



TOWN OF WAKEFIELD

ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Monday, September 18, 2023
8:00 P.M.
Zoom Meeting

**SUBCOMMITTEE
MEMBERS
PRESENT:**

Tiana Veldwisch
Lilian Guinther

**SUBCOMMITTEE MEMBERS
ABSENT:**

----- TOPICS OF DISCUSSION -----

Call to Order	The meeting was called to order at 8:01 p.m by T. Veldwisch. The meeting is being recording and closed captioning is available.
Approval of Minutes	Minutes from August 21, 2023 were approved.
Public Participation	None.
Opt-In Code Education	We discussed the Specialized Opt-In Energy Code which will be up for a vote at the Nov 18 Town Meeting via a warrant from the ESC. We will work with the other committee members to gather talking points, including using materials provided by other towns. Some sample talking points were discussed, as well as methods of raising awareness of this topic being on the Town Meeting agenda. Tiana to circulate the existing materials.
In-Person Events	<p>We reviewed the plans for the EV Showcase on Sun Oct 22, including promotion, handouts, refreshments, and communications. Tiana and Lily to distribute more flyers, Tiana to continue promoting on social media and email lists, Lily to submit notice to Patch. Signage available to borrow from Melrose. Potential for a local business to sponsor the refreshments (Tiana to follow up). Lily to email participating EV owners with logistics details and reminder. Tiana to bring trash bags, recycle bin, table, and printouts for day of event.</p> <p>We discussed the New Residents 101 event tentatively planned for Nov 2nd and whether ESC would have a table at that event. Tiana to confirm timing.</p> <p>We discussed the Greenhouse Gas Inventory roundtable and decided to wait on pursuing that until after the EV Showcase and New Resident 101 events have passed.</p>



We reviewed a poster design to display at Town Day for seeking streets to feature in the Green Neighborhood event, which may not take place until next spring/summer, but Town Day is a good time to start seeking participants. Tiana to complete sign up form and poster.

Local News Media We discussed the local news media, particularly the Item, and how to leverage it for events and promotion. Lily to explore it further in advance of Opt In Code warrant promotion.

Review of Existing Media We discussed recent Facebook posts that had garnered more engagement, around topics of sump pump drainage and the EV Showcase. We discussed plans for upcoming posts including on topics of reducing air travel and reducing meat consumption.

Topics Not Anticipated None.

Next Meeting Tuesday, Oct 17, 2023 at 8pm.

Committee Meeting Adjournment Meeting adjourned at 9:03 pm.

Respectfully submitted,

Tiana Veldwisch

Attachments: -