

Mid Maine Sustainability Coalition  
Team Leaders Meeting  
Thursday, April 2, 2009  
5:00PM

## AGENDA

Welcome

- Report of Steering Committee
- Summary of Progress to Date From All Teams
- Discussion Regarding Communication and Public Relations
- Discussion of Proposal for Grant Writing
- Summer Interns
- Meeting of Catalyst Participants

Elery Keene to chair meeting for the day.

In attendance: Mike Heavener, Sally Harwood, Norm Anderson, Doug Carnrick, Steve Erario

The steering committee has met three times. Elery passed out the communications brief. We reviewed the name of the group, the Mid-Maine Sustainability Coalition.

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What's going on with your teams?

**Team 1** – Energy – John Joseph. 6-7 meetings online. Share the notes of every meeting and send out to the group, documentation of all of the meetings is available. Committee decided goal of becoming educated as the first initiative. Common base of knowledge among the members of the group.

- Presentation by John Kerry on the State Energy Plan. Good turnout there as well.
- USDA Rural Energy Development at Thomas College this last week. Grants that we might be able to use. Good turnout there as well.
- We are organizing into residential (including multi-family residential), commercial, institutional (hospitals, municipalities, schools), industrial, and technology foci. Not finalized. More than 15 people on the mailing list.
- Interest in community wind energy (workshops as part of the process)

-Ken Fletcher lets us know what's going on in Augusta

-Elery, Gus Libby, Greg Brown, John Joseph, working on district heating

-Want to get Maine Housing and KVCAP organized around multi-family housing weatherization

**Team 2** – Transportation

First project – develop infrastructure to encourage bicycle and pedestrian alternatives. Already a lot of information available-need to disseminate. Public transit, walking, bike racks in downtown Waterville/Winslow.

Various assignments to members for next meeting. Meeting next week with consultant nearing end of project, advisory committee and catalyst group will have input into the plan. Transit includes fixed route public transport systems—not meeting needs of public. This is a long-range plan (5-6 year) to expand transit services. What would be the most efficient routes, how to fund it, etc. Three full time busses from one in WTVL and commuter routes to Augusta. Also, where would be the best place in Waterville to put a transit hub?

### **Team 3 – Build Organizational Capacity and Monitor Results**

Monitoring- establishing indicators and setting baselines

Organization- communications and coordination w/in the group and to external community groups

Organization capacity team as the internal comm./cord group. Review of team progress in order to put together some sort of quarterly report.

(Handed out draft survey to team leads)

This might better help us understand the linkages between teams. External part in what goes out to the public.

Steve Crate to organize information on human resources and interests. Idea is that norm develops initial reports, run it by team leads, run by the steering committees,

### **Team 4 – Rethink, Reduce, Reuse, Recycle** Geoff Hill not present

### **Team 5 – Finance**

Held meetings. Colby as a conduit for funding. Opportunity of utilizing a non-profit (we could partner with others, as in the case of norm).

Can take over existing (MSEC) non-profit.

Do want to create some process for people that actively want to donate (passively on our side) to give funds → incorporate within the website.

Either bring on more people or fold into other groups. We need a master list of those individuals who have not signed up on any committees or who have indicated interest in volunteering.

### **Team 6 - Education**

Met three times, last time at the maple sugar house. Broken into two groups, weatherization ED and curriculum. Weatherization ED will have a day in the Fall to educate the public on that. Francis has taught a couple of weatherization and home energy audit courses. Maybe we need the Home Energy Performance Course running in Waterville.

Greening the curriculum is a longer-term thing. We want to write a curriculum in the 21<sup>st</sup> century. Working on a grant in Skowhegan to work with vocational center and high school to teach electrical, solar, etc.

**Team 7 – Local Foods**

Met three times, first meeting decided to split into two sub-groups. Main goal for the first group is a community garden project, already examining potential space for community members. Over a dozen very involved, including an active group from Colby working to maintain the community gardens. Second group to link growers to markets, linked with Waterville Purchasing agent who is excited about local foods. 30 different people working on Barrels Community Market on how to link growers to markets.

**Team 8 – Colin Hickey will write a series of articles. (talk to John Joseph about this)**

Met three times, drafted communications brief, reorganized objectives to be public relations, working on a logo, alternative ideas for a website.

Would somebody be willing to promote the website and slogan. People need to see something 7-9 times in order for it to register.

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Website as good opportunity/forum where local sustainability committees might be a resource. Maybe the WSC could post questions online. And vice versa. That might be a good way to coordinate. (Also we could get the WSC online and have them posting their minutes there).

We also need to come up with a method to make announcements. The website should always be a tag on everything.

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MMSC will sponsor the June Breakfast Series with the Mid-Maine Chamber of Commerce (Efficiency Maine). Whether it's the steering committee or this group... what do we want the Chamber to do for us?

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We may be at a point, given the investment that we've made in building this organization, to get grant funds for a variety of means. I think the USDA meeting was good and important but it was focused on private entities. What I'm thinking of are ways in which we can write grants to increase our capacity of an organization to do what we need to do. I am thinking particularly of oppys through EPA, Maine Community Foundation, etc directed towards NGOs that might help fund a quasi-sustainability coordinators. I am currently writing these grants on behalf of the MMSC.

More important for a group like this to be 501c3. Need by-laws, officers, structures, BOD, etc. The oppy that norm has is with Maine Energy Investment Corporation, which has a very similar mission to what we have to do. By laws mostly pro-forma.

KVCOG does grant writing for municipalities—possibly link up here.

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#### Four interns for the summer 2009

##### Goals include:

- Establish baselines and indicators of progress for each committee
  - Advise all ten committees, listed below, on how to advance ongoing project goals and provide additional support (*note: this objective is secondary to all other project goals*)
    1. Steering Committee
    2. Team Leaders Committee
    3. Generate Renewable Energy and Promote Efficiency
    4. Improve Transportation Efficiency and Choices
    5. Build Organizational Capacity and Monitor Results
    6. Rethink, Reduce, Reuse, Recycle
    7. Generate and Manage Financial Resources
    8. Engage the Educational Community
    9. Grow and Support Local Food
    10. Public Relations
  - Establish energy and greenhouse gas emission baselines and indicators of progress for regional citizens (residential), businesses (commercial/industrial), municipalities, and communities at large
  - Establishing/refining a system of reporting and communication between internal committees
  - Conduct polling and research of businesses, citizens, and community groups to:
    - Determine attitudes about and awareness of community sustainability and the MMSC
    - Identify projects/services the MMSC could provide to citizens, businesses, municipalities, and non-profits to positively impact sustainability and other MMSC objectives
    - Identify local, regional, state, national, and international groups to connect with in order to build the reach and effectiveness of the MMSC
  - Generate a final report and case study on the research performed and consultation provided during the summer of 2009. Due date for these materials is August 14<sup>th</sup>, 2009. This report and case study will be presented to the MMSC and Colby Environmental Studies Program; published in various media; and shared regionally through presentations throughout the summer and into the 2009-2010 school year.
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Next meeting date Tuesday, June 9<sup>th</sup> at 5PM, City Council Chambers