

**Sustainable Westport Advisory Team**  
**Thursday, January 9<sup>th</sup>, 7pm**  
**Westport Town Hall, Room 309**

Meeting Minutes

1. Check in / Welcome

**Attendance** – Peter Boyd, Dawn Henry, Sara Harris, Greg Zola, Tony McDowell, Diana Mashia, Nicolas Eisenberger, Peter Ratkiewicz

PR - Suggested that Advisory Team get nametags – PR volunteered to have DPW make them, DH to send names to PR

2. Public Comment

Staples HS student Myca Costello related that she had just come back from sustainability camp, (The Mountain School) and expressed interest in getting more involved locally in sustainability work. Pippa to follow-up.

3. Approval of the December minutes

4. Review Action items from last meeting

Leaf blowers, Local wood Sourcing, Website etc. - See PB's spreadsheet notes

5. Special Items for discussion

a. 2020 Planning Workshop

Purpose is to set overall goals and strategy for 2020, discuss role vs. other Town groups, identify key people for each pillar and set goals. DH to circulate doodle poll and choose date, either late Jan or late Feb

b. Structure Update – Inspire Sustainable Westport

Memo of Understanding forwarded to Town Attorney, & Attorney for Earthplace. Need decisions on fundraising structure and recruiting volunteers

6. Status by Pillar

Decision - let's use common google sheet for all members to populate as progress happens during the month and then review all during meeting, PR suggested "owning" the entry by entering initials.

- a. Aware and Engaged Community
  - i. Branding

DH went over recommended goals for Branding & use of Sustainable Westport vs. Inspire Sustainable Westport – agreement that SW is the Brand and ISW is the non-profit where donations, matches, etc. get collected, DH – went over test case examples to facilitate discussion.

- ii. Website

Greg Zola discussed progress on Website and structure ideas. GZ will develop google doc to share by Jan 10th that will give options on ways to structure content for “what you can do” and “resources” sections. GZ to finish punch list of website items by Jan 17<sup>th</sup>. GZ to provide date for “go-live” & turnover to new site and provide login info to Pippa by Jan 10<sup>th</sup>.

- iii. Earth Day

April 22 this year. 50<sup>th</sup> Earth Day – TM looking for Speaker. TM-Brainstormed ideas from Earthplace: Green Speed Dating and Yoga in the woods

- iv. Social Media

D Mashia (DM) updated team on the various social media platforms, requested content submissions which include a paragraph, caption, and photo if available (vs. just forwarding an article). Please email to [dianamashia@gmail.com](mailto:dianamashia@gmail.com) with subject line “content suggestion.” Goal is for every Advisory Team member to submit 2 content suggestions per month and DM will provide template – will also open to public posting

- v. New Event

D Mashia (DM) suggested a chef-led food waste event to help generate awareness of SW and increase community engagement. Due to similarity with upcoming Wakeman Town Farm event, team agreed that a School event to promote Careers in Sustainability would be a good focus and could engage more young volunteers. Maybe Late Spring/Summer 2020

- b. Buildings and Infrastructure

- i. LED street lights

PR updated LED light status; 1205 installed, working on resolving approx. 60. Possible social media Challenge Idea – “find the missing 30”.

c. Energy and Transport

PR updated discussion with Transit re: Electric transit hub at Saugatuck Sta. run by transit district and encouraging multi-modal transportation. Bike-share, scooter-share ride-share; Hub for small EV Transport to compliment the Transit District's "last mile" initiative for smaller buses, and reserved rides home for commuters. Spoke briefly about autonomous shuttle from Imperial Lot to Saugatuck Train Station.

d. Natural Resources and Waste Management

i. Food Waste

Pippa updated team on Food Waste Challenge; presented FW collection kit. Potentially announce at State of the Town on 1/26. Launch April 22

7. Other Administration

a. Calendar invites for 2020

DH to send out meeting invites for the year as soon as Town assigns rooms

b. Weekly meeting access

PB and DH will have weekly meetings – member can participate on specific topics – non-quorum

c. G-Suite email

Dedicated SW emails – members to have SW email for FOIA purposes, will be [name@sustainablewestport.org](mailto:name@sustainablewestport.org), DH to get tally of all Advisory Team member who would like one.

8. Wrap Up & Communication

a. Agree specific actions & key communications for outside the group

Pillar	Action	By Who?	By When?
	Circulate doodle poll for 2020 Planning Workshop	Dawn	Jan 17 <sup>th</sup>

General Admin	Send out calendar invites for 2020 meetings once Town hall approves schedule requests	Dawn	Feb 6 <sup>th</sup>
	Compile list of G-suite emails wanted by SW team members	Dawn	Jan 17 <sup>th</sup>
	Send meeting notes to Dawn	Pete R	Jan 17 <sup>th</sup>
Aware & Engaged Community	Send google doc on website structure to team	Greg	Jan 10 <sup>th</sup>
	Provide website login to Pippa	Greg	Jan 10 <sup>th</sup>
	Complete punchlist of website edits	Greg	Jan 17 <sup>th</sup>
	Provide “go-live” date for website	Greg	Jan 17 <sup>th</sup>
	List of social media suggestions/template + 3 sentences to SW Advisory Team	Diana	Jan 17 <sup>th</sup>
	Explore Careers event at schools (joining Tony, Nico, Peter on events chat)	Diana	Feb 6 <sup>th</sup>
	Provide “submit your story” content for the website to Greg	Diana	Jan 17 <sup>th</sup>
	Convene ELS/SW event series chat (and include Diana)	Tony	Feb 6 <sup>th</sup>
	Send table tent names to Pete R	Dawn	Jan 17 <sup>th</sup>
	Identify source for making SW stickers	Dawn	Jan 17 <sup>th</sup>
	Get award plaque estimates from City Bench	Dawn	Feb 6 <sup>th</sup>
	Make table tents for Advisory Team meetings	Pete R	Feb 6 <sup>th</sup>
Natural Resources and Waste Management	Sent out forwardable packet on Leaf Blowers to SW Advisory Team	Tony	Feb 6 <sup>th</sup>