

Stowe Energy Committee Meeting Thursday, May 27th, 2021, 5:30pm

Liz, filling in for Catherine, called the meeting to order at 5:33pm.

Present: Liz Soper, Scott Weathers, Marina Meerburg, Rick Weinstein, Sarah Evans, and Cap Chenoweth

Absent: Tom Jackman, Catherine Crawley

Minutes were approved by everyone— Marina moved to approve the minutes, Sarah seconded the motion.

E-Bike Lending Library (Local Motion):

Scott shared different marketing materials. Mostly what is needed is the town name and location of the host site. Press release requires a contact name/number and email. Scott and Marina volunteered to both have their names and contact information..

Need to check with Tom on if it is okay as part of this marketing to put down personal emails and phone numbers, not a town email address/phone number. Can committee members republish and share this on behalf of the Stowe Energy Committee? Or ask the town's facebook or social media page to share this. Does the town have a FB page?

Scott and Cap will go down to AJs to build a stronger connection so Scott can be brought up to speed if asked questions.

Liz will call Local Motion to double check the dates of when we have bikes to confirm for press June 20th–July 31st of this summer?

Need to change the picture on the flyer (kid is not safe), especially if we are going to put flyers around town to promote this event. Possible Catherine has other stock photos or we will try and get one - Cap sent Liz photos.

Get a community member to add a quote to the media release on top of the Energy Committee's quote. Marina will talk with Chris Mask to get a quote for our press release.

Decided to add information about rebates on e-bikes from SED and minor grammar changes to the SEC quote on press release.

Run quotes by Local Motion before releasing this— Liz will finalize materials and then reach out to get approval on this.

Marina makes a motion to approve the language from Local Motion along with the addition of quotes and pertinent information pending approval by Local Motion. Liz seconded the motion, it was approved by everyone.

Need to put together a display ad for the Stowe Reporter for the demo days on June 26th and July 10th.

Need to bring approved ads to the bike shops with the expectation of a short bike ride, with a goal of selling E-bikes. ‘

The Committee agreed to change our June meeting date to June 17th in order to approve any last minute communications for both E-bike lending and display ad.

Mow Electric Campaign Column:

General approval for Rick’s edits to the Mow Electric Campaign column on the basis of changing the paragraph about the prices of e-mowers.

E-mowers might be less expensive than you think. Local dealers sell from \$399, and include battery and a charger. They might have a slightly higher price. This can be used to replace the paragraph talking about the price of Jan Reynolds’ e-mower.

Scott motioned to approve all edits and changes to the column, Marina seconded it. Rick will finalize and get to Stowe Reporter for publishing

Committee Elections:

Liz moved to re-elect Catherine as Chair, Sarah seconded. Everyone approved.

Cap motioned to nominate Liz Soper as Vice Chair, Marina seconded. Everyone approved.

Scott made a motion to share the responsibility of taking minutes as a rotating position. Rick seconded. Everyone approved.

Scott then made a motion to elect Sarah as the assigned secretary, Liz and Marina seconded. Everyone approved.

Other business:

Dept. of Public service holding an opportunity fo republic engagement with the 2022 energy plan (june 2nd 4-6pm). The Lamoille County Planning Commission is taking part. Marina will email information to everyone.

Next budget year starting July 1st, there is federal money available for an energy coordinator with the Lamoille County Planning Commission.

Sarah gave an update on getting the high school involved with Stowe Electric and taking advantage of grant money to get more local field trips for high school students.

Marina made a motion to adjourn.

Meeting adjourned at 6:53pm. Next meeting June 17th at 5:30pm.