

Approved

GEC Solarize Campaign Sub-committee

April 4, 2021

Present: Nate Abbott, Aimee Ruiter, Cyndi Paulin, Sue Hale-de Seve, Ethan Warren, Elise Smith, Vincenzo Sisti, Connor Sanborn

Meeting began at 6:30 p.m.

Aimee started by reviewing the meeting minutes from 3/28/21. Nate moved, Dick seconded approval. Approved.

Moved onto the Checklist. Press release sent out, posted on our website. Sent to the Laconia Daily Sun, the Concord Monitor and the Manchester Union Leader, and to NHPR, David Brooks. Nate suggested sending it to Sam Evans Brown of NHPR. Sarah Thorne sent a Letter to the Editor to the Concord Monitor in March about our efforts.

Aimee created a Facebook page and event. Aimee asked everyone to spread that information as widely as possible. She also created an event and shared it on the two community pages as well as the Parents' page. Aimee will get the information on our Kick-Off Event onto the various Community Calendars for the Daily Sun and the Monitor. Vincenzo stated that flyers are up at key places in town; all materials for the Kick-Off Event have been ordered and will arrive shortly. Nate has coordinated with the Library and all is set. Nate sent the designs for the "thermometer" measuring our progress to Wayne Hackett. Need to get the sign up on the Library property. The Lower Gilmanton Church had a similar sign, and put two of them up. Nate suggested that instead of two separate signs at the Library, two sign faces could be bolted to a single post so that they face east and west on Route 140. Anything over 9 square feet requires a Special Exception from the ZBA. Nate will get us on the ZBA calendar to get our permits. We discussed who will pay for the signs. We can put out a dish at the Library, and possibly other places. Nate offered to front the initial funds. All offered to contribute to the cost of the signs. Vincenzo said we could do the signs on vinyl, could be ready for the Kick-Off Event. Vincenzo will cost out the cost of painted signs, as well. Various other ideas were discussed. Nate stated the Library expressed no preference on the signage; Cyndi said the signs need to be easily read.

Aimee: Connor was going to follow up with Clean Energy NH and Vital Communities about putting something on their sites for us. He has contacted these, but no response thus far. Discussion on how these entities could announce our Event and possibly put on any Facebook pages they have.

Vincenzo and Connor are working on a video to have available by early the week of April 10 for the Kick-Off Event. Discussed how they would then transition to explaining how solar works, how to get involved in the project, Q&A session to follow. Aimee asked when they need our feedback on their efforts prior to the Event. Vincenzo asked as soon as possible after the video is finished; it may be ready sooner than next Sunday. Discussed the other media products, hand outs, etc. He thinks about 25 people will attend in person. They have almost finished the publicity materials to post on Facebook. Aimee showed the Vital Communities website template for a publicity flyer.

Vincenzo and Connor working on an ad, they have had 3 site visit requests thus far. As the project

ramps up, they will increase the publicity effort to a broader audience.

Next thing is to host the Kick-Off Event. Nate says the deadline for the ZBA is 20 days prior to the meeting, and the next meeting is April 15, so we would have to wait until the May meeting. He will check with the ZBA to see if they would allow us to put up the sign prior to May. Vincenzo asked if we could put a sign on the Town Hall property without a permit? Nate will check on that. Cyndi asked if we could put the sign up temporarily without a permit. Nate will check with our ordinances. Cyndi and Nate sent invitations to several progressive groups in the area. Connor asked if, in some sort of “unofficial” capacity, he could put the information out in Gilford? We were fine with that.

Cyndi moved, all seconded adjournment at 7:10 p.m.

Respectfully submitted,

Dick de Seve, Secretary