

**REGULAR BARRE CITY ENERGY COMMITTEE MEETING**  
**July 26, 2021 at 5:30 pm**

**Present:** Elaine Wang, Chair; Conor Teal, Vice-Chair; Phil Cecchini

**Staff:** Janet Shatney, Planning Director

**Visitors:** Deb Sachs, EcoStrategies, LLC; Brad Long, Efficiency Vermont

1. **Call to Order**

The Regular Meeting was called to order in-person and via video platform by Chair Wang at 5:32 pm.

2. **Adjustments to the Agenda**

None.

3. **Visitors and Communications** *(for something not on the agenda)*

None.

4. **Old Business**

**A. Approve meeting minutes of July 1 and July 17, 2021**

Motion by Cecchini and seconded by Teal to approve both sets of minutes, motion carried.

**B. Landlord Initiatives**

Purpose is to decide how and what is to be done on the August 4, 2021 meeting with local landlords.

- Cecchini suggested reviewing the heat pump data that CVRPC has posted, and if our goal is 200 installs, and something like +170 are already done, we could increase our goal – need to find out where their data is from
- Teal suggested any collected data we can get and find out any assumptions and myths that could be dispelled on heat pumps would be great
- Ensure this focus group understands our goals, what we are aiming for and as potential supporters, and arrive at a good consensus
- Discussion of how to start the focus group meeting on Aug. 4, Wang suggested talk theoretically then get more focused as the conversations go on
- Long asked about the process, do these landlords have a capital planning process for maintenance and upkeep, priorities they consider, and what are their trigger points, as this could define the campaign. **What's In it For Me?**
- Need the attention-grab, look for ways to get people to pay attention, and develop market strategies as they could be helpful, and what are the barriers?
- Wang outlined a potential agenda, discussed who was going to be the spokesperson (chair?) and should all 3 members be there, what about Sachs and Long?
- Long's role is a resource, collaborator and someone to be an ear for Efficiency

- 48 Vermont's side – Sach's role is a resource  
49 • Long will look for examples, and Wang will work on a dialog to share with the  
50 members  
51 • Everyone be at the focus group meeting at Espresso Bueno at 8 am  
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53 **5. New Business:**

54 None.

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56 **6. Roundtable:**

57 None.

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59 **7. Adjourn:**

60 Motion to adjourn the meeting at 7:05 pm by Cecchini, seconded by Teal.

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62 There is an audio recording available, and the meeting was recorded by the ZOOM video conference  
63 platform.

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65 Respectfully submitted

66 Janet E. Shatney, Planning Director  
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