

MEETING NOTES

EAST TENNESSEE CLEAN FUELS COALITION 11th Stakeholders Meeting ~ March 20, 2003

Where: The Copper Cellar's Banquet Room, Cumberland Avenue, Knoxville

When: 11am to 1:30pm

Attending (total of 29 people)

Bardsfield, John Mark – Hydrocore
Barkenbus, Jack – Energy, Environment and Resources Center (EERC)
Bishop, Doug – City of Sevierville
Bowers, Bob – Wilbur Smith Associates
Brabston, Stuart – Ted Russell Ford
Brackins, Buster – Sevier County Utility District
Cantrell, Teresa – Great Smoky Mountains National Park
Conger, Mike – Knoxville Regional TPO
Deputy, David – AmeriGas Propane
Doane, David – EERC
Fortner, Bryon – City of Sevierville
Garber, Anna – The Mountain Press
Greenberg, Barry – Knoxville Area Transit (KAT)
Headrick, Brian – Knoxville Utilities Board (KUB)
Hickman, Jerry – City of Sevierville
Lipe, Dan – Hydrocore / American Institute of Graphic Artists
Lowe, Dejim – TVA
Marine, Scott – City of Pigeon Forge (Fun Time Trolley)
McCarter, Jeff – Sevier County Utility District
Naegeli, Wolf – FGS / 9 Counties. 1 Vision.
Overly, Jonathan – Coordinator, ETCFC
Penland, Mark – TN Dept. of Environment & Conservation (TDEC), Knoxville Representative
Stahlke, Bob – City of Sevierville
Thomas, Susan – ATTI
Underwood, Randy – Sevier County Utility District
Vaughn, Kelly – Knox County Air Quality Mgmt.
Weeks, Brooke – University of Tennessee, Knoxville
Wells, Parks – Tennessee Soybean Association
York, Carla – Ebus

Other participant information:

Thus far, a total of 97 people have participated in the 11 meetings, representing 54 different companies and organizations.

Meeting Content

1. Called meeting to order ~11:15am.
2. Briefly described outline for the day and discussed the documents that were provided to the group. (See the 11th Meeting Agenda on the Web site - www.etcfc.org under “Documents,” which includes a list of what information was handed out. Also, see the agenda for more information on what is listed below.)
3. Everyone introduced themselves to the group.
4. Reminded everyone of the coalition's official **mission statement**, and the **near-term goals** that exist for the team.
5. Briefly reviewed the financial status of the coalition, and noted that we will discuss more on the fiscal side of our work at the next meeting where a budget will be presented.
6. Updated those in attendance on our AFV numbers (345 right now).

7. Showed the group what the annual SEP-Clean Cities solicitation look like so that once we become designated they have something to look at to see the general project/RFP categories for the following year.
8. Updated the group on the Regional Clean Air Action Summit.
9. Recruited several volunteers for Earthday, including the two young ladies that were working at the Copper Cellar that day taking care of us!
10. Reviewed recent activities and what needs to be tackled in the next month. (See the 11 meeting's agenda for more information.)
11. Received updates from several folks on their recent AFV activities. Received membership check from Barry Greenberg for KAT!
12. Noted to the group that the national Clean Cities office in Washington is now requesting we keep track of our known hybrid vehicle counts, although they won't count toward getting to designation.
13. Before splitting into Working Committees (WCs), Jonathan noted that a new WC was being formed: the hydrogen economy WC. This was created out of the legislative WC and fuel cell vehicle WC for several reasons (see the agenda for more information).

Meeting Notes taken and submitted by Jonathan Overly.

Working Committee Notes

AFVs & Infrastructure WC Notes

(No notes received as of 4/8/03.)

Education & Marketing WC Notes

(received 3/21/03)

Attendees:

Bardsfield, John Mark – Hydrocore
 Cantrell, Teresa – Great Smoky Mountains National Park
 Conger, Mike – Knoxville Regional TPO
 Doane, David – EERC
 Fortner, Bryon – City of Sevierville
 Lipe, Dan – Hydrocore / American Institute of Graphic Artists
 Naegeli, Wolf – FGS / 9 Counties. 1 Vision.
 Penland, Mark – TN Dept. of Environment & Conservation (TDEC), Knoxville Representative
 Stahlke, Bob – City of Sevierville
 Thomas, Susan – ATTI
 Underwood, Randy – Sevier County Utility District
 Vaughn, Kelly – Knox County Air Quality Mgmt
 Weeks, Brooke – University of Tennessee, Knoxville
 Wells, Parks – Tennessee Soybean Association

1) Brochure distribution

- ▶ Place brochures at outdoor outfitters in Knoxville, Chattanooga, Tri-Cities
- ▶ Wolf talked to Brian at KUB. Brian is willing to run a Connections insert (a paragraph in the newsletter that KUB mails to customers every quarter). (Like Chatt Gas). Wolf is also talking with Brian about a targeted mailing to GP Switch customers.
- ▶ Sevier County Utilities will include up to 10,000 ETCFC brochures in its mailings. Also Pigeon Forge, Sevierville and Gatlinburg newsletters will include info or brochure in mailings.
- ▶ someone made the excellent suggestion (Wolf?) that we ask SACE to share its mailing list.
- ▶ Visitors Centers in Sevier County were again mentioned

2) Events - Dollywood opening

- ▶ Buster at SCUD and I will provide vehicles for the Dollywood SpringFest parade on April 4. We need signage for the cars and are looking for celebrities/local personalities or a Dollywood mascot to ride.
- ▶ I have faxed an application to Kay Powell letting her know this.

- ▶ Could we possibly get a propane KAT bus as well? I will follow up with Barry Greenburg (or you can).
 - ▶ Evidently this parade is very well-attended. Dolly will be in the lead float.
 - ▶ There will be a parade in Gatlinburg on July 4th that ETCFC might want to participate in.
 - ▶ Someone mentioned the Nashville Music City Marathon as an event we might want to be in. I will get more info from Dave Pelton. Don't know if it draws from the whole state or not.
- 3) Print ads. We only had about 5 minutes and then ran out of time on this, alas.
- ▶ Placement: MetroPulse tabloid was mentioned, and again Hellbender Press.
 - ▶ Dan Lipe submitted 2 b&w ads. One in particular was excellent; I will work with him on refinements and then email it to you. One of mine, "You hold the key to clean air," was popular. Wolf thinks the ads in toto would be make a good series. Some changes were suggested.
 - ▶ After we place the ads in general public community magazines/newspapers, we want to find trade or industry-specific publications to target fleet mgrs.
- 4) Advertising with Smokies baseball.
- ▶ Someone also suggested the Lookouts (Chattanooga baseball games)
 - ▶ The committee likes the idea of free Smokies advertising in exchange for a partnership/membership.

Meeting Notes taken by Susan Thomas.

Hydrogen Economy WC Notes

(Notes received 3/21/03)

Attendees:

Bardsfield, John Mark – Hydrocore

Barkenbus, Jack – Energy, Environment and Resources Center (EERC)

Deputy, David – AmeriGas Propane

Hickman, Jerry – City of Sevierville

Overly, Jonathan – Coordinator, ETCFC

Wells, Parks – Tennessee Soybean Association

As this group is just getting it's feet wet in the hydrogen discussion, we weren't already down to the nuts and bolts of actions or projects, but beginning the discussion of what we think and know about the coming hydrogen economy.

- ▶ Jonathan posed the question "What projects can we work on?"
- ▶ Comments were made about Ballard fuel cell buses being in use in Chicago and Vancouver, where altitude and temperature were creating operational problems.
- ▶ David Deputy noted that Nissan and Hyundai were collaborating on a fuel cell vehicle/reformer project.
- ▶ Parks Wells noted a \$30 million DOE project that is attempting to review using biofuels as a stepping stone to the hydrogen economy.
- ▶ A discussion about Hydrocore occurred, including discussing how they plan to focus on industrial customers to start.
- ▶ John Mark noted that he would work on a list of H2 producers and FCV/H2V makers for the group.
- ▶ John Mark Bardsfield and Jack Barkenbus decided they would be the co-chairs of the WC.
- ▶ Jerry Hickman suggested if we want to put H2 in the public's eye to make a pace car for Bristol NASCAR races!
- ▶ A discussion on H2 vehicles began before the WC meeting came to a close.

Meeting notes taken by Jonathan Overly.