be awarded for effort not made on buildings specifically
 6. Can everyone put forth effort to try to get some nominees for the Green Awards? Everyone try to find one group who should apply! Laretta is working with the Medford Garden Club to get them to apply and with a resident who has a certified wildlife sanctuary and butterfly garden. Cathy will talk to the Harvard medical facility and Kathleen will talk to Annheisuser Busch. Jonathan will fill out Grace Church application.
- iv. Harvest Your Energy (A. Hunt)
1. Alicia
 - a. People asked that light bulb man from Techni-Art will come back this year – with \$10 box with 3 LEDs, 6 CFLs, a desk lamp and a clip on lamp
 - b. BootStrap people will be there to collect compost
 - c. Team Medford is a gold sponsor (\$250)
 - d. Frank's will be tabling and also sent \$100 to be a sponsor
 - e. Mass Energy will be there – run wind energy events around the state. Buying us a new banner and compost bins for raffle
 - f. Gifts baskets will be available
 - g. Solar powered cell phone charging station
 - h. Dance Caliente will be raffling free dance classes
 - i. Elements Massage will be doing chair massages
 - j. Vita Verde – Brazilian green cleaning coop company will be there
 2. Curtis
 - a. Compost Lesson – Curtis has a person who could do it, but wants 25 committed people at the compost lesson
 - b. The people who do hazardous materials don't want to have people bring hazardous materials to a family event, they'll at least do an informational table
 - c. Crew team not responsive about the electronics recycling
 - d. Medford public library will most likely have a book drive
 - e. Possible bone marrow drive – “Be the match” – group that does the swab for bone marrow match program. They would staff a table. Jeff asked that Curtis confirm that they don't charge the insurance companies for tests. Cathy will talk to the EPA Public Affairs office about having a table
 - f. There will most likely be a table for the vocational school
 3. Laretta
 - a. Looking into bee keeping education as a possible table
 - b. Fire extinguisher recycling or refilling
 4. Alicia will be leaving at 2pm to catch a flight to DC for her friend from college's wedding
 5. Alicia will send out a list of deadlines via email for:
 - a. Vendors
 - b. Sponsors
 - c. Donations
- v. Alternative Energy Park



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1. Nothing new, only had the one meeting
2. Designing solar energy building, need funding
3. Next meeting will be later in September
3. Planning and Policy/Cross --- Mission
 - a. Luke has been reading the LEAP – Review list of goals and update for 2014 – it says we planned roll out charging stations for EV this year. There is a lot of good planning that would be good to refresh and review. It's on target, it would be beneficial to review it periodically
 - i. Alicia suggests taking sections of list of actions to review at each MEC meeting
 - ii. Luke and Cathy will look at it and find what is appropriate to put on the agenda to address the following questions
 1. Are these still things we think the city should be working?
 2. Is the person/group it is assigned to the right person/group?
 3. Is the time window appropriate?
 - iii. Luke will make a compilation summary to send to Chair
 - b. Green Communities Program Update
 - i. Reporting is due in November
 - ii. Hayley is working on this
 - c. Potential opportunities for Medford under Governors new Climate Change Plan
 - i. Removed from agenda
4. General Outreach and Communication
 - a. Blog post updates
 - i. Blog posts should go to Cathy and Alicia
 - ii. Each member should write 2 a year. Bob has recently sent one in and Lauretta has one in the works
 - b. Developing an outreach strategy to better engage the public
 - i. Jon suggests strategies to get kids to advertise harvest your energy
5. New business
 - a. Blubs to recognize people who were on the committee and left in the last year to read at the HYEAF. Jon will write one for Rick.
 - b. If anyone knows someone who works at Tufts and lives in Medford that might fit on the committee, let us know.
 - c. What projects should we consider for next year? - Agenda item for November
6. Adjourn
 - a. Meeting adjourned at 8:15pm

Summary of Action items:

Jonathan – take down old webpages, set up redirect to medfordenergy.org/gogreen

Alicia/staff - Add a link to the Medford Energy blog from the gogreen website.

Kathleen, Sergi – send personal blurbs to Alicia for updating on the site

Cathy – review thank you letter from Green Awards event [done]

Alicia/staff – send out thank you letters from Green Awards event [done]

Cathy – draft press release/article about Green Awards event



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- Luke – revise letter about participation in city building development
- ? – organize recycling for Mystic River Event & HYEYF
- Alicia – reserve room for Green Awards meeting
- Everyone – try to find additional Green Awards nominees [done]
- Alicia – try to arrange for Techni-Art to be at HYEYF (pink boxes of light bulbs) [done]
- Curtis – confirm that “Be the Match” not charging insurance companies for the testing
- Cathy – talk with EPA Public Affairs about a HYEYF table
- Alicia – send list of deadlines for vendors, sponsors, donations
- Cathy – schedule meeting for Alternative Energy Park
- Luke & Cathy – review list of actions in LEAP for a few to review at MEC. (Alicia discuss process with Cathy further)
- Luke – compile list of LEAP actions for Cathy.
- Jon – write blurb re: Rick for reading at HYEYF