

Sustainable Hanover Committee Meeting

December 12, 2012, 8:30-10:00 AM

Town Hall, Hanover, NH,

Next Meeting Jan 16, 2012

8:30-10:00 @ Town Hall

Attendees: David McManus (Chair), Lyn Miller, Peter Kulbacki (Public Works), Mary Ann Cadwallader (Recorder), Susan Edwards, Yolanda Baumgartner, Marjorie Rogalski, Jenna Musco (Rep. from Dartmouth).

Minutes Approved: November 14, 2012 Minutes approved.

Action Items:

- Lyn will present the wording for a sidebar that references the global model used to measure our progress toward our goals.
- Mary Ann will call Barbara Duncan and _____ about SHC willingness to reserve the Black Center and have their name used if a films series is offered this winter on Sunday afternoons.
- Chris K. will continue working on the SHC calendar with Julia and bring it back to us in January. (Chris, you might send us a link before the meeting.)
- By Jan. 1, Lyn will have had a talk with Betsy about integrating Sustainable Hanover's old website information with the Town website and can address ease of access to information again, perhaps with a Google search engine.
- Lyn/Chris S. will send a revised marketing plan by email before the January meeting.
- Chris S. will have a beta App. done by next meeting,
- Susan and Lyn will see to the wording, color, sizes and purchasing of 50 t-shirts that celebrate activities promoting sustainability. Peter will get them. (WRJ's Silverscreen are \$8 and made of organically grown cotton.)
- att.Peter K., Lyn requested that Peter put \$1,200 for marketing into the 2013 budget.
- Peter will send David the number of our account balance.

November Meeting's Action Items not addressed at Dec. Meeting:

- Julia will add Lyn Miller and Susan Edwards to the Committee.

- Peter will call NE Waste and see if the amount of recycling has increased since Election Day.
- Susan will talk to Terry about making the list of recyclables easier to find on the Town Website.

December 12 Minutes

1. Progress on Mission Statement: – We approved the following Mission Statement: The Sustainable Hanover Committee supports the efforts of the community to assure that Hanover thrives for present and future generations” with the inclusion of the EPA definition and its implications as a sidebar. (Peter K. proposed, Lyn seconded.)

2. Goal Statement Draft:

Our mission deals with the whole Hanover community, more than with just the Town’s buildings and operations; therefore we need a percentage for 2030, rather than the stated net-zero, which would be impossible for the community to achieve. It was also felt that we needed to pick a global model with which to align. This would be shown in a sidebar.

Chris S. has used the Univ. of Colorado’s work to build our WRE350 model. It’s based on what has to be done between 2005 and 2100 to get to 350 parts per million. The Committee expressed an interest in using a model better known than the U. of Colorado one, if this was possible given Chris S. ‘s already completed work on the project.

We tabled Goals and Responsibilities until next meeting when Lyn will present the wording for a sidebar that references the global model used to measure our progress toward our goals. This from our November Minutes may be apropos:

Numbers could be lodged in the Action Plan, rather than the Goals. The language of the 3% solution that Lyn and Chris S. are developing for the transportation initiative might be used in some way there.

3. Next steps for "3% Solution" Initiative (Lyn/Chris S):

Lyn walked us through a marketing plan for our transportation Initiative. David suggested changing ‘households’ to ‘residents’. The Committee discussed Dartmouth’s involvement and how to include those who commute through Hanover (adding to our emissions), but who don’t live here. The latter could be addressed by a regional organization or perhaps us, after we have our program in place. Zip codes will separate community data in any case. This year we will have to concentrate on Hanover residents, reaching them through the schools and neighborhood meetings around the town’s Master Plan. We must inoculate Town residents with sustainable ideas. e.g. As they plan forward, they should encourage the sequestering of carbon by growing trees, with woodlots, conserving electricity by turning off the lights at night.

Jenna will look into incentives for Dartmouth faculty and staff, the possibility of piloting our plan in her office and of putting the action items from our initiative on her office's action list. She suggested the idea of a transportation consultation table that could walk people through ways to meet this year's transportation goal.

Chris S. will have an App. available by the end of the month and wants to run a Beta trial with the Committee, Town employees and interested others. A link on the Town website will have to suffice for those of us who don't yet have smart phones. Then Chris will need time to process feedback and revise before the Soft Release possibly using the Town's email list and listserv. Lyn will make this more specific next time. To make use of the schools as the main disseminator of the initiative, April would seem to be the launch date for the "Drive the Change" initiative.

The behavioral piece that we're beginning will necessarily hit a structural wall. At this time we hope the community will be ready to vote for the structural changes necessary to meet the goals we've set.

Lyn/Chris S. will send a revised marketing plan by email before the January meeting.

Chris S. will have a Beta App. done by next meeting,

Discussion continued about how to get Hanover businesses, especially those honored last year for their sustainability—Hypertherm and the Coop—involved. Participation awards for businesses whose employees and Hanover residents take the 3% challenge and meet the standard might encourage some constructive competition to use less carbon. We might create a bumper sticker/window certificate for those participating and succeeding in the challenge.

We need a plan for advertising our campaign on the kiosk. Posters need the App link.

4, Money Matters:

We have the money for posters and to buy t-shirts for the recyclers and beta 3%ers. Susan and Lyn will see to the wording, color, sizes and purchasing of 50 t-shirts that celebrate activities promoting sustainability. Peter will order for them.

Lyn requested that Peter put \$1,200 for marketing into the 2013 budget.

David asked Peter to send him the number of our account balance

5. In-town Electric Charging Station: (Peter for Julia):

Nissan gave Portland a grant for charging stations. The Town is talking to Miller Motors, our Nissan dealership, and to Liberty Utilities about a station(s) at the town parking garage. TARP money has been used also for stations open to the public.

If the parking garage was used, there would need to be a charge for parking and for charging.

We found using a Google map that the Hanover Inn has three 120 outlet chargers for its customers and that Nissan has chargers in their garages.

6. Winter film series at Black Center (Mary Ann): - Mary Ann will email Barbara Duncan and from the Sierra Club that we'll make the call to reserve the Black Center if they wish to pursue our idea of having a film series on late Sunday afternoons. We will lend our name and if we have the man-power might ask to sign people up for our 3% transportation initiative.

Old Business for January's Agenda:

- Continue Mission/Goals discussion.
- Poll Committee members about the areas in which they'll work; e.g. Susan in Recycling, Lyn with the Schools.
- Set a date for our Annual Meeting on Town Sustainability. Ask Vital Communities to help.
- Review the calendar Chris K. has prepared. Chris please propose a date for Sustainable Hanover's yearly meeting

New Business

- Decide who will design and make new posters for the kiosk.

Respectfully submitted,
Mary Ann Cadwallader, Recorder