

**TOWN OF FAIRFAX
CLIMATE ACTION COMMITTEE (CAC)
REGULAR MEETING MINUTES**

DATE, TIME, PLACE:

Tuesday, May 12, 2015, 7:00 PM, Fairfax Community Center

PURPOSE OF MEETING:

Regular Meeting

ATTENDANCE:

CAC MEMBERS PRESENT: Chair Bruce Ackerman (Community); Secretary Cassidy DeBaker, (GPIC); Vice Chair Jody Timms (Community); Kiki La Porta (Community); Jennifer Hammond (Community); David Haskell (Community); and Barbra Coler (Mayor).

CAC MEMBERS ABSENT: None

GUESTS: Mary Morgan, Kris Brown & Kathy Callaway (MainStreet Moms), Nancy Vernon (San Anselmo)

ACTIONS TO BE TAKEN PRIOR TO THE NEXT MEETING:

- J. Hammond to investigate cost and schedule for getting a street banner across Sir Francis Drake Blvd for MCE.
- D. Haskell to inquire if the Chamber is interested in co-sponsoring the GHG meter and Christmas tree LED lights work party.
- D. Haskell to draft recommendations regarding green building standards for the Town of Fairfax/consult with Mark Lockaby.
- C. DeBaker and B. Ackerman to work on revised mission statement.
- C. DeBaker and B. Ackerman to consult with Mark Lockaby about LED streetlights project.
- K. LaPorta to revise the typesetting and layout of the flyer and add CAC logo.
- J. Timms to check with Good Earth regarding table rules and requirements.
- J. Hammond to send an email to the Chief Business Official for RVSD.
- J. Timms to consult with MCE about RVSD and possible outreach strategies.
- Future discussion point is why it costs more to retrofit an existing building to green building standards than to construct a new building?
- Future discussion point is to talk with Fairfax Liaisons to RVDS (Rene Goddard and John Reed) about MCE.

1. CALL TO ORDER

- Chair B. Ackerman called the meeting to order at 7:04PM.

2. APPROVAL OF AGENDA

- Approved May 12, 2015 Agenda.

3. UPDATE ON GHG METER

- B. Ackerman summarized the CAC mission and GHG meter initiative. He highlighted the GHG's meters goal to measure energy-related data in an innovative, informative, and visual way. Sense of community is integral to Fairfax and the meter's ability to provide aggregate information will hopefully inspire behavioral changes possibly with incentives, challenges, and friendly competitions.
- K. LaPorta suggested using MCE information for the GHG meter, such as Deep Green, Light Green, and Opt-out percentages. Possibly launch a letter writing campaign to the CPUC for PG&E data that is currently unavailable.
- J. Timms suggested checking in with Christine O'Rourke to see if there are any new ideas or streams of information that can be incorporated into the GHG meter.
- N. Vernon from San Anselmo commented that she set an action goal of 150 Deep Green sign ups. The meter could possibly track the progress and show the number going up until 150 is reached.
- K. Porta commented that the meter could display MSS data such as number of residential garbage cans that are 20 gal and set action goals to increase smaller gallon enrollment.
- C. DeBaker suggested working with Sustainable Fairfax and zero waste to acquire more data about diversion rates in Fairfax.
- M. Morgan from Pt. Reyes (MainStreet Moms) commented that waste is often tallied differently-how accurate is the diversion/sorting calculations, what do haulers report?
- D. Haskell reported that the Chamber will donate a couple hundred dollars to the meter.

4. DISCUSSION WITH MAINSTREET MOMS [guests Mary Morgan, Kris Brown & Kathy Callaway (Mainstreet Moms), Nancy Vernon (San Anselmo)]

- MainStreet Moms launched an outreach campaign throughout Pt. Reyes and Inverness via radio, newspaper, local businesses, advertisements, flyers, and tabling at locations such as the Post Office. As a result there was a 14% increase in residential Deep Green enrollment, which was equivalent to 28 new sign ups in Pt. Reyes and Inverness.
- MainStreet Moms presented to the MCE Executive Board and highlighted the following two objectives: 1) Education Campaign: better training opportunities for MCE customers and employees, distinction between marketing and factual materials, and more attention on appealing to climate energy activism not MCE sales; and 2) Getting People to Sign-up: make it easy, promote climate energy and money savings, expand community engagement to other types of memberships (rotary clubs, lions club, sierra club, school districts), and funding for volunteer groups to enhance enrollment.
- B. Cooler commented that MCE has a FAQ webpage but that it is a good suggestion to separate marketing from facts/data. Out of 165,000 total residential customers only 3,000 are Deep Green.
- D. Haskell stated that MCE should not just promote MCE but should promote MCE as a solution for climate change. Carbon neutral is attainable.
- N. Vernon from San Anselmo set a goal to get 150 households to switch to Deep Green. She started a committee to coordinate and promote the project-she used informal focus groups, designated neighborhood captains, walked door-to-door, developed an email list, and designed

flyers funded/printed by MCE. She also described the success of the Straw Project and the Drake High School students who initiated the “straws upon request” in restaurants and using only compostable paper, glass, or stainless steel straws.

- Ideas to share with MCE: Deep Green app for Smart phone, Town banners throughout Marin at the same time with similar graphics and language, “call to action contest,” climate action groups to meet with MCE on a regular basis, MCE to develop a community advocate identity that is not part of MCE but works in serious collaboration.
- Fairfax CAC and MainStreet Moms will meet again in Fall 2015.

5. COMMITTEE MEMBER COMMENTS AND REQUESTS

- K. LaPorta suggested having an information kiosk outside of the scoop for Town events, workshops, updates, programs.
- CAC will focus on Deep Green enrollment, Resilient Neighborhoods, and solar installation.
- Rene Goddard, Vice Mayor, will be B. Cooler’s alternative for CAC.
- B. Cooler enounced that the Town adopted investment policy not to have fossil fuel investments and is moving forward with an e-cigarette ordinance.

6. REPORT ON CAC WEBSITE AND LOGO

- J. Hammond spoke with Sustainable Fairfax and they suggested that it would be best for Fairfax CAC to have a separate website (there is a free website that can host).
- ClimateFx.org has been purchased by K. LaPorta for CAC.
- J. Hammond will send CAC flyer to K. LaPorta to add logo and reformat.
- Consider having a banner made with logo that will fit across front of table or across a mounted canopy (Town can reimburse).
- CAC to schedule more tabling days at Fairfax Farmers Market (J. Hammond to coordinate).
- CAC will have flyers at the EcoFest on June 13th and 14th.
- J. Timms is the Chair of the Tabling Committee.

7. DISCUSS MISSION STATEMENT

- To be continued at next meeting

8. PROPOSED CHANGE TO CAC RESOLUTION

- B. Ackerman reported on the proposed new resolution for CAC to be a separate new committee and not a subcommittee to GPIC. All CAC members in unanimously in favor.

9. APPROVAL OF PRIOR MEETING MINUTES

- Approved April 14, 2015 Meeting Minutes with no changes

10. PUBLIC EXPRESSION TIME

- None

NEXT CAC MEETING

- The next CAC meeting will be on the regular date of the second Tuesday of the month, June 16, 2015 at 7:00 PM, at the Fairfax Community Center.

12. ADJOURNMENT

- The meeting was adjourned at 9:14 PM.

RESPECTFULLY SUBMITTED by Cassidy DeBaker, CAC Secretary

DISTRIBUTION:

Draft minutes were emailed to: CAC members

Approved minutes will be emailed to: CAC members and Michele Gardner