

Greenhouse Gas/Energy Conservation Team

Meeting Agenda

March 11, 2010 12:00-2:00 pm

140 W. Pine, City Council Chambers

Members: Brian Kerns, Nancy Wilson (excused absence), Ben Schmidt, Sam Hall, Julie Osborn (excused absence), Ross Keogh, John Freer, Katie George and Owen Weber

Facilitators: Susan Anderson (Sustainable Business Council), Gary Bakke (Chamber of Commerce)

I. Call to Order The meeting was called to order at 12:10 PM

II. Roll Call Ben Schmidt, John Freer, Brian Kerns and Katie George

Absent: Julie Osborn, Ross Keogh, and Owen Weber excused absences, Nancy Wilson

Others present: Gary Bakke, Chris Giarratana and Don Sims

III. Announcements

Mr. Schmidt said that Mr. Weber indicated that Dr. Robin Saha is close to finalizing the emission inventory. This tool will be utilized by the sustainability coordinator for implementation by the City.

Mr. Schmidt announced that the City may receive an award through the Cities for Climate Protection (CCP) campaign administered by Local Governments for Sustainability formerly known as ICLEI. Missoula signed on in 1996 as a CCP, and has completed three of the five milestones. The adopted resolution last October to reduce energy use to 10% below 2007 use fulfills another milestone.

Mr. Schmidt will extend an invitation to City Clerk Marti Rehbein to attend an upcoming meeting to discuss public notice and how to follow open meeting laws. The team needs clarity on how the subcommittees will operate.

IV. Public comments on items not listed on the agenda. (Required by law)

None

V. Approve meeting minutes of February 11th, 2010.

Mr. Schmidt moved to approve the minutes, **Mr. Freer** seconded the motion. The motion carried unanimously.

Mr. Schmidt moved to amend the agenda as the Green Building Initiative is listed twice as non-action and action item and this item is not an action item at this point. **Ms. George** seconded the motion. The motion passed unanimously.

VI. Non-Action Items

A. March 10th Conservation Committee Meeting Update - Ben Schmidt

Mr. Schmidt relayed that the Conservation Committee is in favor of the REC program being called Green Power Missoula. As for any further directives, identifying ways to directly help local citizens save money would be a bonus. Mr. Freer shared that the REC marketing is an opportunity to build awareness. The marketing needs to address and be clear on the benefits of participating even though it

is not a local (energy provider) program; there was lack of understanding and clarity on that with members of the committee.

B. Missoula Green Building Initiative – John Freer

Mr. Freer said the subcommittee will be meeting Thursday March 18th from 5-7pm in the MRA conference room at 140 W. Pine Street. There has been a commitment from a number of people in architectural design, the Mayor's Office, OPG, The University and others to discuss available programs, what incentives there are within those programs, what the process would look like to set up an incentive program within the City and how that would be administered. Mr. Freer indicated what comes out of this discussion could be used as a framework for a draft ordinance and program to present to the Conservation Committee. He said that the Conservation Committee is excited about this topic. Mr. Schmidt would like to see some sort of award or certificate for recognition in participating in this program and to build awareness. Mr. Freer indicated that would be a non-monetary component of the program but monetary incentives ideally would be considered as well.

Public comment: none

VII. Action Items

A. Renewable Energy Credits – Marketing Plan, Goals, Logo, Web Page, Grand Launch

Renewable Energy Credits: Marketing Plan, Goals, Logo, Web Page, Grand Launch– Ben Schmidt & Brian Kerns

Mr. Schmidt referred to the marketing action plan developed in August 2009 and to update that plan with a tentative April launch date for the program. He would like to add that the initial certificate purchasers be recognized as 'Green Power Pioneers'.

Mr. Kerns brought Chris Giatanna to the meeting to share some logo designs for the REC program. He is an intern working on a global energy project with Mr. Kerns. Mr. Giatanna has experience working with computer graphic applications and he volunteered some time to generate logos for review by the team. The team reviewed the sample logos and through discussion identified some design elements to work with. The team would like to keep the logo simple, distinct and to the point. The team liked the distinctive 'M' as an identifier with Missoula, emphasized to keep in mind how the logo will look in grayscale, and if the size is manipulated that the image does not become distorted, and that the logo relay an element of 'green' in a simple concept. It is apparent the logo will require further development; therefore Chris Giatanna will work up some more designs to review within the parameters discussed.

Public Comment: Mr. Bakke offered he thinks simple is best for a logo and that the team come up with a symbol people can identify with and relate to that represents power.

Further discussion: Mr. Bakke had some questions with regard to the money Sterling Planet acquires and what programs that money funds. Mr. Schmidt said that discussion occurred at length with the Conservation Committee. Mr. Kerns stated REC's will be purchased regionally as much as possible from those states that have renewable energy sources. In essence the purchase of REC's will fund those programs. If there are not enough resources regionally, then the two-tier approach will be utilized and states outside our region will be targeted for purchase of renewable energy resources.

VIII. Adjournment Meeting adjourned at 1:45 pm.