



Meeting Minutes
Nederland Community Center
Community Center Conference Room

August, 2018, 7:15 P.M.

CALL TO ORDER: 7:15

SAB members present; Melody Baumhover, Eryka Thorley, Jennifer Morse

Additional present; Chris Pelletier (Public Works) Lea Yancey (Boulder County) Lauren Berger, Stephanie Mernick, Matthew Allegretto (CU MENVS Capstone Energy Transition team)

SAB monthly mountain ear; Jen will create a spreadsheet for monthly sign ups moving forward and will write the article for September

Lea Yancey Marketing Strategies

Lea will send her document on marketing strategies and lessons learned from Energy Smart, additional notes below;

- Xcel has helped other communities w/ mailers for outreach events or offerings
- think of partners w/ consistent messaging
- research shows that people need to hear things 3-7 times before they take action (think about both time frame and consistent messaging)
- save everything we develop in a shared online tool
- social media contact w/ Boulder County can help w/ social media campaigns if we would like (can get in touch through Lea)
- incorporate social media into messaging/campaigns

- recruit energy ambassadors (and provide a list for them to participate with actions ranging from easy/quick actions to more involved/lengthy depending on what people want to do)
- behavior change research shows “pledges” can be very successful
- Denver sustainability summit?
- pledge at end of a film we show?

Capstone Group Update:

- can talk about updates to Xcel plan and how Capstone plan fits into this as part of the workshop
- thoughts on another capstone group; zero waste? Sustainability coordinator/fellow position?
- attend next MENVS networking event (forwarded email to rest of SAB) who can go?
- presentation next week is information only

Other County Updates from Lea Yancey:

- shared mountain sustainability coordinator position call update, follow up Tuesday September 4th 10am (Eryka will try to join call)
- Lea needs to know by November 1st what the green house plan is to extend the IGA (or decide to drop the green house project)
- options to consider for 2019 sustainability grant; maybe take a year off to finish current grant work (i.e. think about how over extended we are), hire sustainability coordinator to take over some of these tasks,
- Lea wants one contact for Grants, Melody offered to be contact for 2018 grant as well as contact for Boulder County mailings and she can pass on to rest of the group

CC4CA

- do not have quorum to vote; members present recommend that BOT agree to the 2018 policy agenda (Melody, Jen, Eryka)