

WE3C Outreach Working Group Minutes

October 30, 2024 @ 12:00 PM, Remote Meeting on Zoom

In attendance: Ellen Menounos, Brian Hebeisen, Marcia Ciro, Connie Henry, Laurel Schwab, Katie Swan, Fangxue Zheng, Mia Kania

Absent: N/A

Visitors: Matt Bacon

I. Welcome: Meeting called to order at 12:00 PM

II. General Outreach

a. WE3C webpage

- i. Shorten the intro paragraph on the front page – Connie offered to make proposed changes
- ii. Governance: have that link to the formal language; make blurb less dry.
- iii. Committee email address?

b. Outreach

- i. Heat pump ambassador program? FZ is still developing idea and getting input from other communities who have done energy coach programs for a while now but may seek help at some point
- ii. Energy fair planning (meeting with events team mid-November)
- iii. Newsletter content-first person experiences with green upgrades; other ideas?
 1. Brief interviews with those people.
 2. Interviews with env group leads
 3. Link to Brownsberger's writings on heat pump process

III. Other Business: General Outreach

a. Discussion with Matt Bacon (Watertown Recycling Coordinator)

- i. Shredding event, Subsidized mattress and clothing at the JCDS – 11/16 (10-2 pm)
- ii. Long term goal: composting to be expanded, work on the proposed recycle ordinance

IV. Announcements: No new announcements

A. Next Meeting: November 20, 12:00pm

The meeting was adjourned at 1:00 pm

Respectfully submitted,

Mia Kania, Staff (Sustainability Planner)