



## Minutes

South Berwick Energy Efficiency Advisory Committee  
April 8, 2010  
Town Council Chambers  
7:00 pm

Roll Call: Jeff St. Pierre, George Muller, John Rudolph, Roberta Beavers, Molly Colman  
Guest: Brad Christo

Approve minutes of previous meeting (March 1, 2010)-Minutes were approved with amendment of note attached by Anne Stephensen.

### New Business

1. Discuss marketing and outreach for regional energy efficiency grant.-
2. Update on template grant to town from Efficiency Maine.

J. Rudolph reported that we have not received word yet when the grant money will be released to towns. There is no person at the state level to oversee the template grants yet. It does not appear that we will get anything before the end of June. Personnel overseeing the grants have said that they will work with the grantees to negotiate activities and modifications to make sure that the grants have positive results. There are still many unanswered questions about how the two grants will be administered. J. Rudolph will follow the progress.

J. Rudolph suggests that we begin to think about what the committee's role will be with these two grants. The group identified some ways that the committee can increase the likelihood of success for both grants:

- A marketing plan to inform people about the presence of the revolving loan program
- We need to find all the certified energy contractors in the area – discussed multiple ways to approach (press releases to newspapers, facebook, attending energy fairs and events, forums)
- We need more details to really get started on any marketing ideas.
- Discussed the idea of a “marketing summit” to pull together people in town who have expertise in marketing, p.r., and graphic design to brainstorm ideas about ways to get the word out about energy efficiency, the grants, and resources. M. Colman will follow up on this idea.

### 3. Other

Update on website.

- The template is mostly built but we need to gather, organize, and input the content.
- M Colman described that gathering and writing are one area and then the technical part of posting it is another and people may not have the inclination to do both. Perhaps we can find some technically inclined students who are looking for a service learning project. M Colman will follow up.
- R. Beavers has a completed interview with a resident who built a home with energy efficiency as a high priority. M Colman will post it on the website.

### Update on Library

Brad Christo updated the group on progress on the new library plans as they relate to energy efficiency. Things are still being researched re: mechanical systems but there has been discussion of forced air a/c and radiant heat using geothermal energy. There is some grant money available and rebates. Timing of the build will determine whether SB can get some of these. The building committee is looking at alternatives and weighing the upfront costs vs. payback period.

J St. Pierre will investigate options and information re: geothermal to provide the Building Committee with additional information. G. Muller will look into grid tied PV to provide information to the Building Committee as well

Next meeting: May 13, 2010 7 PM

Adjourn

Attested:

Molly Colman, Secretary, South Berwick Energy Efficiency Advisory Committee