

Board of Directors Minutes
January 10, 2012
8:00-9:30

Members Present: Marilyn Canavan, Doug Carnrick Sally Harwood, Mike Heavener, Mike Roy, and Linda Woods

Mike R motioned to approve the minutes from the December meeting. Doug seconded. The vote was unanimous.

Financial Report:

The city account has a balance of \$3771.64. The Prepare for the Future Funds are included in this total. .

There is \$3741.43 in the checkbook. This reflects a donation of \$1000 from Starbucks Partner Giving Program, the \$1500 grant for community gardens from New England Grassroots Environmental Fund, and the \$362.10 collected at the annual meeting.

SMMC did not get a grant from Inland Hospital this year. Linda had asked for funding for a bus shelter. The next application date is in September.

The Paypal account has been changed to a non-profit account.

Fund raising Committee Report:

The next fund raising committee meeting will be Thursday, January 12 at 3:00 in Mike Heavener's office.

It was agreed we need to establish a stronger connection with area colleges.

Action Item:

Linda: Contact John R for an update

Mike H: Create a list from foundations that might provide funds

Linda: Send the recommendations collected at the annual meeting

Coordinator's Report:

Pubic Outreach:

As requested, Linda put the Bylaws on the web site. On the main page of the SMMC website, there is a menu on the left side of the screen. One of the options is now Bylaws of SMMC.

At Sally's suggestion, Linda asked on Facebook for help with social networking. Kim Lindlof connected Linda with Tracy O'Clair the market director of TOC Media. Linda will be attending a breakfast seminar on using social media as a marketing tool on Tuesday, January 17 at 7:30 AM. Tracy also suggested customized social media training is usually \$300 to \$500 depending on what networks need to be covered. This fee would cover at least two, two hour trainings and unlimited answered questions via phone, email and text. The decision was to wait until after the presentation to decide whether we want to pursue this further.

Communications:

The revised version of *The Sentinel's* article about the 2012 annual meeting is posted on the web site.

A discussion occurred about the positives associated with the annual meeting.

District Energy Report:

The next meeting of the District Energy Team is the Wednesday, January 18 at Colby. The focus will be on the energy load. They are hoping to finalize the amount and location by end of month. This will allow them to begin the process of sizing the energy plant facility.

Old Business:

According to the minutes from the April 13, 2011 meeting, the term limits for Board members are as follows: Michael Roy: Jan. 2013; Michael Heavener: Jan. 2012; Marilyn Canvan: Jan. 2013; Doug Carnrick: Jan. 2013; Sally Harwood: Jan 2012; John Joseph: Jan. 2012; Elery Keene: Jan. 2012.

Term limits do not apply to the Waterville & Winslow managers according to the Bylaws. The above dates were amended to indicate this.

Mike R motioned that Elery Keene, John Joseph, and Sally Harwood be re-appointed to two year terms to expire on January 2014. Doug seconded. The vote was unanimous.

New Business:

Steve Erario sent an e-mail suggesting how to contact similar organizations. A discussion followed about how to use this connection. The idea is to reach out to find out what they are doing and have learned and to share our success.

Action Items:

Linda: find out whether Cool Communities still exists

There was a discussion about getting young people involved with SMMC.

Action Item:

Marilyn: Contact Janice Kassman about establishing a connection with Colby
Linda: Contact Alice Elliot about student involvement and ways to collaborate

Doug spoke of connecting with Alder Stone. Linda stated that Alder has volunteered for the Education Team and will be offering a presentation soon.

A discussion was held about the potential for a series of articles to be published. Dick Thomas is the lead on this. At the annual meeting, Lyn Rowden of *The Townline* offered to publish this.

Sally motioned that any writing associated with SMMC must be approved by the Board. Marilyn seconded. The vote was unanimous.

Action Item:

Marilyn: Contact Dick Thomas & Jane Edwards to become a communications committee

Marilyn: Outline & prioritize the topics for the series

Marilyn: Write the first article as a summary of SMMC's origin

Mike H: Schedule a meeting with sustainability coordinators of local colleges

Action Item:

Linda: Send Mike H contact info for sustainability coordinators

The next meeting will be **Tuesday, February 14 at 8:00 AM** in the **Mayor's Conference Room**.

Respectfully Submitted,

Linda Woods, Coordinator

Elery Keene, Secretary