



Climate Smart Community Task Force Meeting Notes January 20, 2022

5:30–6:30 pm ZOOM

Present: Kathy Chow, Griffen Cooper, Chris Virtuoso, Rich Stalzer, Andrew Stayman, Claire Owens, Carissa Whitehead, Rhiannon Leo-Jameson, Jennifer Dowley, Chris Kennan, Matthew Hartzog, Laurie Kerr, Deborah Maier, Bob Stevens, Highway Superintendent, Philip Ludvigsen, First Environment

Guests: Deborah Maier, Bob Stevens, Highway Superintendent, Philip Ludvigsen, First Environment

Absent: Tom Parrett, Eliot Ramos

Chow informed the committee that the new submission deadline for bronze is April 8, 2022. She also informed the group of the New Actions Checklist. It's a downloadable PDF from a link on the Action Portal (link at bottom of agendas) https://climatesmart.ny.gov/fileadmin/csc/documents/Action_Checklist/CSCC-ActionChecklist-12-17-2021.pdf. She previewed a new Hotlist. v4 - to be circulated.

Chow presented the committee's priorities for 2022, summarized as:

- Bronze certification
- Communications: social media, newsletter, highlight existing web articles
- Education: homeowner efficiency, business efficiency
- CSC awareness: we are a resource (businesses, residents, government)
- Waste: composting, reduce plastic
- Habitats: eco landscaping on town properties, homeowner education and inspiration, zoning, water

(Detail is listed below)

PE-9 Public Outreach, Education and Engagement - Chow showed Tom P's task list. He will follow up with assignments.

PE- 6 Infrastructure for Biking and Walking - The 2020 Biking and Walking action has now been broken into 2 separate actions - reminder to look at the current CSC Actions list. Tom is doing a next draft of the bike masterplan. Andrew is finalizing the bike map with the county. The first bike rack will be installed on Century Blvd near Post office - funded by the CEC grant, installed by the NE HW dept.

Earth Day 2022 - Chris V gave his slide presentation for Earth Day 2022 - to be held Saturday April 23 in Millerton. The international theme is "Invest in Our Planet." Activities will be Friday - Sunday with the live events on Saturday. Chris V suggests the Millerton Inn lawn. He had a quick talk with Peter S. - to be continued. It's a great show and tell space. Chris K. supported the idea of celebrating the event in April rather than May as was previously discussed. Jennifer said the MBA won't meet again until March - eliminating the possibility of a village spring festival. BYW Eddie Collins will open in July.

Chris V. emphasized the importance of raising awareness for the committee during the event. Notes from his (wow!) slide deck and discussion:

Jennifer added a 2nd goal: inspire and educate people: “what they can do” Make it a positive event.

Success is measured by involvement. Leverage local and regional partners like Cary, Oblong, library talks, rail trail, Moviehouse. Keep up the momentum. Invite food and beverage, music, partner displays, make a kids’ section, show off CSC web content; show bike routes, pollinator garden plans, composting, streetlight plans... Invite eco merch (like the beeswax wraps - she was at the Dig in 2021) and food vendors, EV’s, offer up Rain barrels, composters, LED lightbulbs.

Make the invisible visible. Selfie moments to go viral Conversion starters. Activities that happen that day - eg Plastic trash sculpture, assembled as the day goes on. Reach out to artists, schools. Posters by students. Collect emails. Contests with prizes like gift certificates to get people to come BACK to Millerton merchants. Rhiannon reported that County libraries will be involved with Earth Day - we can coordinate.

Earth Day PR will be via the standard communications plan - but the most effective is WOM.

Emphasis on Communications:

Presentations: Laurie will write an article about Electrification for the April edition of Main Street and offered to speak at the April event. Our First Earth Day speaker and first podcast!

Social Media: Rhiannon’s ideal post schedule is once a week. She suggested committee members tag CSC when they take photos related to the environment on their social media.

Social Media should be brief, fun, ephemeral. Communicate right away / how to lessen your impact. Link to articles, what you’re doing, post events

To post: task members should send photos (especially people shots of locals) and blurb to Rhiannon. climatesmartnem@gmail.com, cc. rleo@nemillertonlibrary.org.

Deborah and Andrew volunteered for the January posts.

Newsletter: Griffin and Chow introduced the idea of a newsletter as a way of communicating content with the CSC email list. CSC Email list is now 55 emails, Chris emails: 281 and now growing organically. Griffin will be editor.

First subjects: Matt - What’s happening in county & state and the Copake solar project being a good neighbor. Deborah: waste, home gardening, plastics.

Website ideas: Laurie’s Main Street article about inside storms.

Record talks, post to YouTube channel (through our Gmail account).

A ‘corner’ on our website or a page called ‘Some things to try’, with each of us offering ideas we have implemented. E.g. bar soap for dishes

Survey: Our CSC Survey needs to finish now so we can analyze. Chris will make a supervisor email which will capture a wider audience.

Matt reported Water bills go out the first week January, April, July, October

Deborah started a conversation about rail trail plowing. It's too slippery in winter / can it be plowed? Chris K: No. It's owned by NY state, maintained by the county. Village and Town DON'T maintain it. Chris wants to blow the slippery leaves. Rich: advocated skiing. The north end will never be plowed. Matt noted that the crew already works hard enough when it snows.

Additional Details from Chow "2022 Priorities" conversations with Task Force members

Social media - to be assigned at each CSC monthly meeting

Website - highlight existing content on our site / redo navigation / add podcasts, tik tok

Village website will be updated by Thorunn. New opportunity

Residents - Newsletter mailing list from website sign up

Voice of our community to gov't - senators and feds, local committees, Political parties

Community conversations / Chris will hold a pilot at Library Annex

Chris emails - great new names were generated from Covid test give away

Public education evening at Legion - subject: home efficiency.

Local Stories - highlight individuals e.g., Laurie article, 4 Bros EV Chargers, Heat pumps, surge protectors, generators, converting lawn to natives

Home efficiency brochure

SM Content with pictures, schedule posts. Backup folder of posts for anytime

Link tree is a new Instagram function

Movie screen ad

Business education: How to reduce plastic - consumption, solar

Business emissions -, GHG inventory, Hotchkiss students benchmark

Business badge of honor, laundry list of things to do, highlight in SM, sticker

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Meeting adjourned: 6:30

Next meeting: Thursday, February 17, 2022 5:30-6:30



Climate Smart Community Task Force Meeting Notes February 17, 2022

5:30–6:30 pm ZOOM

Present: Present: Laurie Kerr, Kathy Chow, Rhiannon Leo-Jameson, Andrew Stayman, Rich Stalzer, Carrissa Whitehead, Chris Virtuoso, Claire Owens, Chris Kennan, Jennifer Dowley, Tom Parrett, Eliot Ramos, Deborah Maier

Guests: Bob Stevens, Nuno Ramos, Mary Lyn Kalogeras

Absent: Matt Hartzog, Griffen Cooper

Chow welcomed Carrissa and Deborah as official Task Force members - appointed at the February TB meeting. The minutes of 12_16_2021 and 1_20_22 were approved.

Chow told the group about the excellent presentation regarding the CLCPA by Jen Metzger. It was recorded and can be viewed on the Radio Kingston Facebook page:

<https://tinyurl.com/NYSCLCPA-JenMetzger-220212> Jen Metzger's presentation slides, plus a few slides she didn't include in the hour presentation are here: <https://tinyurl.com/NYCLCPA-JMetzgerSlides-220212> A pie chart shown from the presentation noted that 32% of NY State emissions are from buildings - supporting electrification Laurie has been talking about.

Rhiannon said the library is planning a **heating system update** with geothermal. They had an efficiency audit several years ago. She asked about insulation. Chow advised a new energy audit focusing on insulation and tightening air leakage before switching to heat pumps.

Chow reminded the committee about the **submission deadline** for bronze: April 8, 2022, and to use the latest action instructions. She showed the Path to Bronze Hotlist. v4. A new column has been added of VILLAGE progress and potential. Surprise! They're pretty far along.

Time is tight - there is only one TB and TF meeting to prepare for the April town deadline.

Laurie might be able to do the green building policy and resolution in that time frame.

The Policies and Procedures action will require town board adoption.

Reminder to put actions in the drobox for uploading.

Rich reviewed **Survey responses**. Of the 101 responses so far, the most important concern was for future generations. 2/3 want help with converting to electric and heat pumps / upgrade houses. Composting, EV chargers, biodiversity, road salt were also common answers. Not many were concerned with \$\$ or risk. More analysis is coming including many write-in comments and ideas. The most referenced weather seasons were 2011 and 2020. 48 people volunteered to talk about extreme events which will inform our emergency services. There is general lack of awareness of CSC communications so we should focus on that. Respondents skewed to older age ranges. Only 1/3 were under 50. (but under 18, there were 11 students - thanks to Carrissa). Task force members need to make one last push to reach younger people. We especially need 18 - 40-year-olds. Next step is the newspaper article on Feb. 24, then Final Report. Survey results become the foundation of the PE9 Education Action.

Mary Lynn Kalogeras (CAC) had spoken about **Road Salt** at the Village and Town Board meetings. It was well received. Chris, Chow, and Bob discussed some ideas. Bob will visit with Rhinebeck as they have gear and experience with brine. Stay tuned.

Chris V reviewed work-in-progress **Plans for Earth Day**. Jennifer, Deborah, and Rhiannon are the core team. Confirmed: the location will be The Millerton Inn lawn. Owner Peter want to be involved. Rhiannon will get a Library insurance rider. Chris will make a layout for the lawn. CSC will host and man the anchor tent. The goal is messaging for CSC: awareness and to get people involved as well as education and inspiration. Overall theme is *INVEST IN OUR PLANET*. Chris needs people to man the table / to educate. Volunteers so far are Claire, Tom, Rhiannon, Eliot, Deb, Chow. NE ford wants to be involved. NECC will have a kids' activity. PR opportunities: possible free 'billboards' at Svendale's windows, Kent Glass, Meta, and Charlotte Taylor. Chris will meet with The Moviehouse, also with Craig of the Webutuck art group about a kid's art piece - perhaps a post-it collage. Deborah spoke with Tara B - and will talk with Craig about a big waste plastic sculpture. Chris wants farms to be represented and will coordinate with McEnroes' Michelle. Deborah offered suggestions to encourage interaction: game or tack board for questions to CSC task force. QR code treasure hunt on window or lawn signs with links to the website. Chris to canvas merchants for silent auction donations and permission to put things in their windows. There's a lot of Interest in energy. We can tap into that with a NYSERDA energy audit sign up table. People especially want to know about heat pumps. Other display ideas: Laurie's indoor storms. Mary Lynn's road salt advice: examples of ice melt & sand. Village plans for the charging Station and for LED streetlights. Highway garage education?? (Chris says no but maybe there is a story about moving the salt and / or the gas tank enabling benchmarking of fuel.) Mary Lynn suggests Investing in home gardens, seeds started in egg crates, offering cold weather plants. The Farmer's Market is scheduled (indoors) that day. Peter will have souvlaki stand. Mary Lynn has some connections to music. We will have a modest budget for activities. OK to use it for LED bulbs or compost bin give away. Herrington will likely donate 1K for PR. A flyer is not needed but we can run ads in Main Street and Millerton News - and more. Matt had reported Water bills go out the first week January, April, July, October. Laurie's electrification article will be in April Main Street. It may be possible to brand it Climate Smart...? That will support an ad we put in there. She will F/U with Griffen.

Chow pitched a new action to consider: PE5: **Recycling Bins in Gov't Buildings**. It requires all buildings to participate by policy. Town Hall does recycle but not the HW Garage. Bob will ask Welsh what it would take. If possible, it's an easy and quick 3 points.

Rhiannon reported on **Social Media** activity. Top post was Deborah's picture of her Bulk freezer. Tips not stock photos. Boxes, ice melt, on Facebook the top post was our survey. Viewers were up 10 - 15 people in a month. That boost came from Chris's email about the Survey she guesses. This month Andrew will contribute, Claire will send a compost post, and Eliot will send winter seed head content.

Chow asked for input on the **WIP Grant allocations**. There were no comments, so it's set. (See below)

PE2: **GHG study and landfill.** Andrew has done monumental work entering data into ClearPath including 8 different electric bills just for the village. Currently all town electric and fuel is in. Commuter info not significant and so will not be reported. Next step is for First Environment to record the base year and model various options. There are exciting developments regarding our closed landfill. Chris K described the 15-acre capped landfill which is monitored by NY state. First Environment is assessing methane leakage. Our engineer is helping with that. Companies have approached Chris to put a solar installation on the site - likely to generate 3MW of power. It may be feasible now. They will give Chris a proposal. If realistic - it WILL be very a very public process. Neighbors will surely be divided, and we will need to explain benefits. Tom reminded us about a proposal from few years ago. It was close to being accepted but was a no-go last minute - perhaps due to anchoring through the cap. The new proposals use concrete feet to support the uprights instead of penetrating.

PE6- **Complete Streets.** Rhiannon reviewed the tweak to original resolution to assess performance procedure for reporting on progress and checklist to use in decision making. Not burdensome for town but still get points. Reminder to read the actions carefully to check ALL the boxes or we won't get the points.

Tom will follow up about PE-9 **Public Outreach, Education** and PE- 6 **Biking and Walking**

Meeting adjourned: 6:30

Next meeting: Thursday, February 17, 2022 5:30-6:30

Grant Allocations:

NYSERDA - \$5000

1040 Electric chainsaw for Highway Dept.

960 Earth Day events

Printing (bike map, brochures)

LED lightbulbs / compost bin giveaway

3000 Replacement Windows for Town Hall (partial)

Local Champions - \$8000

900 Yearly CSC Web hosting / maintenance

5250 GHG study (partial) - First Environment

150 Recycle bins for gov't buildings

1500 Bike rack & road signs

200 Earth Day events

\$13,000 Total

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Guest: Steve Fahmie

Absent: Jennifer Dowley, Matthew Hartzog, Rhiannon Leo-Jamison, Carrissa Whitehead, Deborah Maier, Tom Parrett

Chow welcomed guest Steve Fahmie. He lives on the Rail Trail and knows a lot about the habitat there. She announced the annual meeting of the Conservation Advisory Committees (CAC) where each town's committee recaps what they have been doing for the past year. Chow will send out invites to this year's meeting which will be held on Zoom Thursday, March 31, 6-8pm.

Chris K. announced the approval of Rich Stalzer as new Chair of the Town of North East's CAC following the resignation of much appreciated Dianne Engleke who has agreed to stay on the committee as a member. CONGRATULATIONS RICH!

Chow reminded the group of the CSC Submission deadline on April 1, with the drop-dead deadline of April 5, 2022. She shared the Path to Bronze Hotlist .v5

Two new actions are happily being submitted for Bronze. Thanks to North East Town Clerk Tilly Strauss, recycling has been implemented at Town Hall and the Highway Department - PE6. Andrew Stayman has developed a Greenhouse Gas tracking system - PE10. Andrew elaborated, saying the tool was populated by entering data previously collected from benchmarking and the GHG inventory.

Rich updated everyone on the CSC survey. He reported 12 responses since the announcement of the survey article in the Millerton News. Thus far, 115 surveys have been collected, demos skewed female and older. We are woefully short on opinions from 20- and 30-year-olds.

Earth Day 2022 - Chris V

Program, Millerton Inn Lawn - Chris V. shared his screen to show his working spreadsheet:

https://www.dropbox.com/scl/fi/o670vg8bgoyy21xkqtuiq/ED-2022---Status-Sheet_cv.gsheets?dl=0&rlkey=n9hwwycl4j48yxhlznn9ue5e#gid=0

He confirmed that the Millerton Inn will host activities on the lawn. Chris V. has spoken to Rhiannon who has assured him that she will obtain the insurance writer for lawn activities. He confirmed the donation of tents, tables, and chairs. Chris V. discussed increasing CSC awareness at the designated CSC tent on Earth Day. We will be the hub and can collect email addresses.. He

discussed several food stations including a M. Inn Souvlaki Stand and the prospect of an Ice Cream cart thanks to Candy-Os. Millerton Wine and Spirits will have organic wines. North East Ford will present electric vehicles and perhaps show a presentation from Central Hudson on heating and energy saving. They will include us in their social media, blasts. Chow suggested seeking out an electric bike vendor as well. Berkshire Bike and Board is likely, or Covered Bridge in Cornwall. Griffen has a contact there. Jenny Green Jeans will show off composting and have items for sale. Connor will have a demonstration about planting natives - perhaps that can link in with our pollinator garden info. Webutuck's Craig will have honor society / art department display. Patrick McGeever & Deb are working on an Instagram-able walk-around costume: Bag Monster, and a display case of trash. Lloyd Hicks referred Chris to vendor Sealed - they do insulation and heat pumps. Chris contacted Danielle, from Rhinebeck Fair, she does consumer outreach for Central Hudson - will connect Chris with PR about having a person to talk about energy audits. Other displays: road salt with Mary Lynn and maybe INDOW through Laurie. Andrew suggested Jen N for a Central Hudson contact. Rich suggested asking local vendors like Eco Builders and Herrington's for vendors, gadgets, connections - e.g., for how to prevent disasters like the recent house fire. More ideas: electrical: how to prep a house for EV charging. Energy audit sign up. Rich suggested community solar. Steve F. volunteered to assist at a heat efficiency table - explaining INDOW windows and heat pumps. Henry S can be with Steve to talk about fireplace inserts and more. Chow suggested Rob Cooper of Associated to discuss lighting rods, whole house surge protectors. Agway can show off electric tools or have Bob Stevens and his electric chainsaw. Chow shared the new Seek Thermal Imaging Camera that will be housed at the library soon. Andrew will use it to see if gas is coming out of town dump methane spouts. Chow asked can we get to American legion, gun club, fire department? Chris K has those contacts. Warns to make messages to them curated: short and sweet and home oriented eg fire safety and smoke alarms. Chris wants to make larger posters and graphics eg the bike map, pollinator plan. Rich will ask a relative about how to hang posters outside. Laurie / Chris K suggested factoids on a chalk board / white board to be updated throughout the day. For example: X miles in Gas = Y pounds of Co2. Make it interactive. A 20 lb weight with 1 gallon gas can. Or 100 miles in a car = a big balloon / 100 miles in a EV = small container / 100 miles on an ebike = grain of rice. Or relate quantities to the case of bottles - or village water tower. A car that gets 25 mpg driven for 100 miles emits 80 lbs. co2. An EV plugged into the grid reduces it to 8 lbs. Steve suggests carbon AND cost: 100 miles costs \$16 for a gas car but only \$7. For EV. And there is up to \$7500 of tax incentive from the feds.

Chris V. discussed a few musical options: Otis and others for the day's event.

Program, Around the Village - The Moviehouse has agreed to host a free screening of *March of the Penguins*. They will also promote through their ad in Main Street. Other small businesses will be offering gift certificates and gift baskets for a raffle - proceeds to go to Eddie Collins Trees. NECC will participate - plans TBD. Main Street windows are available. Chris V Will investigate Terni's windows. He spoke to Sven of Svendale who agreed to use his windows as a billboard - maybe for a student art poster contest. Heads up: those windows are seen from fast moving vehicles, so those graphics need to be big.

Earth Day virtual events

North East Library will be streaming an educational presentation from Cornell(?). Jennifer is working on a talk from Jen M office about NY State. The main focus this year will be on in-person events - post COVID.

PR / Ads - Chris V. mentioned that Main Street Magazine will be running our CSC ad in its April issue. Chris V. will be working up a layout for the Millerton News as well. Stacey Moore of Moore and Moore Printing is working on posters for the event. Kelly can include promo in the village water bills - deadline is April 8. Chris K. asked about a focal time for the event and suggested that Assembly member Didi Barret is interested in attending. Chris V. answered 1:30 pm as a high point of activity.

Main Street Magazine - Laurie K. and her article for the April issue are currently being laid out per Griffin.

Web Content- Rich S. has generated a QR code on our site for Earth Day. First phase is a cryptic "save the date" with more content to be filled in over time. This year's messaging will be on what to learn about: The Value rather than a whole schedule of events.

Chris V. asked for more Earth Day ideas and contacts. KEEP EM COMIN'!

Chris K. told of the front-page article in the latest Millerton News about road salt and its effects on the surrounding waterways.

Meeting Adjourned at 6:35
Next meeting: April 21.
That's 2days before Earth Day!!!

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SUBMISSION FOR BRONZE

From: Kathy Chow <katchow@mac.com>
Subject: Submission for Bronze and and Earth Day planning.
Date: April 10, 2022 at 10:06:12 PM EDT
To: Chris Kennan <supervisor@townofnortheastny.gov>, Andrew Stayman <andrew.b.stayman@snet.net>, Eliot Ramos <ramoseliotday@gmail.com>, Rich Stalzer <richstalzer@gmail.com>, Laurie Kerr <lauriekerr5@gmail.com>, Claire Owens <cowens02@gmail.com>, Griffin Cooper <griffin@mainstreetmag.com>, Chris Virtuoso <chrisvirtuoso@kw.com>, Matthew Hartzog <mhartzog.villagemillerton@gmail.com>, Jennifer Dowley <jenniferadowley@gmail.com>, Tom Parrett <thomasparrett@gmail.com>, Rhiannon Leo-Jameson <rleo@nemillertonlibrary.org>, Carrissa Whitehead <carrissa.whitehead@gmail.com>, Deborah Maier <fedoramaier@gmail.com>
Cc: Chris Kennan <cjkennan@mac.com>, Tilly Strauss <townclerk@townofnortheastny.gov>, Bob Stevens <nehwy@optimum.net>, Phillip Ludvigsen <pludvigsen@firstenvironment.com>

Hi All

I'm THRILLED to report that we submitted our application for CSC Bronze certification in time for the April 8 deadline.

NY State will announce on May 27 if we earned the 120 points needed for that level.

I'm REALLY confident that we nailed it.

We submitted 25 actions that are worth as much as a whopping 155 points!

BRAVO and THANK YOU to all who HUSTLED - especially at the last minute.

We got ALL the actions in we were trying for!

The summaries are on our dropbox.

Prize for highest number of points goes to Rich - up to 21 points for the Comp plan writeup.

Most actions worked on: Jennifer - for writing and editing sooooo many

Nail biter: Phil from First Environment - incorporated last minute DEC estimating values into the GHG Inventory - 16 points

Technical: Andrew - for 3 entirely different emissions procedures and the system that ties them all together

...and Tom's Master Plan for biking, and Laurie's Policy actions, and Rhiannon's Complete Streets and waste education, and Tilly's recycle bins ,and many many more!

Special gold star goes to Chris K for being the ultimate champion!

THANK YOU ALL!

Earth Day is fast approaching. Our website already has the announcement and Main Street has a FASCINATING article from Laurie about electrifying and Griffen's great piece on CSC.

Be sure to check in with Chris V <chrisvirtuoso@kw.com> with all your ideas, contacts, show-off props.... :-)

Attached (again) are notes from the last meeting

See y'all on April 21 - 2 Days before Earth Day!

Cheers

CHOW

Kathy Chow
katchow@mac.com

845-233-1355

NE/Millerton CSC Coordinator