

## GEC Solarize Campaign Sub-committee

March 14, 2021

Present: Nate Abbott, Aimee Ruiter, Cyndi Paulin, Sue Hale-de Seve, Dick de Seve, Vincenzo Sisti, Connor Sanborn

Meeting began at 6:30 p.m.

Aimee started the meeting by congratulating Sunflower, LLC for their selection as the installer for our Solarize campaign.

Public Outreach: Vincenzo sent information on starting the Outreach Campaign. One tab and 2 sub-tabs are now included on the Sunflower website. Includes information to get started on a site visit. Contact information, electric bill, other necessary information. Mailers, posters, T-shirts, targeted advertising, highlight photos of installations, including installation(s) in Gilmanton. Discussed using Facebook, other social media platforms. Weekly updates regarding installations and progress on works in progress. Nate thinks we should have our own Facebook page, need everything linked to coordinate efforts. Who would monitor that page, Solarize subcommittee or Sunflower?

Cyndi: signs, perhaps at Town Hall, Iron Works, possibly yard signs. Sunflower will look into expense for a certain number of well-placed signs. Post cards, easy, less expensive. Short video, perhaps? Vincenzo working on editing existing footage. Discussion of group net metering contracts. Also discussed pollinator plantings, timing. Various educational materials demonstrated.

Vincenzo: have we discussed how we want the Kick-Off event to look this year? Virtual, somewhat in-person, hybrid? Nate discussed using the Gilmanton Year Round Library as sort of a central point for information, perhaps meetings? Temperature sign to show progress of the Solarize campaign. Possible outdoor event, combine with ZOOM log-in. Vincenzo pointed out some difficulties with live streaming an outdoor event in terms of necessary equipment, etc. Reasonable date for event? Somewhat weather-dependent, hopefully early to mid-April. Safety? Vincenzo suggested Facebook Live, will test it out. Town website, Shellcamp Facebook, Crystal Lake Facebook. Cyndi suggested a couple of Facebook Live (or not) videos from initial sites, prior to the Kick-Off event?

Aimee: good idea to do the kick-off event virtually, perhaps the GYRLA could show it on a big screen? Need to pick a day, in early April? What about April 10, or 17<sup>th</sup>? Sunflower will look into a couple of things to be completed, and a timeline, and bring that back to the next meeting.

Other publicity items include a story in a local paper describing the Campaign, and why we chose Sunflower and how to connect with the committee and Sunflower.

Meeting adjourned at 7:40.

Respectfully,

Dick de Seve, Secretary

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Respectfully submitted,

Dick de Seve, Secretary