

Meeting Notes for Sustainability Commission GrotonFest Planning Committee

Date: 24th August 2023, via recorded ZOOM meeting

Meeting Attendees: Andrew Scott, Charlotte Weigel, David Southwick (Leader), Phil Francisco

Meeting Start: 5:33pm

GrotonFest

Date: Saturday, September 30

Where: Legion Field, Groton MA

Meeting Recap 8-24

Initiatives and Cost Estimates: \$893 Estimated for Approval

- **Operational Requirements: Estimated Costs: \$160**
 - 10 Shirts at \$16 - \$160 (at cost, from Destination Groton Committee)

- **3 Core Initiatives will be promoted at the GrotonFest and Finalize**
 - 1. Sustainability Handout / Education Series: Estimated Costs: \$100**
 - i. PFAS seminar Poster(s): \$50 (est.)
 - ii. PFAS seminar Flyers, quantity 125: \$50 (est.)

 - 2. Spin the Sustainability Wheel with Drawing and Prize: Estimated Costs: \$270**
 - i. Wheel paid for (Andrew)
 - ii. Wheel 8 Color Wedges: \$20 (18" diameter, hi-res printing @ Staples, est.)
 - iii. Index Cards (Paid for)
 - iv. Rain Barrell: \$180, includes shipping
 - v. Stickers 100 quantity: \$70 (est.)

 - 3. Sustainable Groton Advocate Program: Certificate/Flags: Estimated Costs: \$395**
 - i. Certificates High End Stock Quantity of 50: \$85
 - ii. Flag Order: quantity of 50: \$180
 - iii. Flag Stand: quantity of 25: \$130

Outstanding Items that need action on no later than Sept 7

- Budget approval for GrotonFest: Meeting Aug 30 at 3.30-4. 30p.m
- High School Students Involvement: Meeting on Sept 7
- Based on Budget approval: Order before September 1
 - Order T Shirts
 - Operational Material
 - Spinning Wheel Material (Stickers/8 Images)
 - Rain Barrel
 - Certificates

- Flags and Stands

Operational Requirements: \$128 Estimate

- Booth/Table (Secured and Paid for)
- Banner in Place (Secured)
- T Shirts: Staff to wear that Day Phil to Secure/Outstanding (Underway)
- Working Staff at Event/Outstanding 8-10 people (HS and Committee) (Day Schedule)
- Table and Chairs Needed (Phil Table/David Chairs)

Core Initiatives that will be presented at GrotonFest.

1. Sustainability Overview and Education Series Documents: \$100 Estimate

- **Needed**

- Trifold hand out Recommended Solutions (in stock)
- 1 or 2 color posters to promote October's Educational Series (PFAS) – Phil design, print at Staples
- 1-page promotional flyers, 125 copies (PFAS) – Phil design, print at Staples
- Easel provided by Phil.

2. Spin the Sustainability Wheel and Drawing/Prize: Cost Estimate \$270

- ✚ **Objective**

- i. People Spin the Wheel land on an image.
 - 1. Each Person enters a drawing to Win a Rain Barrel
 - 2. Fill out Form (Index Card/Name/Email/Phone)
 - ii. Ask participant what that means to them (Listen)
 - 1. The Top Candidates take aside and ask to become an Advocate.
 - 2. Committee Member Explains Advocate Program
 - iii. Give out a sticker to all as a thank you.
- Wheel will include 8 images/words to be created in high-end PPT, 18" diameter (Graphic)
 - 1. Advocate for Action on Climate Change
 - 2. Energy Audit
 - 3. Reduce Wasted Electricity
 - 4. Backyard Compositing
 - 5. Heating and Cooling with Heat Pumps
 - 6. Insulate or Air Seal Your Home
 - 7. Eco Friendly or Sustainable Transportation
 - 8. Buy Food from a Local Farm

- Icons to be use for wheel design (from MassEnergize / HarvardEnergize.com)



3. Become a “Sustainable Groton Advocate” \$395 Estimated Cost

🚩 Objective

- **Recruit up to 10-25 advocates at GrotonFest** to start, this will become the method for recruiting or rewarding sustainable behavior in Q4 and 2024
 - **Advocates Receives a Certificate** named **Sustainable Groton Advocate** with their Name on the Certificate and 3 core principles listed on the certificate. Advocate signs certificate.
 - Each new Advocate will be photographed with their certificate at Groton-Fest and Post on Social-Media
 - **3 Principles listed on the Certificate:**
 1. Promote Sustainable Groton’s Core Activities: via social media and word of mouth.
 2. Attend & or volunteer for Sustainable Groton Initiatives
 3. Display Sustainable Flag on Front Lawn
 - **Advocate Receives Flag** to be delivered to their home after GrotonFest
- Phil will lead the discussion with the full Sustainability Commission (Wed., 30th Aug., 3:30pm) to review the plans and authorize the costs

Meeting adjourned: 7:08pm