

Boxborough Energy Committee July 2015 Minutes

Date/Location: Wednesday, July 8, 2015, Town Hall

Attending: Members: Francie Nolde, Abby Reip, Margo Webber, Richard Garrison

BOS Representative: None

Guests: Jo-Ann Dery, Sarah Rambacher, Ann Fadden

Members Absent: Vince Amoroso, BoS Representative, Larry Grossman, Keshava Srivastava, Santiago Tapia-Perez, Rebecca Morrison

Next Meeting: Wednesday, August 12, 2015, Town Hall.

Minutes

- June Minutes were approved.
- Three members representing Littleton Sustainability Group attended the meeting to discuss the Boxborough-Littleton Solar Initiative.
- Since the last Energy Committee meeting on June 10, 2015, the Boxborough -Littleton Solar Initiative Group interviewed three Solar installers and selected New England Clean Energy. One of the main reasons the installer was chosen was because of the 20-year warranty and how they stand behind their installation. It is a local company that wants to do right for their neighbors and is not a large investor-owned company.
- Two "Meet the Installer" nights were held, one on June 23 in Littleton and one on June 25 in Boxborough. Both were attended by about 45 people. Since then, two people put down a \$1,000 deposit. Everyone who attended was interested and gave their email and residential location. New England Clean Energy staff has begun setting up individual assessments of each residential property.
- Sarah has created a newsletter that they mailed to everyone who provided an email address at all our meetings. Some emails bounced back and Abby and Sarah are working on updating the database with the correct email addresses.
- The Boxborough-Littleton Solar Initiative goal is to have 50 contracts by October 30, 2015. This will guarantee tier 5 pricing. The Tiers are based on how many kW of solar units are installed. Tier 1 is 0-25 kW, Tier 2 is up to 50 kW, Tier 3 is up to 100 kW, Tier 4 is up to 200 kW and Tier 5 is over 200 kW.
- Francie brought a copy of the Town of Boxborough's draft Banner Policy. The BoS will be discussing this draft policy on Monday, July 20, 2015. Francie would like members of the Energy Committee to attend the meeting in support of the banner policy. All surrounding communities allow banners. Acton has a banner policy and Richard agreed to talk to planners in Acton about their experiences and problems with hanging banners. Acton is currently hanging a banner about a concert at Nara Park. Abby will take a picture of the banner to bring to the BoS meeting.
- Communications/Marketing – There will be two communications/marketing leads, one for each Town. Francie will oversee the marketing in Boxborough and Sarah will oversee the marketing in Littleton. Some marketing strategies were discussed. To date the committee has

relied on using the sandwich boards, press releases and articles in the Beacon, flyers, sending e-mails to all the boards and committees in town, along with other town organizations and the church. Abby agreed to talk to Liz Markiewicz about putting up sandwich boards at Flerra Field during the summer camp. In addition, fifty yard signs are being made and will be distributed to the two Towns to place in yards in high-visibility travel areas. A sign could go near the Littleton train station. Other long-range marketing strategies include three subsequent uses of the Community Table at the AB Farmers' Market, a booth at the Grange Fair on Sept. 12, 2015, an open house at the residence of Rama and Lakshmi Annavajhala on August 16, Sunday, coordinating with Youth Soccer games in September, two July dates at the Transfer Station, and summer library events.

- The marketing committee is meeting next Wednesday night and will come up with a marketing plan. After the Energy Committee meeting, Francie and the Littleton folks met to construct a calendar of "retail" events.
- A Community Table for LittleBoxSolar will be set up at the Farmers Market this Sunday July 12 in West Acton from 10-1. Jo-Ann will arrive at 9:30 to set up. Various Encom members will be at the booth for different times. Two staff from New England Clean Energy will be there with an iPad to assess peoples' residences. Francie will evaluate how well the table is attended. The Energy Committee will be allowed to use the Community Table two more times at the Farmers' Market. Francie has tentatively scheduled a booth on August 30. The last date should be in September, once school is in session.
- Francie will ask Sascha Deri, CEO of altE, about being an organizer to approach commercial establishments to install solar PV.

Upcoming dates: A calendar has been set up on the LittleBoxSolar.com website:

Boxborough Farmers Market - July 12, 10-1

Littleton third Thursday - July 16, 2015

Action items:

- Abby will take a photo of the Acton banner and make a copy to bring to the July 20 BoS meeting discussing the new banner policy.
- Richard will call Acton and get information on Acton's experience with hanging banners. What problems have they had, their procedure, and who installs them.
- Francie will talk to Betty McKenzie's husband, Jim Lockett, to ask him to write a statement about their solar installation. This quote and reference will go in Sarah's newsletter and on the website.
- Abby will talk to Liz Markiewicz about putting up sandwich boards at Flerra field during the summer camp hours.
- Francie has innumerable action items as a result of the "retail" events meeting. Most of all, this foursome is working on finding volunteers to help with these events.