



Town of Ashland

MASSACHUSETTS

ASHLAND SUSTAINABILITY COMMITTEE

Date: Monday, August 16, 2021

Time: 7:00pm ET

Location: Zoom Video Call

Present:

- Ash Ratanchandani – Chair
- Rob Moolenbeek – Vice Chair
- Kevin Mullins – Clerk
- Margy Gassel – Member
- Chuck Lidz - Member
- Matt Marshquist – Member
- Mark Moniz - Member
- Cara Camerato Hulme – Resident
- Florence Seidell – Resident
- Mark Dassoni - Resident
- Frank Nakashian (S. Coordinator)

❖ **Announcements**

- Rob shared news that he plans to retire from the Committee upon his term expiring later this month
- Cara Camerate Hulme nominated by Ash to take Rob's spot on Committee, approved by Committee to move to next step

❖ **Solar + Clean Heat Challenge Update**

- **Ashland Farmers Market event on August 14th feedback**
 - 5 continuous tents – with the vendors - was helpful
 - There were 30 sign-ups across all the vendors
 - There were 3-4 names added to email newsletter (much of the traffic was directed to vendors given program priority) – discussion about adding newsletter sign-up into the sign-up form vendors used for future events/opportunities

- **Future opportunities:**
 - Dragon Fly Festival opportunity in September (potential to include vendors again) – Sept 18th, 1-5pm
 - Ashland Local Pages (Holliston too) – September edition
 - ACE Solar (campaigns – FB ads and geotargeting)
 - Event at Exhibit A (Sept 16th)? Potentially a weekday night at 6 or 6:30
 - Mailers to go out in recycling & trash bills 8/23/21
 - Achieve proposed targeted mailers to oil houses
 - HeatSmart Alliance presentations, at library or virtual
 - School presentations
 - WACA

- Discussion commenced around how to approach small businesses - Rob/Florence to work on condos (through relationships with people in town, vendors, condo association, etc.)
- Additional items mentioned:
 - Rob – not impressed by Solar 101 webinar
 - Inflexibility by town on large banner
 - Asking Select Board for help via supportive posts from each of them - Ash to send email to board with request

❖ **Net Zero**

- Ash brought up idea of NetZero presentation at library and/or other public events
- Matt liked idea and mentioned how handouts could be used; as well as break out into groups (would need to occur by end of September)
- Ash showed draft of Net Zero presentation (for Select Board) and collected feedback
- Ownership assigned to help with creation of the following sections:
 - Our Energy Supply (Chuck)
 - Our Homes and Buildings (Cara)
 - How we get around (Kevin)
 - Smart zoning and planning (Matt)
 - Environment (Margy)

❖ **Frank/Sustainability Coordinator updates**

- Green Communities
 - Coordinating site visits for Pittaway School (boiler), High School (general walkthrough), and library (lighting)
 - Giving consultative recommendation on energy reduction
- Still waiting for aggregation plan - held up by State
- Grants to kick-off in September

- MVP climate equity survey
- MAPC quantifying climate mitigation strategies
- MAPC multi-town

❖ **Other Items**

- Discussion around whether the committee should push on solar for public safety building
- Discussion around issues around Mindess building project
 - Margy updated committee around Planning Board discussion with Conservation Board around White Oak tree (300 years old) and adjoining gravesite
 - Concerns around removal of tree; gravesite; removal of number of trees within entire project
 - Additional concerns around plans for controlling run off and overflow and storm water
 - Closing the public hearing for comments
 - Lessons learned - pushing for more detail/numbers around trees that would be taken down...
 - Margy mentioned the need to build more sustainable measures into the system

Meeting adjourned shortly after at 9pm ET