Middletown for Clean Energy

Notes and Ideas from August 7, 2018 Meeting

* Facebook group “Middletown for Clean Energy (NJ)” All are asked to join, post, and comment. Add Jo Lockett as an admin. Jo G suggested using Facebook Group “Events” to create non-public drafts, that can be auto-posted on a certain date. Steve M to qualify into easily understood: 1terawatt = 12% of world’s electricity consumption. Jo Lockett might consider being publicity chair.
* We need concise (2-3 sentence) but descriptive mission statement. And use simple terms: clean energy means mainly wind and solar. Key phrases of the mission statement become slogans for signs.
* Slogan like “We can do it!” – “ask me how”, or button “Working to reach 100%; ask me how” - to get past perception that 100% clean energy is impossible.
* There is an Aug 9, 6 pm check-in video call with Ally Samuel, one of our Sierra Club RF100 trainers.
* The tour of AT&T Laurel Ave micro-grid/solar/fuel cell installation will be in the morning (2 hours) of Aug 23. 7 people tonight signed up – Jo G, Jo L, Tricia M, Carol VK, Joanne I, pat m; steve m.
* We will participate with other Monmouth Co towns in the Sept 8 People’s Climate March – Rise for Climate, Justice and Jobs in Red Bank, Riverside Park, starting at 10 am. People from any town in Monmouth Co.
  + Permit obtained from Red Bank. Need march monitors.
  + Signs to be made by volunteers: Pam and Rob Adams, Carol Van Kirk
  + Need to think about speaker(s) – Sierra Club?. Tricia has a megaphone. Jo Grazide has table and chairs (will check condition) Signup desk for town Clean Energy teams.
* Booth at Middletown Day Sept 22, 10 am – 5 pm.
  + Joanne Irwin will chair. She has sent in application.
  + Committee: Carol VK, Tricia M, Alisa C, Jo L; Steve; Pat
  + Jo G will do a shift at table and will bring a table. Joanne I will provide tent 10x10
  + Have kids’ activity so we can talk to parents: kiddy Swag: tire and ball toss; throw cans/plastic/garbage into proper can!
  + Need brochures and lots of clean energy info (Steve’s clean electric poster). Use Sierra Club flyer, map of locations
  + Use simple survey to get people engaged, talk to them, then try to sign them up for our teams; instead of personal info recorded at bottom of survey, use index cards tossed into fish bowl for further info.
  + Try to get scouts involved – clean energy badge;. Or contact HS guidance counselors – volunteer community service hours. Thru guidance counselor get kids involved: HS Stem Club; Science Clubs at both North & South. printed PDF pages that kids can take home in backpacks.
  + Create letters to editors; publish in a range of local publications: River center, Monmouth papers, etc.
  + Danielle W. will get us a list of the steps BOE has taken (12 of 17 roofs with 1.5yr old roofs qualified; replaced old windows with highly insulating windows., and we can use those to display at Middletown Day.
* Q&A for candidates – maybe have simple (non-technical) questions: Do you support committing to 100% clean energy, rather than the state’s goal of 50% clean electricity by 2030 Do you support transitioning to clean energy in heating and transportation and all other energy sectors by 2050? What steps have you personally taken toward clean energy? Questions might be “Do you believe” personal statements/commitments. Are you willing to commit the town to these goals? List all board of ed energy accomplishments (esp rooftop solar), and ask the Committee to contrast/match!
* League of Women Voters may have a candidates’ forum with Lincroft Village Green. They could ask the questions about clean energy.
* Rely on campaign platform descriptions
* Dec 3-4 Watch Party for “24 hours of Climate Reality” We will participate. Could be at private home, or to get more publicity, at a public place like Middletown Library (501c3s are free), Brookdale MJ’s or Jersey Shore Coffee Roasters, or other new businesses in town. Maybe get the scouts involved again.
* Next team meeting Sept 4, 7:30 (1st Tues of month)