

## **Minutes for July 6, 2021 YARMOUTH ENERGY COMMITTEE (1)**

**PRESENT:** Marilyn Holle, Joyce Flynn, Sandra Cashen, Mike Duffy, Bob Palmeri  
**ABSENT:** Barry Margolin  
**TOWN STAFF:** Tara Monroe, Assistant Assessor  
Maria Marasco, Exec Director of CVEC  
**PUBLIC:** Sheila Place

**Joyce Flynn called the meeting to Order at 4:33.**

**Motion to approve June minutes unanimously approved after minor revision.**

**TOWN ENERGY PROGRESS:** no update

**CAPE & VINEYARD COOPERATIVE – CVEC:** Maria Marasco the Exec Director of CVEC provided report for the July meeting.

1. CVEC now has 25 member towns, with Truro just joining. Liz Argo retired and Maria Marasco, Esq. Is the new Executive Director. Tatsiana Nickinello is the Business Administrator, and Ken Vancisin manages the Yarmouth accounts for CVEC.
2. There are 19 projects from 11 participants in Round 6, including 2 projects in Yarmouth- the DPW and Fire Station 3.
3. Yarmouth's existing projects from Rounds 4 and 5 include the Senior Center (final engineering is underway with an expected operation date of December 2021), and Parcel E (in Eversource distribution study which is expected to be published in November 2021. The cost of interconnection upgrades for the Cape Cod region is estimated at \$194.4 million.
4. CVEC just renewed its service contract with the Town for FY 22 to manage its electric accounts.
5. CVEC is undergoing a complete upgrade of its systems and policies to improve overall operations and communications with its member towns and other participants, and to be able to focus on more long-term efforts.
6. CVEC is missing a board member from Yarmouth, and CVEC has informed the Town Administrator.

## **Minutes for July 6, 2021 YARMOUTH ENERGY COMMITTEE (2)**

**YARMOUTH ENERGY COMMITTEE ANNUAL OPERATING PLAN:** no update

**CAPE LIGHT COMPACT-CLC:** Joyce Flynn reported that the Compact will meet on July 14, 2021. Items to be discussed are an update on Energize the Cape and Vineyard Proposal, also update on USDA Rural Utilities Services loan. No meeting will be held in August.

**SOLARIZE PLUS YARMOUTH:** Report provided by Mile Duffy

### 1. Banners and Yard Signs

- 12 Signs on Town property + 4 on School property
- 6 Signs on commercial property.
- 5 Signs on private property
- 3 Banners on Town property.
- We have 7 more Banners

### 2. Webpage update.

- Chris has updated the webpage and Barry has provided an edited version.
- 118 Group (recommended by Fran) wants \$3-4,000 to upgrade our webpage. Mike does not recommend it.

### 3. Interaction with Town

- Kyle put our Flyer on Town social media whatever that means.
- Town Administrator agreed that we could post Solarize Plus Yarmouth information on the newsletter front page.
- SWE has approved PVs and ASHPs for Yarmouth Town employees who don't live in Yarmouth.
- Joyce is investigating possibility of including a Solarize Plus insert in Town tax or water bills.

### 2. Kings Way Happenings (Sheila Place following).

- SWE preparing proposal for Solar on common areas.
- SSCC completed Site Visit for ASHPs in common building.

## **Minutes for July 6, 2021 YARMOUTH ENERGY COMMITTEE (3)**

### 3. Advertisements.

- Joyce volunteered to take on Radio advertising; Bob is helping with Wayne's suggestion for the weather announcer.
- Brief advertisement writeup from Joyce.
- Bob has arranged for notice in the Senior Center newsletter and a video for Cable TV.

### 4. General Marketing (Jim Wolf planning)

- Jim will talk to Ed Senteio about video testimonial for distribution thru the govt. tv channel as soon as construction on his system begins.
- Jim talked to James Paul Ludwig who manages the town's video output to get Solarize Plus announcement up on the govt. "bulletin board" so it runs frequently for the rest of Solarize Plus. Will need some copy for that ASAP.
- Jim asked James Paul Ludwig if he could act as producer for a testimonial video featuring the early adopters of Solarize Plus—Ed Senteio/Jim Wolf (anyone else we could include?)—This would require the town or the program to fund (reasonable) that production. Jim would work with others to solidify a script for that.
- Jim is checking with Susan Starkey to make sure the FCEN member churches in Yarmouth are now displaying (or mentioning in services) the program.

### 5. Information Tables

- Sheila Place, Chris Hammond, Bob, and Mike have agreed to staff the table at the Bass River Farmer's Market every Thursday from 9:00 to 1:00 PM thru 9/09.
- Joyce and Sandra are investigating a table at a YD Red Sox baseball game
- What about a table outside Stop & Shop, Shaws, etc.

### 6. Dashboard and more segmentation data.

- All Solarize Plus Yarmouth volunteers can access and play with the dashboard by clicking on the link provided by Cadmus and logging in with their email address.
- Tara Monroe provided an Excel spreadsheet with the following data for Yarmouth residences: heating fuel type, heat type, and AC type (if

any). The data was sent to Cadmus today for updating the Segmentation Analysis, which may allow us to reach prospective customers without enclosures in Town mailings.

7. Solarize Plus/Old Kings Highway Committee Interactions
  - Ed Senteio's Solar application was denied by OKH on June 28. The homeowners and Solar Wolf will appeal..
  - Jim Wolf's Solar Application is scheduled for July 12
8. Metrics Update
  - **69 Solar leads, 15 Proposals Accepted.**
  - **9 ASHP leads, 2 Proposals Accepted (does not include Sandra's).**
9. Next stages: With things starting to open up as the pandemic hopefully is winding down, we need to think about setting up face-to-face meetings, conferences, meet-the-installers events, etc.

**Next meeting: August 3, 2021 4:30 PM Room A Town Hall Meeting. Adjourn at 6:13**