

Approved

GEC Solarize Campaign Sub-committee

April 11, 2021

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

Meeting began at 6:00 p.m.

Aimee started by reviewing the meeting minutes from 4/6/21. Aimee suggested one change, that was made. Nate moved, Aimee seconded approval. Approved.

Aimee went to a possible Facebook dry run. We started by reviewing the Checklist again. Aimee posted to the Laconia Daily Sun and Concord Monitor. Connor connected with the Vital Communities site, and they will re-release our press release along with Graham Wilson's solar install. Vincenzo updated on the post cards, that have been sent out as of the 9th. He sent Aimee a folder with marketing materials, and much of that is in. Cookies and t-shirts on the way. Aimee will send a wire to the Gilmanton School about the event. She will also contact her daughter's Girl Scout troop. Aimee's initial send of the press release had not shown up as of yet, so she sent out another release. Vincenzo described the flyer and Nate will put it up on the Solarize website.

Nate said there are no new updates from the library, everything seems to be set, Nate has all necessary equipment. He has already received one confirmed attendee. Nate stated that we just need to assure we get the necessary materials to the Library, which Vincenzo said he and Connor will bring those materials on Saturday morning. Nate will check on the availability of easels for presentation of materials.

Vincenzo discussed the process for Saturday, April 17. Initial opening, then a short video presentation. There will then be a Q&A session to some folks who already have solar installations.

Aimee not sure of how the front portion of the presentation will occur. She understands that Vincenzo and Connor will present from Facebook Live. Vincenzo will show through the Sunflower page, and asked that someone (Nate) phone the presentation through the Solarize Campaign Facebook page. Vincenzo asked that we be sure to make sure that all questions are caught up on both pages. Discussion how to present to folks who don't have Facebook. Use either ZOOM or Google. Connor stated that folks can access the Facebook Live site as long as they can access the link. Discussion of the projector to be used. Nate will bring his, and it seems adequate for the presentation quality needed. Connor asked about how the stream would occur; Vincenzo said it will be done directly from the Library. The video will be put up on YouTube following the event.

Aimee: how do we do a practice run? Vincenzo says the video is done; might be well to meet at the Library Friday evening for a possible final dry run. 5:30 Friday evening. Aimee shared the Vital Communities Kick-Off agenda to review. Sarah asked if we could leave our materials at the Library for several weeks afterward? Nate and others said that the Library likes to have that type of information available. Nate will check with the Library to confirm. Aimee then reviewed the proposed agenda for the event. Fred Buccholz will review the Library's savings from their solar install for the past year. Sarah suggested having folks walk around the existing solar array, and Vincenzo stated they

will have an example of their roof mounted panels available for inspection. Vincenzo explained that they don't normally discuss cost/payback on the initial visit, although they can discuss these issues during the Q&A session. Short further discussion of how costs are discussed with potential clients. Sarah asked about Town approval by the Planning Board given new rules, and what effect that might have in terms of a timetable for installation. Vincenzo says the rule does not change anything relative to timing, as the rule was there previously, it was just now codified. Roof-mounted systems are allowed by right, but the ground-mounted system may take a bit longer because the owner has to go before the Planning Board. Owners will be notified as to what to expect. The timeline goes from the time a contract is signed. Aimee suggested having sample proposals available, and Vincenzo said they can have a copy of the sample proposal, a sample contract, and sample application. Aimee suggested focusing on the tiered pricing system, and then let individuals later discuss their own needs and costs. Connor: frame it as an investment that will pay itself back over time.

Aimee: next meeting starts in 5 minutes. She thanked Nate for sending a press release to Sam Evans Brown, who loved it. Meet at the Library at 5:30 on Friday. Reviewed the size, and cost of \$110. Aimee encouraged everyone to think about supplemental events; think about a May event. Vincenzo said they have discussed a town-wide tour of installs.

Cyndi moved, all seconded adjournment at 6:59 p.m.

Respectfully submitted,

Dick de Seve, Secretary