



MELROSE ENERGY COMMISSION Meeting Minutes

Date/Time: Thursday, September 24, 2020 7:15 pm

Location: Internet

Attendees: Tyler Ballew, Susan Baron, Andrea Bates, David Bliss, June Cuttino, Martha Grover, Doug Harriott, Cassandra Koutalidis, Gary Lamothe, Ian Moriarty, Susan Murphy, Allana Nelson, Sunil Sanis, Lori Timmerman

Presiding: Sunil Sainis and Gary LaMothe **Secretary:** Susan Baron

Guest: Caleb Zimmerman

Welcome and Introductions

Approve MEC July Meeting Minutes: *Motion to to approve July Meeting Minutes. Unanimous approval; So Moved*

MEC Communications Management Update (Sunil/Gary/Ian)

Sunil presented a document showing an inventory of MEC communication resources Please see Figure 1 below.

- May use Bit warden to centralize secure access.
- Sunil and Ian will be posting
- Let Sunil know if you wish to work on this.

Note: MailChimp is not operative.

Note: City News, not Mayor's blog is current city communication.

Scope of Work Statement for SM hire (Gary Lamothe)

- MEC wish to hire someone to work with our social media communications and Gary created statement of work to be done.
 - We will be limiting duties to social media and MEC will generate content and look to other resources for graphic design. Please see Figure 2 below
 - Discussed MEC calendar maintenance
 - There is a tool that can be used to obtain content.
 - In July meeting we voted to use \$250 to purchase social media consultant services, but not clear how to proceed.
 - There will be an off line discussion about how this is to be used.

Content Management (Strategy and Calendar) discussion (Sunil/Alanna)

- Sunil and Alanna worked on calendar and need to build Content Strategy and Calendar Management subgroup to do this.
- If any of the group hears of ongoing content, please share this.
- Please reach out if you wish to participate

Seek approval for spending MEC funds to gain API token for VIN based fuel economy analysis for CAP/GHG inventory. (Sunil)

Sunil would like MEC sanction to spend \$100 needed to get an API-key from www.decode.com. The site runs an API (Advanced Programming Interface) which allows us to use the VIN number and retrieve fuel economy numbers for that type of vehicle.

The information obtained will be used to understand the spread of fuel economy in the fleet in Melrose. This will be used in the Climate Action Planning effort to determine a metric for climate friendly changes.

Sunil: Motion to sanction \$100 needed to get API-Dey to Decode.com for one month. Cassandra seconded.

Roll Call Vote:

1. Lori _ Y
2. Ian – Y
3. Andrea _ Y
4. Allana _ Y
5. Dough _ y
6. Cassandra _ Y
7. David – N
8. Gary – N
9. Susan B _ N
10. Tyler- N

Six: Yes, to Four No: Motion passed: *So moved*

Business District zoning incentives (Martha/Ellen)

Ellen and Susan Murphy are attending Zoning subcommittee meetings discussing Amendment to zoning business district maps (two of them) different districts have different rules.

Main Street – BA1 and BA2

Incentivize developers to use Green building approaches.

Ellen Katz and Susan Murphy sent letter and Zoning District and Related Parking Regulation Amendments. August 31,2020

Sunil: Motion to support letter and amendment from Ellen Katz and Susan Murphy of August 31, 2020

Doug Seconded – discussion.

Passed unanimously - So moved.

Building Electrification Accelerator (Martha/Ellen)

Ellen Katz, a city planner and Martha Grover are attending a seven-month series put on by Rocky Mountain Institute. They are looking at ideas to build electrification.

HeatSmart Update (Susan Murphy)

Susan Murphy is progressing very well in Melrose. We have around 50 contracts in Melrose. Kudos

Melrose Towers - (Martha)

The Towers are getting heat pumps by the end of the year.

Building Envelope Campaign (David)

MEC joined national campaign, but cannot do a great deal since it is aimed at commercial properties. Thought we could use this as a teaching tool, but this is not their direction.

Net Zero Plan Update - Need a volunteer to draft a "Letter from the Future" (Martha)

- We have had 500 responses from a survey (MAPC) One component is a letter from the future.
- David Bliss will write a draft and pass this around.

Melrose Community Power launch - Any volunteers to write an Opt Up LTE? (Martha)

- This is the new name of Melrose electric aggregation plan. A campaign will be launch next week.
- We would like to increase the number of users who opt to use 100% renewable.
- Need to have letter to editor – Cassandra will write draft and pass this around for review. Howie can then submit.

Five -year strategic energy plan (Martha)

Will discuss at next meeting.

Community solar off taker agreement (Martha)

- SMART is an incentive program created in 2017 and lately revived. Program is designed to promote 5 megawatt systems in western Massachusetts.
- New regulations went into place and we have had request to be an anchor. DPW had contract signed with Antheon in August.
 - Melrose will buy 3 million kw hours and Melrose gets 10% electricity by biggest users. discount that will help schools.

SM (Social Media) based polling and public opinion sampling (Sunil)

- Sunil experimented with a quick test poll on Melrose Uncensored. Crafted to get a response got approximately 100 responses in 48 hours. It questioned people about lifestyle changes (to get to green goals).
- Sentiment analysis 93 responses – 53 unique responses. 30 very supportive 8 in different Negative responses were to issues not discussed in post. This may indicate an issue with written communication.
- There may be ways to get to public opinion through social media.

Sunil: Motion to adjourn 9:05: Unanimous Yes; so moved.

Next Meeting Thursday, October 22, 7:15 pm

MEC Communications Information

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1	Resource/Channel	Credentials	Point Persons	Notes	Comments	Content Calendar	Setup Status
2	Facebook – MEC	Will be in HootSuite	Sunil/Ian/Martha/Hannah Woffard (Good Energy)			Partial	Done
3	Facebook – HeatSmart pages	Account is linked to editor facebook pages	Sunil/Susan/Sarah-Cadmus			Partial	?
4	Instagram	Bitwarden(?)	Ian	https://www.instagram.com/melroseenergy/			
5	Twitter	Will be in HootSuite	Ian/Sunil/Gary			none	Done
6	MEC website	Bitwarden (?)	Ian/Lori/Susan Baron			none	Done
7	Vertical Response	Bitwarden	Martha/Ian/Lori			none	Done
8	MailChimp	moving to Vertical Response	Lori/Ian	Inoperative account	email lists need to be vetted and moved		Deleted
9	Press releases		Martha/Susan/Lori	Have Howie edit it before release		none	
10	Banner Hanging		Lynda Garron (DPW)	781-665-0142 - book ahead of time, 2 months		none	
11	Kiosk Posters		Louise Aiello (Health Dept)	781-979-4130 - book ahead of time, 2 months		none	
12	Canva	Bitwarden	Ian	Graphics for SM/posters/banners	Has CMS for graphics. How do we link to Hootsuite?	none	Done
13	HootSuite	Bitwarden	Ian/Sunil	Content management and scheduling for Twitter, MEC Facebook, Canva output?		none	Done
14	Melrose Patch Account - MEC	Bitwarden(?)	Gary	Needs to be setup for MEC		none	?
15	Melrose Patch Account - HeatSmart "Look What's Happening"	Susan Murphy has it	Susan Murphy	NOT for use for MEC stuff unless linked to HS		none	
16	MEC Chamber of Commerce	Bitwarden	Lori	Lori will check to see if we still have our access			?
17	GoDaddy	Bitwarden	Ian	Website hosting service, paid till 2021-22		none	Done
18	MelroseEnergyChallenge@gmail.com	Bitwarden	Ian				Need credentials
19			Ian/Sunil/Gary				Done

Figure 1: MEC Communication Resources

MEC Content Calendar

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1	SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)	LINK	NOTES (e.g., specific image)
2		06/01/2020						
3	FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be	https://blog.hootsuite.com/silent-video/	
4				CURATED CONTENT				
5				EVERGREEN BLOG POST				
6				LIVE VIDEO				
7				PROMOTION				
8								
9	INSTAGRAM			STORY				
10				ORIGINAL IMAGE				
11				CURATED CONTENT				
12								
13	TWITTER			NEW BLOG POST				
14				EVERGREEN BLOG POST				
15				CHAT				
16				EVERGREEN BLOG POST				
17				VIDEO				
18								
19	LINKEDIN			NEW BLOG POST				
20				EVERGREEN BLOG POST				
21				EVERGREEN BLOG POST				
22				CURATED CONTENT				
23				VIDEO				
24		05/01/2020						
25	FACEBOOK							
26								
27								
28								
29								

Susan Murphy: I'm heading over to the zoning subcommittee meeting, nice to see you all!

Figure 2 MEC Communication Channels