

Minutes from November 29, 2011 meeting of the Town of Chevy Chase Climate and Environment Committee as recorded by John Kolakowski

Attendees: Judy McGuire, Coralee Hoffman, Eric Niiler, John Kolakowski, Keith Blizzard

Eric reported on his presentation to the Town Council regarding bike sharing. The presentation seemed well received. Eric answered some questions from the Councilmembers including those regarding liability. No votes were sought or taken as no action item was necessary due to County action's being in limbo right now. Eric learned (and relayed to the Council) that the County is looking for financial contribution from partnering communities/businesses.

Separately, Eric confirmed that missing committee minutes and Shades of Green weblinks are now back on the Town website. Eric and John will consider possible re-organization/improvement of the website's committee-related information.

The present committee members then discussed potential focus points for the coming year.

Eric suggested that the best use of our time would be to plan an event. A discussion ensued as to what event could be held.

Coralee put forth the idea of a skill-building forum/discussion. She thought we should motivate people to do what they realistically *might* do, not what they ideally *could* do.

Keith noted the difficulty of taking a broad brush approach and thought it would be better to focus on one or two "green" ideas to be effective and keep people's attention.

John expressed a preference to promote awareness of what can be done and help people to do these things (make it as easy for them as possible).

Eventually, a general consensus seemed to be reached that, were we to hold an event, we could narrowly focus on electricity reduction. Possible participants for an event were discussed: DOE is known to welcome the opportunity to present on the topic; we could demonstrate kilowatt meters and their use; we could invite PEPCO to talk about their programs; we could also invite Sungevity or Solar City to talk about solar panels and programs they have for installing, selling, and leasing them. We also would offer food, freebies, prizes, kids activities, etc. The event would be held on a Sunday afternoon for maximum attendance.

Judy cautioned, however, that limited people power may caution against this course of action. All members expressed reservations about taking on the organizational responsibility for a large event. John then suggested we revisit previous thoughts that multiple, small-scale events such as energy efficiency house tours may be the best way to spread our messages efficiently. He noted that he and Judy have discussed opening his house to those in the community interested in learning about geothermal heating and other improvements he made in his recent house renovation. Judy noted that the Town would provide some food and refreshments and publicize such an event. John agreed to go forward with such an open house at an appropriate time. Probably early Spring.