

C C A B

**January 11, 2010 Meeting**

Brookline Town Hall, 333 Washington Street

**MINUTES**

Paul Harris convened the meeting.

Brookline 2010 Kick-Off - Paul thanked everyone for all the work done in preparation and at the January 10 Brookline 2010 kick-off event at the studios of Brookline Access TV. He noted that there were 46 volunteers working at the event and a total of over 300 people in attendance. He asked for suggestions that might improve such an event in the future. Tommy Vitolo suggested that the volunteers might be identified more clearly. Mary Dewart described the raffle that was held at the event. Thirty households brought electric utility bills, making them eligible for the raffle. Monthly use ranged from 100 kWhr/month to 1,077 kWhr/month. (Average usage in Brookline is about 430 kWhr/month.)

Data Management - Alan Leviton suggested that we should work on better coordination of data management and mailing lists, and there was informal consensus that a meeting of a small group of people should be held to do so.

Incentives - Dakota Butterfield opened a discussion of whether we couldn't develop stronger incentives for people to participate in NSTAR Green and weatherization activities. A number of ideas, including fundraising for cash incentives, were discussed, but no consensus was reached.

Weatherization Barn Raising - Jim Lockwood reminded everyone that the weatherization barn raising for the Brookline Community Foundation continues every 3<sup>rd</sup> Saturday of the month at 40 Webster Place. Some of these Saturday events have attracted as many as 80 volunteers.

Fund Raising - Susan Martin made a presentation (including Power Point slides) of recent fund raising activities. Appeal letters were sent out to 180 people in December, with personalized notes. Additional appeals were sent out by email. Twenty-four contributions totaling \$1,335 were received by mail, and seven contributions totaling \$879 were received online (via the Wainwright Bank and Brookline Green Space Alliance). (Our current cash balance is \$4,982, with expenses of \$2,769 to be paid.)

Constant Contact - David Lowe reported that a number of email messages have been sent out to our mailing lists using the web-based email marketing tool "Constant Contact." The rate at which people open our emails is well above industry standards. Two December communications were opened at the rates of 27% and 24%, and others have had even higher rates, with one at 41%.

EECBG - Susan announced that a small meeting has been scheduled for January 22 with Lara Curtis of the Brookline Planning Department to discuss CCAB's participation in the town's federally funded Energy Efficiency and Conservation Block Grant program.

**Non-Profit Status** - Susan announced that consideration is being given to whether CCAB might become a federally tax-exempt § 501(c)(3) organization.

**Meeting Planning** - Susan described the work of the planning team—consisting of David Pantalone, David Damm-Luhr, and herself—which is working on the agendas for the “presentation” portion of our monthly meetings. The goals of the presentations are:

- to attract new members, and
- to educate ourselves and others on important topics.

The planners are attempting arrange meetings with a mixture of individual speakers, panels, and events (films, awards, etc.). They also hope for a mixture of topics: those related to CCAB goals and to broader issues, and also local, regional, and national issues. They would like to attract one or more well known speakers. The events will be publicized with press releases to the Tab and the Globe, via Constant Contact (see above), and on the CCAB website. They will also consider publicizing these through our partner organizations. Anyone with suggestions for topics or speakers should contact David Pantalone or David Damm-Luhr.

The business portion of the meeting was closed.

#### **Presentation - “EcoTeams”**

Susan Martin and Mary Dewart were this month’s speakers. They described how they are working as part of a seven-member planning team to create EcoTeams using our network of partner organizations. EcoTeams use the Low Carbon Diet model that is the basis for the Cool Mass program developed by MCAN (Massachusetts Climate Action Network) and David Gershon.

The meeting was adjourned.

Our next meeting will be on Monday, February 8, as usual, in Room 103, Town Hall, 333 Washington Street, Brookline, beginning with a business meeting at 7:00 p.m. and continuing at 7:30 p.m. with a presentation from Rich Rosen of the Tellus Institute.