

Education Team Meeting
January 18, 2012
1:30-2:45

Members Present: Bill Basford, James Bannen, Jane Edwards, Alder Stone Fuller, James Geoghegan, Melissa Hackett, Elery Keene, Jim Murphy, Laura Patterson, Bonnie Sammons, John Wilder, Linda Woods

The meeting started with introductions. Melissa & Linda are hopeful that Andrew, Erin, James, & Renzo become actively involved with this team.

Melissa stressed the importance of getting out into the community and reaching the population that isn't informed.

Bonnie wondered about the focus of the team. Being clear about focus will lead to better public awareness. After a discussion, Melissa summarized the focus as "putting people at the right places at the right time and having speakers & seminars available."

Suggestions:

- Regular time & location for events
- A presence at other events as well
- Importance of Facebook, web site
- Put together a story for MPBN
- Need to have a common vision about how to support sustainability
- Copy the Global Forum plan (i.e., have monthly speakers)
- Collaborate with area Transition Towns & use the Transition Town Handbook for a reading discussion
- What is the difference between fear tactics & opportunity?

Action Items:

- Elery: Try to arrange for Alder to do his presentation at Rotary
- Elery: See if KVCOG would like a speaker (Alder?) at their annual meeting
- Everyone: Think about "Who do I know? What are places where we should place information? How to get the word out?"
- Everyone: Think of specific events to host
- Everyone: Research Transition Town Handbook on line
- Jim M: Bring Transition Town Handbooks to Melissa (at Barrels)

Jane summarized the problem of getting the word out about these presentations.

- Melissa spoke of the importance of partnering with other groups.
- Elery suggested using the basement room of the WTVL Public Library. Format: have a presentation followed by a discussion, that is recorded (maybe Pete Sirois?), and shown on CATV.
- Laura has an amazing idea for a River Fest.

Action Items:

- Linda: create a message board on the SMMC web site
- Linda: Check with Sarah about Alder's holding a presentation week of 2/13 (not Thursday)
- Linda: Invite Catalyst Participants to Alder's presentation on Feb. 2 at 6:00
- Linda: Publicize Alder's presentation at Barrels on Feb. 9
- Jim M: Publicize these events in *The Sentinel*
- Alder: Send the poster to Linda
- Everyone: Pick up posters at Barrels to hang at various places of interest (Where do people hang out?)
- Bonnie: Create a membership questionnaire for the next meeting

Thoughts to ponder before the next meeting:

- What do we mean by "Education"?
- What is the overall core message we want to get out?
- Who are the people we mainly want to reach? and where are they?
- What things in their daily living typically catch their attention? and What turns them away?
- What motivates them?
- What specific activities might we undertake to reach them?
- Could we join some popular activity another organization already has going?
- What are other sustainability groups doing that works? and what doesn't work?
- How do we keep ourselves in touch and organized?

The next meeting will be **Thursday, February 16 at 1:30 downstairs at Barrels.**