



City of Medford
Medford Energy Committee
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Medford Energy Committee Minutes
January 5, 2015, 6PM City
Hall Room 201

John Rodgers, Kathleen McKenna, Laretta James, Luke McKneally, Sergi, Valme, Bob Paine, Jonathan Hunt, Curtis Tuden, Cathy Young

1. Administration

- Approval of the Minutes of December 1, 2014 meeting 6:00-6:10

2. Review of draft 2014 Energy Committee Annual Report 6:10-6:30

- Everyone ok with format? Cathy will confirm that background picture is faded into background on final version. Otherwise the format is fine.

Comments on content?

- potentially too much about student interactive projects and no mention of meeting on the alternative energy education and park.

- Would like to include info on Idle Free Medford.

- Alicia will send names of interns to Cathy for the 2nd page.

3. Evaluate current subcommittees to determine need for continuation in 2015 6:30-7:00

What are our priorities?

Green Award reception – do we want to do this, or something like it, again? Not clear if it accomplished our goals of getting more new green awards winners. Could it be good for stirring up interest in green activities? Could we call it the “Green Reception” and get people who would be interested in doing more green things? These are the types of things that get people talking, we could use this reception to talk to people about the alternative energy park.

Recommendation to hold it every other year? Can we get more information on other events in the City? It would be good to know if we have an overarching theme for the year if it fits in?

Alicia listed other things going on in the City that the committee could support:

- 385th founding of the City celebration, parade & breakfast
- Carnival (again) and Community Day
- Next Step Living will be aggressively doing outreach in the City around home energy assessments.
- Business containerized recycling will be rolling out in Medford Sq this winter, should we work with rolling it out in the other districts?

Disappointed in the turn out at the Harvest Your Energy Festival this year.

Education – should we re-focus to work with elementary and middle schools? Those ages are more influence able. Curtis is happy to reach out to those principals about the MEC doing outreach and education there.

Outreach – all subcommittees should be doing outreach and reporting back on what they do for that year

Unifying theme for the year?

- Trees? Parking? Turn off one lightbulb?
- Can we get aggregate numbers for solar energy savings?

- Talk about our successes, talk about what has worked

Alicia will reach out to Bob Fitzpatrick at MassCEC to see if we can get solar data.
Alicia is working on getting National Grid aggregate data.

- Current, Active Subcommittees review and update of goals for the coming year:
 - a) Education - (Tuden) - lets focus only on children and take adults out of our goals for this subcommittee for 2015.;

Keep as goal for subcommittee:

- (1) Educate youth about energy issues through interactive projects & activities;

Remove:

- (2) Educate adults about energy issues through interactive projects & activities;
- (3) Encourage Medford residents to reduce their energy use;
- (4) Talk to Community about the built environment in Medford over the next decade.

b) Recycling (McKenna, McKneally) – Cathy met with subcommittee in December. They will continue to work on their goals, should it be a subcommittee, or should they do their own thing? Two other women have been working with Susan on this. Let’s keep the goals the way they are and Susan will continue to run it.

Keep:

- (1) To increase awareness of and involvement in the Medford Recycling program;
- (2) To review the recycling program for simplifications and improvements that will promote greater effectiveness.
- (3) To encourage reduced consumption, in addition to shifting the proportion of trash vs. recycling.

c) Green Awards - (Young) - keep as is

- (1) To recognize Medford businesses and residents for outstanding effort to conserve energy and protect our environment.

d) Harvest Your Energy - (A. Hunt) - needs a better goal; needs word smithing – get from Cathy, current goal is:

- (1) Festival to bring attention to energy issues to members of the Medford community.
Suggestion is: To organize and host a festival to educate the community about energy and environmental opportunities.

e) Alternative Energy Park – (Young) -keep as is

f) (1) To create an alternative energy park in Medford which will serve as an educational tool for students and residents on sustainable and innovative methods for clean energy production and conservation.

Change: To work toward the creation of an alternative energy park in Medford which will serve as an educational tool for students and residents on sustainable and

We will keep the 5 subcommittees that we have.

We need a campaign or marketing approach to get the ideas to stick. Difficulty with the monthly schedule and open meeting rules make it difficult to be an iterative process. How can we effectively develop stuff with once a month meetings? One person can send out their document and then others can write to them directly with feedback. Whoever develops outreach material has the responsibility to develop it, take feedback and then the final version has to be approved by the whole committee.

Alicia reminded the committee that we have some resources to make outreach materials “look nice”, such as the Vocational School and Denis in her office likes doing document layout. The Committee should focus on the messaging.

4. Review MEC priorities and potential need to create new subcommittees 7:00-7:30

3. Planning & Policy/Cross-Mission 7:30-7:45

- LEAP Status Update– Review list of goals and update for 2015 (Young, McKneally) - tabled

4. General Outreach & Communication 7:45-7:50

5. New Business 7:55-8:00

Agreed that our monthly meetings will continue to be on the first Monday of the month, except when the first Monday is a legal holiday, when it will be the 2nd Monday. The Committee may cancel meeting dates with advance notice.

Will Alicia get another HYEYF intern this summer? I hope so, I expect to be able to find funding for that. I will also apply for a project intern from Tufts, if anyone has an idea for a project – 10 weeks, 35 hours/week, June & July, let Alicia know. We need to apply in March.

6. Adjourn 8:00

For accommodations please call in advance: 781-393-2137 or TTY: 781-393-2516

MEC mission: To promote policies and actions that improve energy efficiency, encourage conservation, and increase the use of renewable energy to meet our present needs while considering future generations of the Medford community.