

Sustainability Advisory Committee
February 13, 2019

Present: Matt Simonson, Deb Harrison, John Gorham, Chuck Kabat, Emily Walton, Ginny LeClair, Environmental Coordinator

Guests: Kim Lundgren, KLA, Kari Hewitt, VHB

D. Harrison made a motion to open the meeting. C. Kabat second. All in favor.

Minutes Review

D. Harrison made a motion to accept last meetings minutes. C. Kabat second. All in favor.

Update on Dedham Water Works Project

Leigh, Ginny, Deb and Johanna met to nail down bios for people participating and are developing a promotional flyer. They need to confirm speakers and funding from LLBean with regard to promotional materials. The speaker series will take place Saturday, May 4th at the historical society in the morning, followed by LL Bean launching its water programs at the Dolan Center in the afternoon.

Update from Plastic Bag Reduction Sub-Committee

E. Walton updated the Committee that the bylaw is drafted and is continuing to be updated. E. Walton will share with the committee electronically. The Committee is working on their messaging and talking points and plan to be on the Selectboard agenda in late April, after spring town election. Then Board of Health, business associations, and other boards and groups in town. C. Kabat noted that he had submitted article about Evan Michaeli to Dedham times and that it should show up this week or next. Powerful to see sustainability through the lens of a young person.

Spring 5/18 Recycling Day Discussion

J. Gorham likes the flyer, it's very comprehensive. Shredder will be there at 8:00am. Electronic prices are helpful on flyer, there will be a separate electronics flyer with prices on it as well. Styrofoam is being picked up by Save That Stuff, they take white Styrofoam only. Recycling lightbulbs will be free, since they can be dropped off any time at the transfer station (good opportunity to raise awareness about that). V. LeClair reached out today to the high school to find out about volunteers, J. Gorham will reach out to Blue Hills. V. LeClair will check with Whole Foods and Star market to see if they'll collect plastic bags that day. Animal shelter will take textiles (sheets, towels, blankets), but we'd need to drop them off. V. LeClair may be able to get a textile recycling poster board for the bin. Bikes Not Bombs needs to be added to the flyer. Save the Date has been put out on Facebook, flyers will be distributed in April.

Earth Hour: March 30th at 8:30pm

Earth Hour is an international movement to fight climate change through actions such as turning off your lights for one hour. We will promote on facebook and in local papers asking participants to send in what they will do/did. Suggested ideas are candlelight vigil in the square

– which the Committee doesn't feel it has the capacity to lead this year. A lot going on with the committee this year – plastic bag reduction, waterworks, Earth Day, recycling event. May be able to focus more resources on Earth Hour in the future (or ask Future Problem Solvers if it's something they'd like to take on?)

Earth Day: April 22nd

Janet Holmes from Dedham Civic Pride and Charles River Watershed Assoc. will be organizing clean-ups on April 27th. V. LeClair approached Stephanie Radner to lead walks in Dedham Town Forest, but she's not available that day and recommended D. Harrison or a man named Marshall who manages e-bird and his wife is a history teacher at Noble. This would be the last weekend of school vacation week or some other time that month. Radner would be awesome if she's available. Parks & Rec is possibly going to coordinate with Mass Audubon to organize walks.

Arbor Day: April 25th

If Joe Flanagan is interested in doing it again, we could do a session with Bartlett Tree plus discuss the Tree City designation. J. Gorham will reach out to Joe.

V. LeClair also reached out to the middle and high school principals about Earthweek.

Discussion with Kim Lundgren of KLA Associates on branding

Kim Lundgren and V. LeClair wanted to keep this discussion going of branding through the MVP action grant process as it will be an ongoing conversation. We will want to create consistency in all of our messaging to create a brand that people can engage with and identify the program through.

Green Dedham has an individual logo and want to make sure we don't have too many brands and the idea is that they are connecting with each other. You can Logo crowd source for less than \$500 giving you many lenses. Logotournemnt.com. The designers can see each other's work.

KLA is currently working with Portland Maine on their climate action plan logo. Maine tag – One Climate Future is the tag – Charting a course for Portland and South Portland. Consistency with colors helps to identify the brand. Concord, MA logo was done through logo tournemnt.com.

Old/New Business

n/a

Adjourn

M. Simonson made a motion to adjourn. E. Walton second. All in favor.