

MEETING NOTES

EAST TENNESSEE CLEAN FUELS COALITION 12th Stakeholders Meeting ~ April 10, 2003

Where: Sevierville Civic Center

When: 11am to 1:30pm (with Blount County Breakout meeting from 1:30-2pm)

Lunch: A Damon's buffet catered by Sevier County Utility District. → *Thank You!!* ←

Attending (total of 21 people)

Bardsfield, John Mark – Hydrocore

Bowers, Bob – Wilbur Smith Associates

Brackins, Buster – Sevier County Utility District

Cantrell, Teresa – Great Smoky Mountains National Park (GSMNP)

Deputy, David – AmeriGas Propane

Doane, David – Energy, Environment and Resources Center (EERC)

Downing, Mark – ORNL/National Transportation Research Center (NTRC)

Falco, Kristi – Keep Blount Beautiful

Gale, Pete – McNutt Oil Co.

Headrick, Brian – Knoxville Utilities Board (KUB)

Hickman, Jerry – City of Sevierville

Mauldin, Glenn – CGM Consulting

McCarter, Jeff – Sevier County Utility District

Naegeli, Wolf – FGS/ 9 Counties. 1 Vision.

Overly, Jonathan – Coordinator, ETCFC

Parton, Buddy – City of Gatlinburg

Schotters, Mark – GSMNP

Smithyman, Linda – Sierra Club, Harvey Broome Group

Thomas, Susan – ATTI

Underwood, Randy – Sevier County Utility District

Vaughn, Kelly – Knox County Air Quality Mgmt.

Other participant information:

Thus far, a total of 98 people have participated in the 12 meetings, representing 55 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 12th Meeting Agenda on the Web site - www.etcfc.org under "Documents," which includes a list of what information was handed out). Teresa Cantrell added a document on the Cades Cove transit study.
3. Skipped introductions to save time (allow more time for working committee discussions).
4. **Quickly noted that this is our 12th meeting—a milestone in that we have been working on this effort for one year now, and it appears that we have set a course for continued growth and success! WAY TO GO TEAM!**
5. Reminded everyone of the coalition's official **mission statement**, and the **near-term goals** that exist for the team. Asked a stakeholder what the key word in our mission statement is, which he got correct; asked another stakeholder what are the two things we are working on simultaneously, which she didn't get correct. The ETCFC will start holding "class" briefly at each meeting to make sure that all stakeholders understand the terminology we are using to describe our effort, and the reasons behind them.
6. Discussed the newly developed **budget for the ETCFC**, based on funds already raised, pledged but yet to be received, and funds requested through proposals (that haven't been awarded yet). Presented two main options to the group for how we will setup the membership timeframe: 12-month period from May-April, or using calendar years (January-December). After some discussion and at Jonathan's suggestion, we selected the calendar year approach. This option will allow us to have more funds for the rest of this year, until we

- get a response about our CMAQ grant proposal. This is also the premise under which all the membership funds were raised (that they would apply to the 2003 calendar year).
7. Briefly discussed the volunteers we have setup for RCAAS and EarthFest 2003.
 8. Went straight to the update from members. Heard from Sevierville (getting ready to purchase **5 CNG AFVs**; 4 dedicated and 1 bi-fuel), Gatlinburg (all **3 CNG police cruisers** have arrived) and ORNL (**biodiesel project** is still moving forward; need more success stories to juice fleet manager). Also, SCUD paid for and installed the **fast fill CNG station in Gatlinburg**, expects to work with Sevierville on the same, and expects to install a **slow-fill CNG station at their offices**.
 9. Covered only three recent activities, in an effort to hurry up(!):
 - ▶ **CNG/LNG project** submission to Lamar Alexander's office. Unsure what the chance of actually getting the funding is, but am working to secure funding to help expand CNG and LNG use across much of the state (with a broader mission of providing enough CNG infrastructure to travel within the triangle of Nashville, TN, Raleigh, NC and Atlanta, GA in a dedicated CNG AFV).
 - ▶ The **video PSA** is ready. Does anyone know someone at a local cable or main channel? David Deputy noted that he (through AmeriGas) is developing some relationships with channels and could potentially offer some assistance here.
 - ▶ **Brochures**. Everyone needs to help out by deciding who they can ask to become an ETCFC "Brochure Partner." Potential partners include doctors' offices, health clubs, and a long laundry list of other possible types of organizations. We will develop a list of who (in the ETCFC) is asking whom (business) about becoming a Brochure Partner. Tied into this idea, raised the possibility of creating a reward-based system for current stakeholders who bring either people into the fold or cash to the ETCFC. Noted that the E+M WC will discuss further.
 10. Noted next months meeting date of **May 8, 2003**. Will most likely be at Copper Cellar again.

Meeting Notes taken and submitted by Jonathan Overly.

Working Committee Notes

AFVs & Infrastructure WC Notes

(not received)

No notes received from April meeting.

Education & Marketing WC Notes

(received 4/12/03)

Attendees:

Susan Thomas – ETVI (Co-chair)

Teresa Cantrell – GSMNP

Mark Downing – ORNL

Kristi Falco – Keep Blount Beautiful

Wolf Naegeli – FGS & 9 Counties. 1 Vision.

Pete Gale – McNutt Oil

Jef McCarter – SCUD

Linda Smithyman – Sierra Club, Harvey Broome Group

Action items:

- 1) **Press release to local newspapers:** Kristi Falco suggested that we send a press release with date of next meeting and information about the coalition—mission & activities—to all county papers, such as the Blount County Press and Maryville Times. (also Monroe, Sevier, Knox, and Loudon) Jonathan: Do you want to write this, or should I? I can probably get a list of local publications together. Will you send out a mailing on ETCFC letterhead?

Get an **article in "The Daily Times"** as a press release - this is THE communications tool for Blount County. Thomas Frazier writes for them. Keep America Beautiful programs are to educate children and the public and are located in most counties. Contact them per Kristi. Educational videos about clean fuels are most appropriate for high school kids. Are there any? Kristi asked.

- 2) Develop a list of media contacts
- 3) **KZ 93.5, an FM station** in Foothills Mall, will do a local interview. The announcer/ DJ is Mark Herzog. Jonathan, do you want to contact him and set up an interview?
- 4) **Encourage a submission to the Sierra Club's state newsletter "The Tennes-Sierran"** or the national "The Planet" too. Linda can write an introduction to it on Jonathan.
- 5) **Rewards & incentives** for getting new members/funding.
 - ▶ President's box at the game; Smokies tickets; concert tickets; aquarium tickets; attraction tickets; Lady Vols tickets; specially designed mugs; Sevier County theatre tickets (Teresa C. to investigate).
 - ▶ Maybe have door prizes?
 - ▶ Perhaps use cash as an incentive (separate note—does this need to be approved by the founding Members before implementation?) Perhaps \$500 brought in, participant gets \$25; \$1,000 brought in, participant gets \$100.
 - ▶ Have other amounts for other levels of membership. We need a \$100 membership level.
 - ▶ Give the Chambers' of Commerce a **certificate** for their wall or a display item. Certificates costs 5 cents. Track the amount of the membership with a code so that the particular member is credited with it.
- 6) **Door Prizes** - bring in items from your company (mugs, key chains, non-monetary value) for door prizes for any attendee at our meetings so that they are eligible for something extra too. Perhaps a silent auction at an event to raise some money - get donated items. Maybe from UT (autographed) that could be of some value. Ask for donated items from local merchants, even overnight accommodations. Accumulate the dollar value over time to get the cash incentive if the amounts are too little at one time.
- 7) **Brochure distribution:**
 - Green organization trade shows
 - Booths for environmental groups
 - Civitan Club—Jonathan to speak & leave brochures
 - Knoxville's new convention center
 - Chattanooga Civic Forum/ Visitor & Tourism Bureau
 - TN State Bank (Teresa Cantrell checking on it)
 - Household hazardous waste pickup TDEC
 - Jiffy Lube/ Valvoline/ Kmart Auto Center/ Wal-Mart
 - Auto dealers that sell alt fuel cars (Toyota & Honda of Cleveland)

Other places to check into are health clubs, trade shows, special events, environmental organizations, outdoor centers like convention centers. Linda will contact Peg B. at Ijams about their April 19 plant sale (but brochures won't be ready). CAR dealerships where they sell the AF vehicles! Goal of the committee - to double our current membership dollars in 6 months (AIMING TOO HIGH HERE - JGO)

Hazardous waste collection sites in various counties. Give the people a brochure while they are 'a captive audience'.

Other brochure comments - People need to track the brochures that they send out as to where they are and how often they need to be filled again. Get the display rack too. Single holders vs. multi-tiered holders. What about cost.

- 8) Specialty **ETCFC license plate, bumper stickers** (I like this one! Can get plate if 1000 people sign a petition.) -- Can folks get a discount on items because they have that license plate? Would be more work to companies to participate in it and someone have to track it. Might need 100 or 1000 signatures before it can be implemented.
- 9) Give people an ETCFC membership card. Maintain a database and remind people to renew their membership. What about a **membership card** or **decal** to go into members' car window - a clinging decal (not adhesive). A reminder needs to go out to renew memberships 30 days ahead of time. Someone will have to maintain the membership database.(JGO IS DOING SO.)
- 10) Develop a relationship with the **Amer. Lung Association** and other health related agencies. Develop protocol for assessing environmental health? ALA might help distribute our brochures. Target these groups to get people involved, maybe get an item in their newsletter. We need to work with other groups, health fairs, etc. Assign numbers to participating folks at these meetings in order to track new members obtained. Linda. The code can be hand written in on the bottom corner of the brochure nearest the membership form.

Meeting Notes taken by Linda Smithyman and Susan Thomas.

Fuel Cell Vehicle WC Notes

(received 2/18/03)

Attendees:

David Deputy - AmeriGas Propane

Jerry Hickman - City of Sevierville

John Mark Bardsfield- Hydrocore

Jonathan Overly – ETCFC

The group discussed the following points in a roundabout type discussion:

- ▶ We reviewed the information John Mark had on current producers of H₂ gas across the country, as well as some other H₂ information he had as a part of Hydrocore's planning.
- ▶ Briefly discussed potential projects.

Meeting Notes taken by Jonathan Overly.