

**SOMERS ENERGY ADVISORY PANEL
335 Route 202, Somers, NY 10589**

**MEETING MINUTES
May 5, 2010**

The meeting was called to order at 7:00 p.m. The following members were in attendance: Chairman Herb Oringel, Town Councilman Rich Clinchy, John Gilbert, Cristina Hopper, Jane Harsha and Frank Maricic.

Minutes

Mr. Gilbert made a motion to accept the minutes of the April 7, 2010 meeting as submitted. Mr. Oringel seconded the motion. All were in favor.

Resignation

Mr. Oringel announced with regret that Mike Marx has resigned from the Panel due to an increase in work travel. His hard work and efforts were appreciated.

Outreach

The annual Green Evening was held on April 27 in the Somers Library and unfortunately was not well attended. Mr. Oringel feels as though efforts have to be made to improve outreach to the public, and a decision has to be made as to what the message should be. He has been working very hard on the IMA for the NWEAC, but changing the behavior of the community with regard to energy issues is very important piece as well. Mr. Maricic suggested that we come up with something that is newsworthy to create a "buzz" in Town. Perhaps more press releases should be done. The Independence Day Celebration on June 26 can be used as a venue to educate the people. Mr. Gilbert will talk to Somers High School teacher Mike Fry to see if he could bring the electric cars to Reis Park that day. Mrs. Schirmer indicated that she could help with getting information out via Town email contacts that are available through the Supervisor's office, the Library, and the Parks and Recreation Department. The Library also has an electronic newsletter. Perhaps a presentation can be made at the Library and they in turn can announce it via that newsletter. Another suggestion was to make a presentation at one of the Somers Chamber of Commerce events. Education should be done on various levels to include the Town employees, schools and the community at large. Mrs. Harsha will speak to the environmental teacher at Somers High School to see if she can incorporate the "Low Carbon Diet" and becoming the "Greenest Loser" into her class curriculum. Mrs. Hopper and Mrs. Harsha will work on a survey that can be sent to residents as to what the public interests are regarding energy issues. Mr. Clinchy will assist with trying to get a DVD created for the Town cable TV channel. The Somers High School technology department may be able to help as well, as they did the DVD on Angle Fly. Mrs. Hopper will talk to Mrs. Brady about a Facebook group page. Twitter can be explored as well. Mr. Oringel and Mrs. Brady have spoken to Heather Fournoy and Chris Roberts who started a

media business in Katonah to help organizations advertise. Mrs. Hopper will speak to them as well.

Updates

Mr. Gilbert has five families who will be participating in the pilot “Low Carbon Diet” and becoming the “Greenest Loser” program. An orientation will be held tomorrow evening. This pilot and its results can be used for future “competitions” and can be offered to the schools, community groups, Town offices, etc.

Mr. Oringel announced that there will be an article in tomorrow’s North County News about the NWEAC and the signing of the IMA.

An advertisement has been sent to Pace University to solicit an intern. There have been no response to date.

Next Tuesday, three of the nine candidates who applied for the Energy Manager position will be interviewed.

Mrs. Harsha inquired about a compost bin and rain barrel sale that the Briarcliff Library sponsored. A company in New Jersey provided the receptacles. They were valued at \$150 and sold for \$55 and \$75 respectively. One hundred fifty receptacles were sold. It did take a large commitment on the part of the Library to be successful.

Mr. Oringel attended a program at the Pace Law School and met representatives from three different solar companies. All three were interested in attending the Independence Day Celebration. Mr. Oringel will speak to Mr. Ralston to see if this is permissible, as they are vendors. Solar energy is the next big wave. Both New Jersey and Massachusetts have very favorable legislation for solar power.

Mr. Oringel would like to advertise the Energy Advisory Panel in terms of its mission, goals and needs on the Town website and Cable TV Channel. He would also like to set up a meeting with community organizations leaders. Mrs. Schirmer will assist him in seeing these tasks to fruition.

The meeting was adjourned at 8:45 p.m. The next meeting will be held on Wednesday, June 2 at 7:00 p.m. at the Recreation Center in Van Tassell Park.

Respectfully submitted,

Denise Schirmer, Secretary
Energy Advisory Panel

cc: Energy Advisory Panel

Town Board
Town Clerk