

St. Johnsbury Town Energy Committee

December 18, 2023

Members Present: Ben Deede, Steve Isham, Pam Parker (Chair), Lynn Wurzburg

Guests: Darlene Ahrens, Gwen Kinney, Robert Michael, Susan Parker.

1. Minutes

The minutes from the November meeting were reviewed and accepted.

2. Window Dressers

The committee debriefed the Window Dressers event held November 10-15.

- The Lyndon Town auditorium was the perfect facility—spacious work area and parking—to hold a build.
- The layout of jigs and supplies allowed for an easy flow from station to station.
- It was a safe, warm environment with a friendly, positive atmosphere.
- Easy to see and appreciate the results of the labor
- The van was the perfect size and was noted on return that Lynn and Otto did a great job packing it—easy to remove equipment from it.
- The cleanup and packing up on the last day went smoothly because everyone helped out.
- Having the care instructions posted with the build inserts was helpful.
- All the lunches were outstanding and well attended by volunteers. Eating lunch together is an important part of community building.
- Not as much food needs to be provided for future builds. Coffee does not need to be provided and there can be fewer snacks. Suggest that volunteers bring baked goods.
- Have the food on a table on the floor rather than on the stage.
- More recognition of donors and behind-the-scenes volunteers
- Encourage carpooling for shift volunteers
- Encourage follow up comments/reviews from WD patrons re: Community Build experience and the final product to be used in following year for PR
- Obtain testimonials about added comfort and cost savings for PR.
- Remind people to try their inserts as soon as they get them home so if a rebuild is needed, it is known before rebuild date.
- Make sure bad inserts are take away immediately so they are not mistaken for good inserts.

- We should not wait to recruit coordinators.
- The Caledonian Record WD article can serve as PR material on FPF, Facebook, and our e-mail list.

Darlene stated that the limit for inserts for 2024 is 300. To date, there are already 17 orders for 112 inserts for 2024. Pam will ask the town of Lyndon if the municipal gym is available for the same week for the 2024 build.

A link for DIY Instructions

http://www.greenfret.com/Storms/storm_inst.html

See Appendix 1 for 2023 Window Dresser Statistics

3. VECAN Conference

Lynn and Steve attended the first day's webinar and reported that most of the information was a repeat from previous webinars by various organizations.

4. Federal Funding

Currently the federal government is working on the requirements for the funding contained in the Inflation Reduction Act and Bi-partisan Infrastructure bill. The state is expecting to receive the requirements after the first of the year. Then they hope to have information and applications ready in the spring 2024.

The next meeting of the St J energy committee is January 3, 2024, at the Welcome Center starting at 5:30.

APPENDIX ONE: 2023 Window Dressers' End of Season Summary

47 Community Build Teams (The most ever)

23 in Maine

22 in Vermont

2 in New Hampshire

9927 New Inserts

4847 in Maine

4648 in Vermont

432 in New Hampshire

726 Rewraps

3319 Special Rate Inserts (34%)

1451 in Maine (30%)

1757 in Vermont (38%)

111 in New Hampshire (26%)

Maine and Western New Hampshire

- 82% of Insert Goal Met
- 7 Teams Met/Exceeded Insert Goal
- 8 Teams Met/Exceeded SRI Goal

Vermont and Eastern New Hampshire

- Overall - 82% of Insert Goal Met
- 7 Teams Met/Exceeded Insert Goal
- 8 Teams Met/Exceeded SRI Goal

Fundraising

Almost \$70,000 In Grants & Individual Donations Raised by individual teams
This paid for about 44% of all Special Rate inserts