

**Brandon Energy Committee Meeting - Draft**  
**January 3, 2022**

**Committee Members Present:** Jim Emerson, Jack Schneider, Lowell Rasmussen, Matthew Orchard, Robert Black

**1. Call to order**

The meeting was called to order at 5:01PM by Jim Emerson – Chair.

**2. Inspirational Thoughts**

The Committee members provided their thoughts on what will make the Brandon Energy Committee proud a year from now.

**3. Agenda Adoption**

A motion was made by Robert Black and seconded by Matthew Orchard to approve the agenda as presented. **The motion passed unanimously.**

**4. Approval of Minutes**

A motion was made by Jack Schneider and seconded by Matthew Orchard to approve the minutes of the December 6, 2021 Energy Committee meeting. **The motion passed unanimously.**

**3. Brandon Energy Committee (BEC) Logo and Byline**

Matthew Orchard provided suggestions he developed for a BEC logo and byline. Some suggested bylines included:

Preparing Brandon for the Future  
Finding Solutions for Tomorrow  
Strengthening Our Community  
A Better Brandon for Tomorrow

Lowell Rasmussen noted Brandon’s challenge in meeting state guidelines will be in heating, cooling and transportation and suggested including something on these topics within the logo. Jim Emerson stated the audience for this will be the entire Town and will be something that will be included on the Town’s website. Anytime there is a handout or festival the slogan and logo would be used. Mr. Emerson requested Committee members provide feedback to Mr. Orchard prior to the next Energy Committee meeting. Robert Black suggested having this information available by Town Meeting Day.

**4. Survey Distribution Discussion**

Lowell Rasmussen reported the second version of the survey was reviewed by Barbara Noyes-Pulling of the RRPC. Ms. Noyes-Pulling provided comments but noted that it was a good survey. There are other stakeholders that Mr. Rasmussen needs to contact such as the Select Board and he noted there is still more content development that he will be working on. Jim Emerson suggested doing a house-to-house canvassing and questioned what will be done with the information. Mr. Rasmussen stated the Town is supposed to be able to show it is meeting the state guideline of being 26% below carbon free gas emissions by 2025 but noted concern that the Town does not have this type of data. There needs to be a baseline established, which is the motivation for the survey to establish this baseline beginning 2022. Mr. Emerson suggested it could also be an opportunity to be an educational tool to determine if the community is interested in a community solar program or other programs like food waste management. Mr. Rasmussen noted that educational questions are included in the survey. A goal of the survey will be to obtain data that policy holders and decision makers could use for future actions. Jack Schneider suggested the heating, cooling and transportation sections should be the main focus. Robert Black noted there is good logic to the survey and liked the idea of outreach through an electronic version, as well as a hardcopy version to be available at various locations around Town. Mr. Rasmussen

suggested the form could also be handed out at the March Town meeting. Mr. Rasmussen noted the data base will need to be kept accurate with controls to assure there are not duplications within single households. Mr. Black suggested there could be a consistent identifier so that it can be tracked. It was noted the data would not include personal identifying information. Mr. Rasmussen stated a mailing could include a return envelope. Mr. Black suggested the survey be made simple, possibly one page with the surveyors circling answers. Mr. Black questioned how fuel sources translates into something useful. Mr. Rasmussen noted the most important thing would be to determine how many households use fuel oil and then follow-up with another survey in five years to determine the number of households using fuel oil at that time. Mr. Rasmussen suggested an incentive of a gift card drawing for those completing the survey could increase participation. Mr. Rasmussen also suggested newspaper articles be done providing explanations of each of the topics prior to the survey being sent out as the survey will require a lot of communication and explanation. Mr. Black suggested using common and understandable language and providing the pre-survey information in areas like Front Porch Forum and The Reporter. Mr. Rasmussen will continue to work on content and noted that he needs help on how to distribute, collect and capture the data. Mr. Emerson suggested canvassing would likely be in the April timeframe. Mr. Black suggested a goal of launching the logo/byline and survey by Town Meeting. Mr. Rasmussen also suggested getting together with the Planning Commission to align with their actions. Mr. Emerson requested the content be completed by the February 7<sup>th</sup> meeting. Matthew Orchard suggested splitting the survey into two separate surveys as there are two concepts within the proposed survey on how to serve the community and on determining baseline data. Mr. Rasmussen stated the proposed survey could be split with doing the first three sections on heating, cooling and transportation and do a follow-up survey on the remainder of the questions. This would get the survey down to 20 questions or less and would be data that could be used for a baseline. It was the consensus of the Committee to move forward with the survey using the first three proposed sections. Mr. Rasmussen advised a quote of \$500 was provided for survey printing and envelopes.

## **5. Update on Goals**

Jack Schneider and Jim Emerson will be talking to the Brandon Chamber about community solar. It was suggested that sections 1 and 2 of the proposed survey could be sent out via Survey Monkey to the area businesses to obtain data relating to heating of businesses. It was noted the Chamber listing would reach 80% of the businesses in Town.

Jim Emerson requested Robert Black email the Committee members suggestions for promotional ideas for the survey. Robert Black will work with Matt Orchard on the outreach.

Jack Schneider reported the EV Festival Planning Committee will be meeting on Wednesday. Other members of the Energy Committee will be asked to volunteer with the Festival. Mr. Schneider is working with Emily Eckhart from GMP on this effort. A proclamation is being written by Kevin Thornton that will be submitted to the legislature proclaiming July 9, 2022 the 200<sup>th</sup> anniversary of the electric motor. The Festival will be held at Estabrook Park and will include a variety of electric cars, construction, and agricultural equipment. Mr. Orchard is working on scheduling food truck vendors for the event. This will be a Town event that the BEC will be assisting with. Mr. Schneider has talked with the Brandon Rescue Squad about being present at the event.

Jim Emerson reported the SolarFest group is meeting with realtors to develop a contract giving them 60 days exclusive right to buy. Jack Schneider and Mr. Emerson are working on a community solar project and are waiting for SolarFest to complete their purchase in Town.

Mr. Emerson requested the BEC members review the goals they have committed to and email him a status on each of the goals to review at the next meeting.

## **6. Other Business**

No other business was discussed.

## **7. Review of Committee Members Agreements for Follow-up Actions**

Matthew Orchard will follow-up with the Committee members on the by-line and logo information and each will provide their feedback to Mr. Orchard. Additional discussion will take place at the next meeting.

Lowell Rasmussen to finalize questions for survey.

Robert Black to determine format for survey and work with Matthew Orchard on logo.

All members to send goal updates to Jim Emerson within the next two weeks.

### **8. Next Meeting**

February 7, 2022 @ 5:00PM at the Brandon Town Hall

### **9. Adjournment**

A motion was made by Matthew Orchard and seconded by Robert Black to adjourn the meeting at 5:59PM. **The motion passed unanimously.**

Respectfully submitted,

Charlene Bryant  
Recording Secretary