

BLUER Meeting Minutes –**APPROVED**

December 19, 2011

Attendees: David Mazzocco, Courtney Finneran, Jim Wylie, Bill Ronayne, Tom Wang (rep for Denise Polk), Dan Price, Emily Wylie, Alex Cooke, Ellen Zadoff, Grace Dement

1. **Approval of Nov meeting minutes** – approved. The minutes have been posted on the wcbler.org website – on the About page. We agreed that the process going forward will be to email the draft minutes to BLUER members and then post on website after they have been approved.
2. **BLUER Committee Administrative Items**
 - a. Open position search - David will broadcast to BLUER mailing list and post on BLUER facebook. Everyone should spread the word.
 - b. Treasurer's Report – Denise is getting an invoice for the residential door hanger project – expect to use a big chunk, if not all, of our annual budget which will dissolve at the end of the year.
 - c. Climate Presentation (DH) – no discussion.
 - d. Web Site (JW) – with our new subcommittee organization (res, com, trans) we should consider reorganizing our web site. Everyone should consider and bring ideas to next meeting.
3. **Climate Action Plan**
 - a. Green Building Questionnaire (DM) – approved by council. David also presented it to the Planning Commission and it was well received. 1st Presbyterian and St Agnes churches are planning to use the checklist for upcoming projects.
 - b. Commercial Sub-committee Report (CM) – no interim subcommittee meeting was held – busy schedules. Jim met with Paul Spiegel to discuss ideas for structuring a small business energy reduction competition – specifically how to get a baseline “score”, probably from a “starter audit”. Paul is concerned that the businesses we are considering are much smaller than Practical Energy's usual clients, but is open to working with BLUER. We hope to get Paul, Doug, Jim and Courtney together between Christmas and New Year to discuss.

David also talked to Jack Strong a project coordinator at Energy Works /ECA in Philly and he would like to see if he can help as well.
 - c. Residential Sub-Committee Report (DP/TW) – draft version door hangers are available from Denise. The hangers will include a message in Spanish to check BLUER website for a version of the checklist in Spanish. Denise plans to make a batch of yard signs also. The hangers will include a coupon for 20% off any energy efficiency items purchased at Ace Hardware on Strasburg Rd – if you go to BLUER web site and “take the pledge”. All materials should be ready for the big reveal at the January residential subcommittee meeting.
 - d. Transportation Sub- Committee Discussion (JW) – **county parking** – no action..
Rhythm Traffic Control – will make a presentation at Jan BLUER meeting.
Bike Friendly West Chester (Ellen) – Ellen Zadoff, chairman of Chester County Cycling Coalition, presented a proposal to move the Bike Friendly West Chester (BFWC) project/initiative to be a subcommittee of BLUER, perhaps within the Transportation subcommittee. The project already

has a number members from various interests in West Chester, with the active members being Ellen, Jim Wylie, Ray Ott and Tom Verderame. BFWC would like to present this proposal to Borough Council (through PREP) at the Jan or Feb meetings, along with the results of a borough-wide survey and a draft of a map of bike friendly routes in West Chester. BFWC would like to solicit input from Borough Council, as well as WCU and TEMAC.

DVRPC Ridership Study – distributed by Courtney/Martin. Few had reviewed. Push to Jan agenda. Link - http://www.dvrpc.org/asp/pubs/publicationabstract.asp?pub_id=10036

On another note – it was mentioned that Jim Jones has expressed interest participating in the parking problem research and action ... committee. Denise and/or Jim will follow up and look for common interests with BLUER.

4. Outreach Updates

- a. Municipal/Policy
 - i. Borough Council Update – (Courtney) – David will attend next council meeting to make sure BLUER members are sanctioned properly.
 - ii. DVRPC Emissions Report (DM) – they are running behind. A summary report should be ready soon, but the full report will not be ready until summer 2012.
 - iii. DVRPC Unified Alt Energy Ordinance – comments solicited, but none received yet. Due 12/22. Expect/hoping for comments from Bill Ronayne (geo) and John Snook (solar, wind?).
 - iv. Energy Star available for Multi-Family high rise – no discussion.
- b. Business Awards – Distribution (Jim, Courtney) – Courtney discussed our plan to award New Street Catering with Mayor Comitta – she approves and is excited. CC will contribute a quote to our press release. We are shooting for making the award presentation at the first work session or council meeting in Jan (1/17 or 1/18) .
- c. Media Outlets
 - i. WCHE – David will work with Denise on a promo based on Green Building Questionnaire..
 - ii. Daily Local – David will work with Clare to prepare a press release about Green Building Questionnaire.
 - iii. Borough Newsletter – next newsletter is April.

5. Other Business

- a. Marcellus Shale DVD feedback – those that have watched it so far think it is very good, but too slow moving to work as an event that BLUER and/or Sierra Club could host and show. Better used as material we can circulate. Jim ordered some more. The YouTube version can be found here: <http://www.youtube.com/playlist?list=PL9298C7DA6A4672E2>
- b. 4CP Update – a powerpoint presentation was given to Democratic area captains. The next 4CP presentation is David Mazzocco who will present the energy efficiency upgrades made to the Empire State Building.