

AGENDA

for the July 2004 (27th) Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, July 8, 2004; Executive Committee meets at 10:30am

Where: The UT Conference Center Building (CCB; room 322) in downtown Knoxville

Lunch: Provided by Tortilla Mac's; **please bring \$10 to help cover our lunch cost.**

1. Meeting time today will consist of
 - ▶ 30 minutes of information on recent and future coalition events and issues,
 - ▶ 45 minutes of information from stakeholders on their projects and proposals, and
 - ▶ 45 minutes to breakout into Working Committees.
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 (“*involved participants*” defined as those who contribute to the coalition’s fiscal state, participate in projects and attend meetings most of the time), and
 - 3) Plan MOU! *David Pelton and Clean Cities of Middle Tennessee have heard... they are official now! We will speak with Cynthia Oliphant about potential dates and try to hone-in on an August date to set-up this event. It will be difficult to do, but that’s when we are hoping to hold the ceremony.*
3. **Introductions** around the room – name and business/affiliation
 4. **Recent events/information:**
 - ▶ Multiple dates. Have begun discussing a hydrogen fuel project for East TN. Hopes are that it would be Stage 1 of a two stage project, with those two stages being the first steps of a H2 economy for TN. Several partners are in the discussion at this point. *More at the meeting.*
 - ▶ June 14. RCAC meeting – going better now. Several in group are now seeing that we need to start making change and quit worrying about all the other stuff. Brian Jenks from Anderson County helped us setup a meeting with County Mayor Rex Lynch. Don Miller wants to get together in Loudon once the McNutt station becomes public B20.
 - ▶ June 15. Had discussion with Frank Baia, a marketing guru. He provided some good information on best ways to utilize advertising funding. He has offered to provide some pro bono assistance with advertising and with our Web site.
 - ▶ June 16. Met with Monroe County Mayor Allan Watson and others at the Koyo plant in Vonore. Started the discussion of biodiesel use in Monroe County, to get them on board as a working partner.
 - ▶ June 17. Met with Bo Perkinson, Mayor of Athens, and others from McMinn County to discuss them starting some alt fuel projects. Under Bo’s great leadership, a couple of different ideas are being circulated down there to jump-start biodiesel use in McMinn County.
 - ▶ June 28. Met with Steve Foster and Eric Leimohn of WBIR. They saw brochure and would like to work with ETCFC to get our message out. Offered to double the value of whatever funding we can come up with to place some type of marketing on WBIR. Began a discussion on options. They are putting together a proposal.
 - ▶ June 28. Met with Mark Stiles of Mayfield Dairy Farms. Are looking at starting a pilot project with them with biodiesel. Perhaps get 1-2 trucks filling up at a public place to begin.
 - ▶ June 29. Met with Brian Jenks, Dir. of the Public Works department for Anderson County, Rex Lynch, Anderson County Mayor and Bob Byrd, Dir. of Emergency Services. Began discussing ways to get a project started in their county.

- ▶ June 30. Completed a scope-of-work and quick budget for the \$60,000 in CMAQ dollars we are to receive later this year. Knoxville Regional TPO will be our contracting agency with TDOT (through whom the funds come).
 - ▶ June 30. Met with Ted Buel and several folks from Ijams, including their current ED and their recent past and new presidents. Discussed ways to work together. Will get back together with them soon to further look at specific opportunities.
5. **Need alt fuel consumption data for 2003.** Need this information from CARTA, GSMNP (electric), Electric Power Board (Chatt.), Suburban Propane, AmeriGas, Fun Buggies and Blue Sky Biodiesel. If you don't know your numbers, then you need to find a way to estimate it (I'll be happy to help)! It is of vital importance that we keep up with this information, as it is our primary measuring stick for our performance – petroleum use reductions – which I am calculating from our alt fuel use totals.
6. **First Education & Marketing Actions → Suggestions.** There are several ideas that have come to the forefront of next moves for E+M actions that I'd like some brief discussion on.
- ▶ Radio spots – Through talking with Frank Baia, who is attending our Chattanooga District meetings and is the president of GlobalSpeak (a marketing firm), I'd like to suggest the following for a radio ad marketing strategy. We put together between 1 and 3 30-second spots that target emotion, not logic, as a driver for getting people involved. We then take those ads to potential fiscal supporters that will pay for their placement on multiple radio stations and place those supporters' names as the end of the spots (“this message brought to you a company who cares about energy independence, --*your company here*--”). The ads pay for themselves (mostly) if we are successful.
 - ▶ TV spots – WBIR is putting together idea/proposal.
 - ▶ Moving billboards – We have a growing contingent of folks that are willing to place some signage on their car (larger than a bumper sticker) supporting our effort. I'd like the coalition's input on paying for the creation of the signs for supporters' use.
7. **Update from stakeholders!**
8. **To tackle in the next month:**
- ▶ Press releases out. Several need to be written and released.
 - ▶ Get 2003 AFV and fuel numbers together! – NOT COMPLETED
 - ▶ Plan for ½ year organizational review at the August meeting.
 - ▶ Make necessary changes to the Bylaws (i.e., Exec. Cmte, Treasurer, Secretary)! – NOT COMPLETED
9. **Future meeting dates:** Below are the dates and locations setup for the rest of 2004, all of which are on 2nd Thursdays (and from 11am – 1pm). Any suggestions for other locations on these dates?
- ▶ August 12, 2004 – Room 322, Conference Center Building (CCB), Knoxville (*room already confirmed*)
 - ▶ September 9, 2004 – CCB, Knoxville
 - ▶ October 14, 2004 – CCB, Knoxville
 - ▶ November 11, 2004 – CCB, Knoxville
 - ▶ December 9, 2004 – CCB, Knoxville
10. **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

11. 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 (think 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! This will entail a combination of vehicle acquisition and obtaining a fuel supply. For the time being, until Hydrocore, PGC or others can supply the needed H2, plan to simply purchase the H2 from a local vendor and begin working on how do we get either a fuel cell or ICE H2 vehicle here. *Jonathan will join this committee this time and discuss a FCV project he has started that he'd like the WC to help with and support.*