

Minutes

Easton Energy & Environment Task Force

Regular meeting, Wednesday, April 20, 2022

Easton Town Hall, Conference Room A, 7:30 p.m.

Attending: Heidi Armster, Jeff Borofsky, Katie Callahan, Lise Fleurette

Absent: Cathy Alfandre, Robert Morganti

Also attending: Grace Foley, Diane Geisert, Emily Marshall, Joan Winter

Heidi convened the meeting at 7:36

Minutes:

Brief discussion; Lise motioned to approve the minutes from March. Jeff seconded. Passed unanimously.

Solar data:

Bobby unable to attend, but did email the solar data:

Phase I: 112% of expectation

Phase II: 98% of expectation

Recycling update (labels and publicity; other)

Labels:

- Recycling team looking at an online source for printing labels; 4-day turnaround time to print; cost fits within the grant budget (under \$1000 for about 3000 labels); labels are weatherproof, highly durable and easy to apply by hand; briefly discussed placement location on carts
- Timeline: print labels in May; apply them to recycling carts in June/July; later as needed; order extra stickers to have for new carts
- Lise: suggested adding the Task Force logo to increase our visibility to town residents
- Lise: suggested resizing the "what's in, what's out" flier to increase readability; discussed this idea as something to pursue; Heidi will contact Sherrill Baldwin at DEEP with requested changes (remove copy at the bottom and replace with QR codes and our logo)
- Add a QR code that lands directly on the "what's in/what's out" page; possibly add multiple QR codes to include other pertinent recycling info and updates

Publicity:

- Grace submitted a recycling article to the Task Force; she will work on edits with a writing advisor at Barlow and submit a final draft to the TF for submission to The Courier
- Timing: before labels are placed

Other recycling:

Katie: suggested the TF discuss electronics recycling at our May meeting to set a date

EV readiness:

Katie reached out to Chief Doyle, who contacted Chief Koskinis from Westport to discuss having a presence at the EV event. Chief Doyle plans to bring one of the Westport cruisers up to the EV event for sharing info specific to how EVs can benefit the town's police department

Katie added that Chief Doyle is looking for a grant to offset the costs of a potential EV purchase

EV event final prep:

Publicity (Courier, social media, word of mouth, sandwich boards); Grace can submit to Barlow ads; flier with graphics and info to be provided over the weekend

1. Group discussed flier details to share on social media; possible submission to The Courier next week as a reminder about the event; include list of participating EVs
2. Discussed whether a poster at the event would be helpful; use of QR code to send visitors to normalnow.com site Print out individual spec sheets for each model present
3. Attending the event: Jeff, Dean (in Heidi's place); and later on Cathy, Katie, Lise, Emily and possibly Grace
4. Katie suggested a quick assessment of the parking area; she had reached out to Chief Doyle about moving the police vehicles temporarily
5. Katie has secured permission from Public Works to use sandwich boards; has requested permission from P&Z to place them around town; awaiting to hear from P&Z
6. Katie suggested inviting Dave Bindleglass
7. Will print out spec sheets for each model EV present: Mach E; 3 Teslas: Model 3, Model Y and one other; 2020 Hyundai Kona, 100% EV, not hybrid; one VW ID.4; one Polestar 2 (Heidi)

Fund account possibility update:

Waiting until after budget season to circle back to the First Selectman to look into this further

Other:

Diane discussed the food rescue program and shared some updates:

1. Allison Witherby, who is the Municipal Agent for the Aging (a town employee) will coordinate the food drive and deliver the fresh produce to senior citizens in town; she explained many seniors can't easily get out to fresh markets or can't afford the cost of fresh produce; this is a local program that will help seniors
2. Start date for the program is June 7, continuing weekly on Tuesdays, with drop offs happening at Shaggy Coos; Allison will pick up the donations and distribute to the seniors

Lise updated the group on the EMS Building Committee:

1. A Chair has been appointed: John Arnold;
2. Task Force has shared the Solar MAP info with the Chair and it appears they will be able to use the program to offset costs for the project

Lise motioned to adjourn; Jeff seconded.

Heidi adjourned the meeting at 9:00 p.m.

Respectfully submitted,

Heidi Armster, Secretary EEETF

5/16/22