

BSR Board Meeting – July 7, 2010
Hinesburg Town Hall

Attendees: Chuck Reiss, Tom Perry, Richard Faesy, Hillary Hunter, Liz Calabrese

1. Welcome Liz to the Board
 - a. Liz Calabrese was formally invited to become a Board member and will let us know her decision
 - b. Update: Liz decided to join the Board!
2. Solar Hot Water Workshops
 - a. Montpelier Workshop
 - i. The Montpelier workshop scheduled for tomorrow is a go with 8 confirmed and paid-for participants
 - ii. The day two (August 5) session has 9 confirmed participants
 - iii. Additional people (Plumbers Union representative) may be interested
 - iv. Michael Horowitz is ready and Hillary has all materials printed
 - b. Funding Opportunities
 - i. Chuck Ross (Sen. Leahy's office) thinks there may be some opportunities; Chuck Reiss will pursue
 - ii. Ellen Kahler (VSJF) says funding is not available
 - iii. If we find funding, offer on an as needed-basis for scholarships, up to 50% tuition coverage
 - iv. Chuck will also call Andrew Perchlik at CEDF
 - c. Next Series
 - i. Sept. 18 (Manchester) and Oct. 21 (Middlebury) is next series
 - ii. NESEA Chapter News: Friday deadline for advertising, which Hillary will do
 - iii. Break-even: 8 people at \$360 each
 - d. Renewable Energy Vermont (REV) Meeting with Scott Merriam, Sue Allen (ED) in 6/17
 - i. Talked about collaborative opportunities
 - ii. Solar Partner requirements:
 1. 16 hours of classroom
 2. 16 hours of field training
 3. Total 32 hours for non-licensed professionals, or 8 hours for licensed plumbers
 - a. These courses for licensed professions could be offered by manufacturers
 - iii. REV staff will go to REV board to see if any changes might be forthcoming. Hillary will be in touch to see what outcome was and will share with BSR Board.
 - e. Scheduling Next Sessions
 - i. Hillary will check with Michael to look for some dates in November to continue the workshop series

1. Schedule three more sets of dates so that we can include eight sets of dates in a new/updated brochure
2. Consider offering 4-hour courses as an option
 - a. Hillary will ask the group at the training tomorrow whether they would think about 4 hour sessions instead
 - b. Ask Michael whether he could use U-32 as the venue
 - c. 4:00 to 8:00 with pizza dinner
- ii. Advertising: Hillary will ask where they heard about us from and will pursue direct outreach to the following:
 1. Focus on BPI contractors to market the workshops
 2. About one half of attendees have been BPI contractors so they should be
 3. AIA credits: Carol Miklos is new ED for AIA VT
 4. CSI is also potential source is as well.
 5. Engineers (ASHRAE-Vermont)
3. NESEA / Jessica VanSteenburg (former BSR staffer) Issues
 - a. Tom talked with Jessica; she is off of our bank authorization list
 - b. Ben Goresky is still the treasurer, but is on leave
 - c. We are supposed to have a designated NESEA Chapter Rep. Jim Vann has been this in past but is no longer on BSR Board. Jessica suggested Hillary be that person, since she is so responsive. Hillary will talk with Jessica about the role. Liz can help if Hillary becomes overwhelmed (she is due Sept. 1).
 - d. Annual Meeting: Next available slot is in 2012. If we have it together by then, we could offer to have it in Burlington. Late Sept. is typical time. We would need to have our act together and something to offer for the event. Approximately 200 people attend with good speaker and venue. NH last year had 100 people.
 - i. Chuck will follow up with Jessica to see what is involved.
 - e. Chapter fund exists to help chapters grow. \$6,000 is in the account.
 - i. Use funds to promote monthly topic meetings
 - ii. Chuck will ask Jessica if we can use these funds to promote topic meetings
 - iii. Hillary will see if we can use NESEA funds to build up our membership base (with database software) and what else it might be used for
 - f. Website: keep our own rather than piggy-backing on to NESEA's but they can link to ours
4. Organizing BSR
 - a. We need to purchase a laptop to keep all of our BSR products and keep files organized in one location
 - i. Hillary purchased a laptop and maybe BSR could purchase from her eventually
 - b. We need to make sure to keep track of Hillary's investments and try to reimburse her
 - c. We need to focus on building the membership;
5. Marketing BSR & communicating with members:

- a. Facebook could work well to reach out, is free, good for blogging
 - b. We need to communicate with members who have been left out
 - c. Hillary's goal is to build a database of members, understand our core, and know who our members are
 - d. Hillary plans to build Filemaker Pro database by the end of July and then will start calling members to fill in
6. Topic Meetings
- a. Focus on September through June to schedule these
 - b. Malcolm Gray is willing to organize an event (energy audits) in his discussions with Hillary
 - c. Hillary will solicit topic meeting ideas as she reaches out to potential members
 - i. Facebook could be a promotional venue
7. Hillary's Plan:
- a. Membership database
 - b. Solar Hot Water Workshops
 - c. Topic meetings
 - d. Newsletter
 - i. Important as a communication vehicle
 - e. Field Trips
 - i. Example: Sunward manufacturing facility
 - f. Blog (potentially using Facebook)
 - g. The Board fully supports Hillary's efforts to get BSR back on track with these pursuits.
8. Next Meeting: Tuesday August 24, 5:30 in Hinesburg