



Sustainability Commission

Education Subcommittee Meeting Minutes

Meeting Date: Wednesday, July 24, 2024

Meeting Time: 12:00 PM

Meeting Location: Virtual Meeting via ZOOM

Attendees: Linda Loren, Jim Simko, Phil Francisco (chair)

Minutes:

Called to Order at 12:10pm.

The following items were discussed.

1. Prioritize post-Labor Day plans for the continuing seminar series
 - Our first “event” post-Labor Day will be our booth presence at **Fall GrotonFest** (28th September). See the GrotonFest discussion item below for more info.
 - Our October “event” will be the “**Energy Coaching Roundtable**” presentation & discussions that Charlotte Weigel and Ken Horton are preparing – scheduled at the Groton Center for October 23rd at 7pm. See Energy Coaching Roundtable discussion below for more info.
 - The subcommittee decided against organizing and participating in the “Forest Walk” education event – both Loren and Jim felt it was not aligned with the educational mission and that there would be little for the public to gain from it. Also, there was doubt that people going to the Farmers’ Market would have interest in deviating for the “Walk” while there.
 - Likewise, the subcommittee decided against pursuing and helping to organize an “Apple Tasting” event at the Prescott Center in the Fall of 2025, for similar reasons expressed by Linda and Jim, above.
 - Linda requested that we work on both a Solar Panel session and a Home Battery session as two of the topics, and we agreed that it makes sense to revisit some of the topics covered in 2023/24.
 - **ACTION ITEM:** The Subcommittee agreed to review the remaining prospective educational topics on the list for deeper discussion on upcoming programming, timing and coordination at our August 7th meeting.
2. Planning for “Forest Walk” education event in conjunction with Williams Barn Farmers’ Market
 - Moot, given the above discussion
3. Initial planning for an “Energy Coaching Roundtable” seminar event (October)
 - Jim had a number of questions about the logistics of how the Energy Coaching session is intended to work and what the efficacy of it would be. Phil directed him to consult with Charlotte and Ken for more details.

Given that Charlotte/Ken are coordinating this session (including aligning additional other energy coaches from nearby towns to help), our subcommittee’s role is primarily to help get

the word out about the event and help with setup & breakdown of the event.

4. Initial planning for Fall GrotonFest event (9/28)

- Phil noted the very short “runway” to September 28th. Our booth space is secured and we will likely be in the same/similar location as last year. As for initiatives that we want to “lean in” to in our booth, we discussed the following:
 - A return of the “sustainability wheel” that was such a good attraction last year – David Southwick needs to ensure it’s in working order for the event
 - Some additional attractions/activities that Pat Parker-Roach can borrow at zero cost from the MassEnergize group
 - A “The Energy Coach Is In” mini-booth modeled on the Peanuts comic strip with Lucy as the “Doctor”, staffed by Charlotte and Ken – Ken and Pat are constructing this
 - We discussed a giveaway as we had last year – Phil mentioned the success we had with the free rain barrel drawing. Linda asked if there was sufficient funding set aside for this at this year’s event and Phil confirmed that there is.



- **ACTION ITEM:** The subcommittee members were tasked with considering potential drawing items to use, if we decide to do something other than a rain barrel. We will discuss the ideas at our August 7th meeting.

5. Plan out Summer meetings schedule through August

- The subcommittee agreed to hold bi-weekly virtual meetings through the rest of the summer and into the fall. Our next virtual meeting will be on Wednesday, August 7th at noon.

Adjournment: The meeting ended at 1:27pm.

Next Meeting: Wednesday, August 7th at noon, EDT (ZOOM link tbd by Town Hall)

Respectfully submitted,
Phil Francisco