

AGENDA

for the December 2004 (31st) Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, December 9, 2004; Executive Committee meets at 10:30am

Where: Earth Fare healthy supermarket in west Knoxville, on Parkside Dr. off of Lovell Rd.

Lunch: We're eating at the Earth Fare cafeteria; bring your own lunch \$\$ *and come early!*

1. Meeting time today will consist of
 - ▶ 30 minutes of information on recent and future coalition events and issues,
 - ▶ 15 minutes for a presentation from Rodney Boyd of McMinnville Electric System on his use of biodiesel as B100 in diesel generators to produce green power,
 - ▶ 25 minutes of information from stakeholders on their projects,
 - ▶ 40 minutes to breakout into Working Committees, and
 - ▶ 10 minutes to regroup and share info about our discussions.

2. Reminder of our mission statement (from the Bylaws) and our primary goals in the near term:

Mission statement:

The mission of the ETCFC is to simultaneously

1) promote the installation of alternative fueling stations and purchase and use of alternative fuel vehicles (AFVs) in order to facilitate development of a viable alternative fuels industry and economy in East Tennessee, and 2) improve air quality in the region.

Coalition goals:

- 1) Work to implement alt fuel projects in East TN,
- 2) Work to make the ETCFC a sustainable coalition of involved participants from across East TN, where “involved participants” is defined as those who contribute to the coalition’s fiscal state, participate in projects and attend meetings most of the time, and
- 3) Get designated and plan MOU! -- **DONE!** *Designation date – October 12, 2004.*

3. **Introductions** around the room – name and business/affiliation

4. **Important discussion point for today – funding.** Continuing this discussion from our last meeting, Overly is still focusing on increasing our local membership dues to fill a hole we have in 2004 funding. So far, here is who has provided notification as to their expectations to helping us:

- ✓ EERC – already contributed an additional \$15,000!!
- ✓ KUB – paying their 2005 Platinum membership (\$2,000) early in 2005
- ✓ CRV – paying their 2005 Founding membership (\$4,000) in December
- ✓ Eastman – considering becoming members again in 2005
- ✓ U.S. Biofuels – thinks they will be able to be a higher level member in early 2005
- ✓ Alcoa (industry) – reviewing membership form
- ✓ Calloway Oil – they will review the membership options for 2005
- ✓ Hallsdale-Powell Utility District – reviewing membership form
- ✓ Benton Oil – reviewing membership form

Our funding sources are overall diversified with regional membership dues, state funding and some federal funding coming in, looking at our funding over a multi-year period. On the federal side, we now have two different grants coming in (CMAQ and Clean Cities) for federal fiscal year 04-05 totaling about \$80,000, in addition to discussions with legislators for further federal funding. And on the regional side are events like the Run for Clean Air, which in its 2nd year, we expect to do a better job of increasing the fund raising of that event. In addition, we have recently submitted for one regional foundation grant, and others exist that we will be reviewing soon. However, we have some funding that is still needed for 2004.

5. **“Star Volunteer” awards.** Overly will present 4-5 coalition members with the “Star Volunteer” awards for their contributions to the mission and goals of the ETCFC.

6. Recent events/information:

- ▶ Nov. 5 & Dec. 6. Attended CCE (Committee on the Campus Environment) meetings and addressed growing biodiesel usage in the community. Continued discussions with Terry Ledford of the UTK Facilities Services (Physical Plant) about biodiesel usage on campus. Since then, they have moved one vehicle, a **Dresser backhoe** that moves coal around, to B20. They are planning on placing some stickers on the backhoe to participate in the Biodiesel Brigade.
- ▶ Nov. 8. Met with John Harris to further discuss developing an **Air Quality Action Team** through the Knoxville area Americorps program. Designed what we think they could work on and began selecting potential sponsors for the two members for the AQ team.
- ▶ Nov. 9. Participated in the **Georgia State Biofuels Conference** in Macon. Great group attended (over 50 people) and shared information about the growth of biodiesel in the state. Made quite a few good contacts including several people that want to begin attending our Chattanooga district meetings.
- ▶ Nov. 10. Attended a **biodiesel Webcast** put out by Clean Cities. Discussed the new tax incentive (misnomer of a name) and learned about how and when it will be implemented and where it stands in being completely organized and prepared for its jump start.
- ▶ Nov. 12. Had breakfast with Jim Hart of Friends of the Smokies to discuss collaboration. Jim was wonderful as usual and took interest in helping us become more fiscally sustainable. He's checking into a couple of ideas for helping us with funding, and it looks like FOTS will be major sponsor for the Run for Clean Air 2005.
- ▶ Nov. 15. RCAC Meeting. Overly continues to make connections through these meetings, furthering participants' actions toward alternative fuels.
- ▶ Nov 17, 24. **Southeast Alt Fuel Task Force** conference calls for the Infrastructure and Steering Committees. Forward motion in getting things done here: formalizing the process including goals for each working committee and developing a Web site which can be a face for the org. and provide much info on what we do, why we do it and who to contact for more info.
- ▶ Nov. 17. – Presented to the Gatlinburg Lodging + Hospitality group at Calhoun's in Gatlinburg. About 50 attended and we had more questions than time allowed to answer.
- ▶ Nov. 18. Met with Ted Buel to discuss the Run for Clean Air 2005. Ted has already tackled some of our important up-front work but we still need some volunteers to help make sure we have a quality experience ready for our participants. *Anybody want to help with the '05 Run?*
- ▶ Nov. 23. Met with five people at the Alcoa plant in the city of Alcoa. Beginning Nov. 1, they have moved **550 pieces of equipment to using B20!** This is a truly huge step forward for our regional effort as they first and foremost a for-profit business but secondarily a big user of fuel (perhaps 50,000 gallons of B100/yr). On top of all that, they are very open to working with us on several different ways to promote this in the community. Overly will be helping with signage, press release, potential newspaper ads, and a couple of other ideas for ways to get this info out into the community. (The newspaper idea is to not only let the community know of their switch but also show the community why it is a good thing and where they can get biodiesel in Blount County.)
- ▶ Nov. 29. Met Mr. David Hill at ORNL and got his signature on our MOU (better late than never). Also approached Mr. Hill and Marilyn Brown about seeing how either of them might be able to help Brian Jenks in Anderson County get past his roadblock in moving some vehicle to beginning the use of B20 for a pilot project.
- ▶ Nov. – multiple dates.
 - worked with City of Knoxville to get mention of ETCFC is two spots on their Web site, including on home page;
 - working with UTK Dept. of Mechanical Engineering and SAE student chapter to put together a proposal to get biodiesel produced on campus from waste cooking oil; proposal is being submitted to UTK through an RFP they released for a total of \$100,000 in funding for campus conservation projects;
 - renegotiating contract with Oldies radio station for 30- or 60-second ads about alternative fuels in the community;
 - developed several options for SEAFTF logos and sent that to the group for review; also began putting together information for a small SEAFTF Web site to hold info about our collective effort;
 - Reviewed ideas from Linda Billman for **video for the Run for Clean Air** (great job Linda!);
 - worked to get East TN article in the next issue of *Clean Cities News*;
 - communicated with Friends of the Smokies and National Parks Conservation Assoc. about getting the two demonstration buses in the park placed their permanently;
 - updated many facets of the **ETCFC Web site** creating a designation ceremony page, Biodiesel Brigade page, pictures page for the Volunteer Landing effort, updating the meetings page, updating the homepage with pictures and text.
 - **Metro Pulse** – we've now had 4 ads in the "Back Side" section discussing biodiesel in the community (see the

hard copies that Overly will bring to the meeting) and have had probably 8-10 calls from that advertising—that is a great ROI for us so far with all the advertising we've done as comparative material!

- ▶ **Dec. 3. First district meeting in Tri-Cities!** Had a great turn-out, 25 people, in putting together that meeting. Eastman helped out significantly in both getting people to the meeting and leading the discussion through their renewed interest in biodiesel in their fleet. Connected with, among others, Johnson City Transit; they operate not only mass transit in Johnson City but also school buses for the city.

7. **Need alt fuel consumption data for 2003 and 2004!** Our primary measuring stick for our performance is petroleum displacement. We need these numbers!

8. **Presentation from Rodney Boyd!**

9. **Updates from stakeholders!**

10. **To tackle in the next month:**

- ▶ Main effort → Secure 2005 funding from larger stakeholders, as well as attempt to garner new stakeholders of significant size.
- ▶ Review opportunities for foundation funding in 2005-2006.
- ▶ Organizational review? Check Bylaws and Program Plan.
- ▶ Make necessary changes to the Bylaws (i.e., Exec. Cmte, Treasurer, Secretary).

11. **Future meeting dates:** Below are the dates and locations setup for December 2004 through May 2005, all of which are on 2nd Thursdays (and from 11am – 1pm). Any suggestions for other locations on these dates?

- ▶ December 9, 2004 – Earth Fare store on Parkside Dr. off of Lovell Rd. exit (I-40/I-75), Community Room
- ▶ January 13, 2005 – Earth Fare - Community Room
- ▶ February 10, 2005 – Earth Fare... or room 322, Conference Center Building (CCB), Knoxville?
- ▶ March 10, 2005 – ????
- ▶ April 14, 2005 – ????
- ▶ May 12, 2005 – ????

12. **Non-Working Committee/Entire Coalition Goals**

All coalition members are responsible for these coalition goals.

In the working committee (WC) breakouts in the last section, the applicable coalition goals for each WC are provided. Some of the coalition goals are not the responsibility of just one WC alone—they are the responsibility of all coalition members.

- 1) Secure Funding for the Coalition and Projects
- 2) Establish and Strengthen the Long-term Viability of the ETCFC
- 3) Advance State and Local Legislation and Policies

13. **Working Committees**

Continuation of WC discussions. These agendas will be developed just before the meeting by the Executive Committee (meeting at 10am). It is important that each WC choose a secretary to document the discussions and ideas produced as well as the information exchanged during their meeting time. At the bottom of this section are shown the Program Plan coalition goals that don't specifically fit into one of the main WCs. These goals are the responsibility of all coalition members.

AFVs & Infrastructure Working Committee Information

Co-chairs are Jeff McCarter and Brooke Sinclair.

For this committee, the key “Coalition Goals and Objectives” (from the Program Plan) are listed below:

- 1) Increase AFV Acquisitions and Alternative Fuel Usage by 17% Annually
- 2) Develop More Alternative Fueling/Refueling Infrastructure (public *first*, then private)
- 3) Promote Incentives to Increasing Alternative Fuel Use
- 4) Develop Clean Fuel Corridors along I-40, I-75 and I-81

Education & Marketing Working Committee Information

Co-chairs are Jerry Sanders and David Doane.

For this committee, the key “Coalition Goals and Objectives” (from the Program Plan) are listed below:

- 1) Recruit and Develop Relationships with New ETCFC Members
- 2) Promote Incentives to Increasing Alternative Fuel Use
- 3) Increase Public Awareness of Alternative Fuels and AFVs and their Advantages
- 4) Establish and Strengthen the Long-term Viability of the ETCFC

Hydrogen Economy Working Committee Information

Co-chairs are Jack Barkenbus and John Mark Bardsfield.

For this committee, the primary coalition connection is working to develop one hydrogen vehicle project in East Tennessee! John Mark Bardsfield is already working on a project idea and thus this committee needs to continue their discussions about bringing this project to fruition.