

Green Ribbon Communication and Outreach Group
Minutes
July 21, 2008 meeting
Freaky Bean, Falmouth

Present: Jed Wright, Mel Dickenson, Claudia King, Michael Morrison

Topic: Developing a Communications and Outreach Strategy (Discussion)

- Provide information on climate change and energy to community.
 - Objectives: Build awareness of issues and science/dispel myths/build support for Commission's work.
 - Methods: Began identifying communication vehicles (e.g., media, speakers, ad campaign, website, brochures)
 - Look for opportunities for community interaction/input including participation in Open Space late October event and others

- Communicate Solutions and Opportunities
 - Objectives: help community identify solutions, implement change, communicate emission reduction strategies
 - Methods: Identify target audience groups
 - Choose vehicles for change like courses, home energy audit training, guidance for energy performance
 - Develop solutions clearinghouse

- General Outreach for FGRC
 - Objectives: Build awareness of role and work of Commission (to be continued)

Next Meeting: Tuesday, July 29th, 5 PM Freaky Bean, Falmouth

Respectfully submitted,
Claudia King
Commissioner and Task Group Member