

ECC Minutes 31 October 2019

7-9pm, Rondout Municipal Center Rm M-15, 1925 Lucas Ave Extn, Cottekill, NY

Present:

- Tom Konrad, Chair
- Iris Bloom, Members
- Amy Moses, Members
- Eric Stewart, town board liaison
- Melissa Everett, Sustainable Hudson Valley (by computer)
- Toni Brink, Marbletown Resident
- Gustav Rech, Resident

I. Marbletown Pollinator Resolution

- a. Resolution to include:
 - i. Phase out of neonicotinoids
 - ii. Additional phrase regarding mowing less
 - iii. No spraying of pesticides and herbicides
- b. Eric confirmed spraying does not currently occur on town roads, but may occur on county or state roads. A letter will be drafted and sent from Marbletown to the county and state to urge them to stop spraying.
- c. Eric confirmed (Per George Dimler) the town does avoid mowing milkweed. (Accolades will be added to the resolution)
- d. A suggestion was made to provide an additional resolution for the meadow at the municipal complex.
- e. Additional sites for pollinator gardens may include new town parks and private solar installations
- f. PR idea... Combine solar and pollinator gardens. Cal Truman of Sun Common could be approached to share his presentation.
- g. All present ECC members voted to approve the resolution as reviewed by Eric and Iris. Community member support was also unanimous. The updated resolution will be presented to the town board for a vote.

II. Discussion of draft 100% Renewable Action Plan, prepared by Sustainable Hudson Valley

- a. Lavish support on the people that are ready to make a commitment to 100% renewable
- b. Invite a pilot group of 10 people - fast timeline. We want to tell their story and document it.
- c. Incentives to support the pilot group (and beyond): Yard signs, window stickers, \$ 5 off every building permit with items related to the 100% renewable pledge
- d. PR ideas:
 - i. In lieu of seminars, present monthly meetups. Suggest folks to bring a friend.
 - ii. Signage at building department,
 - iii. coupons at realtors and retailers (hardware store)
 - iv. Ad in bluestone press
 - v. tabling
 - vi. Include in the door to door - neighbor to neighbor discussions
 - vii. Small business group
 - viii. EV event at discount tire

- e. January - soft launch with the 10 step pledge
- f. Amy and Iris to work up a list of green architects and consultants to provide to realtors.

III. Stretch Energy Code:

- a. Pre-approved by the state and is more aggressive than the 2020 codes.
- b. ECC to vote regarding support of the stretch code at December meeting

IV. Misc. ideas - 'greening up' Marbletown

- a. Ban propane heaters or appliances or a \$1000 fee. There was push back from ECC members, Tom to review with board members.
- b. Reduction in building permit fee when take the pledge.
- c. Microgrid solar and storage at Town Center in lieu of a generator. Tom to research with NY Power Authority.

V. Earth Day Ideas:

- a. Earth day cleanup in High Falls at the Rondout with students. Eric will schedule it 2 weeks before or after Earth Day actual date.

VI. Marbletown walk and learn:

- a. First event 11-12pm Saturday November 23rd. Meet and greet with new town board members at Marcott Road Rail Trail. Jill, Martin and Tom to promote.

VII. Community Center:

- a. Work to begin the first week in November.

VIII. EMC

- a. Eric agreed to continue as liaison to EMC
- b. EMC has requested us to present our 100% renewable plan to them

IX. Danskammer Plant Resolution:

- a. Iris to write a resolution to oppose the construction of the plant.
- b. Iris will draft a letter to be sent to the governor and state representatives

X. Repair Cafe in Marbletown:

- a. To occur 5x per year
- b. Initial work group to include Linda Davis, Laurel Sweeney, John Wackman, Lonnie Kasman and Tom Konrad
- c. Seeking volunteers

XI. Debrief of departing members:

- a. Iris to work on ideas and present back to ECC

XII. Potential new meeting night and member:

- a. All present agreed on 2nd Wednesdays, 7-9pm. Review again at December meeting.
- b. Linda Finestone will be approached to become an ECC member

DRAFT COMMUNICATIONS PLAN FOR 100% Renewables shared here by Melissa for hopefully easy access

MARBLETOWN 100% RENEWABLES STRATEGY OUTREACH AND COMMUNICATIONS PLAN

GOAL1: Release the Plan with Town Board support, build community engagement

- Public info session – pre- or post resolution? probe for any hidden opposition or concerns
- Post Plan with punchy summary on town website with links to technical assistance resources
- Publicize punchy summary via media release, highlighting the town's leading by example and the Pledge for the community
- Front-load with initial list of pledge signers

GOAL2: Support town and ECC agenda for implementation – policy development, special projects, e.g.:

- training for HVAC contractors and realtors on heat pumps [Melissa just finally reached out on continuing ed as promised to Laurel]
- expand EV charging and awareness
- stretch codes
- your to-do list here

GOAL3: Engage the community via the Marbletown 100% [Renewable] Pledge

- Suggestion: integrate renewable and ready by emphasizing the readiness element up front in one unified pledge
- Coordinated media launch with comprehensive press kit on what it means and how we can help – contact weeklies well in advance and ask for substantial features
- Livelihood would probably do a cover story
- Clean Power Guide can include this – on the streets March 1
- Poster for retail and community locations for ongoing visibility
- Make the rounds of stakeholder groups with presentation (e.g. SUNY U campus, Marbletown Business Association)
- Design Pledge support system – regular educational workshops for new groups of signers (e.g. monthly), on-demand technical assistance as they are going about it – set a date for this to begin e.g. Feb or March
- Pre- and post publicity for workshops, giving community a flavor for what is happening in them and what we are learning

GOAL4: Refine the model and course – correct

- An annual review of progress & lessons learned, released at a community potluck