

MEETING NOTES

EAST TENNESSEE CLEAN FUELS COALITION July 2004 (27th) Stakeholders Meeting ~ July 8, 2004

Where: UT Conference Center Building (room 323) in downtown Knoxville

When: 10:30am to 1:20pm

Lunch: Provided by Tortilla Mac! Total cost of lunch was \$???? (coalition paid bill); \$190 was raised from \$10/head charge paid by those in attendance who ate.

Attending (total of 29 people)

D. H. (Andy) Andrew – Andrew and Associates
John Mark Bardsfield – Hydrocore
Ted Buel – Alternative Energy Corp.
Mel Cummings – City of Knoxville
Reed Detring – Big South Fork National River and Recreation Area
Mark Downing – ORNL/NTRC & TransTech Volvo/BMW
Bill Eaker – Land of Sky Regional Council of Governments (Asheville) ☺
Mike Ellis – Clinch River Valley Energy Group (CRV)
Bryon Fortner – City of Sevierville
John Harris – CAC Americorps
John Hicakm – City of Gatlinburg
Corey Johns – City of Sevierville ☺
Matt Leach – MXI, Inc. ☺
Eric Liemohn – WBIR-TV ☺
Richard Molsbee – Plasma Gasification Consultants/ Team P3
Wolf Naegeli – Foundation for Global Sustainability / 9 Counties - 1 Vision
Jonathan Overly – Ex. Dir., ETCFC
Amy Parkhill – Dream Works Printing
Buddy Parton – City of Gatlinburg
Tyler Parton – City of Gatlinburg
Tim Pruitt – Rogers Petroleum, Inc. ☺
Dan Pursglove – Seymour Herald & *Interested Citizen*
Mike Reedy – *Interested Citizen*
Paul Rollinson – XCEL Engineering, Inc. ☺
Mark Schotters – Great Smoky Mountains National Park
Brooke Sinclair – Knoxville Utilities Board (KUB)
John Trollinger – McNutt Oil
Parks Wells – Tennessee Soybean Promotion Council (TSPC)
Mike Whedbee – Whedbee Insurance ☺

Other participant information:

A total of 7 new people (☺) attended this meeting.

Thus far, a total of **157 different people** have participated in the 27 meetings, representing **84 different companies and organizations**.

Meeting Content

1. ETCFC Executive Committee (EC) met from 10:30am until 11:00am. In attendance were Bryon Fortner (for Doug Bishop), Mark Downing, Parks Wells, John Trollinger and Jonathan Overly.
For the Working Cmte discussions, began by talking about the Hydrogen Economy WC. They need to continue a work track started at the last meeting to get a H2 project on the ground ASAP. Would like to see the Education & Marketing WC continue its discussion of what audience we should focus our advertising dollars on, with a focus on getting the information we need to make marketing spending decisions—what do we get for a certain amount of money using a certain size or length ad on TV, radio or in a newspaper or on a billboard. What's the most cost-effective way to get our message to our audience? AFVs & Infrastructure WC discussion was solicited to focus on potential B20 public stations, and some of the issues that perhaps

- need to be addressed along with such (e.g., signage, information). Adjourned the EC meeting at about 11:00am.
2. Most folks arrive between 5 and 10 after. They were directed to get food from the Tortilla Mac buffet line that was setup. We called the meeting to order at about 11:20am.
 3. Briefly described outline for the day and discussed the documents that were provided to the group. Let them know that I would speak only until 11:40 (due to our starting late) and then we'd start in with the comments from those working on projects.
 4. Discussed several items that weren't on the agenda:
 - ▶ Greg Hopkins of U.S. Biofuels is happy to be working with us and wishes he could have been here. Hopefully he'll join us at the next meeting.
 - ▶ If anyone knows of someone that should be added to the list of newsletter recipients, just add their name and address to a page behind the front page on the sign-in sheet.
 - ▶ Also, if anyone knows of a good place to display either our brochures or our newsletters, please let Jonathan know.
 - ▶ Saturday, April 9, 2005 is the date selected for the 2005 Run for Clean Air. We'll be setting up a meeting time hopefully in late August to begin discussing that event.
 - ▶ Southeast Alt Fuels Task Force (SEAFTF). Jonathan continued working with them. The Infrastructure subcommittee has just completed their infrastructure database and will be coming out soon with some maps of infrastructure across the SEAFTF four states (NC, SC, GA and TN).
 5. Briefly discussed what's transpired in attempting to set our MOU signing date.
 6. Introductions were provided from all in attendance.
 7. Breezed through the recent events information discussing the county meetings that have just taken place (Washington, Anderson, McMinn and Monroe Counties), recent meetings with WBIR, Mayfield Dairy Farms and Ijams, and the H2 project that is just beginning to be discussed.
 8. Reasserted that alt fuel consumption data for 2003 is needed; provided a list of fleets for which that data is needed.
 9. Discussed several potential education and marketing actions that we could take, to get any feedback from the entire group. They included the WBIR info (for which Eric Liemohn would present on later), some radio spots and moving billboards (magnets for stakeholder vehicles).
 10. Eric Liemohn arrived and talked for about 5 minutes about an opportunity to market through WBIR-TV.
 11. Began the update from stakeholders:
 - ▶ Paul Rollinson from XCEL Engineering noted they have become an Associate Partner (\$200) and are glad to be getting involved. Paul was an assistant with the Knox County Air Pollution Control Board years ago and has a background with air pollution.
 - ▶ Mike Whedbee briefly explained his desire to use renewable fuels from years ago and how our recent efforts has allowed him to begin using such through his two diesel Mercedes Benz. He'd like to run one of them on B100!
 - ▶ Tim Pruitt from Rogers Petroleum introduced himself and just noted that they are looking into getting involved.
 - ▶ Mel Cummings noted that the City of Knoxville is in wait-and-see mode.
 - ▶ Parks provided some documents to Jonathan addressing petroleum dependence and soybeans and biodiesel.
 - ▶ Bryon Fortner addressed the four projects that Sevierville is working on: 1) propane-hybrid trolleys, 2) propane police cars, 3) multi-alt-fuel station, and 4) B20 in city fleet.
 - ▶ John Trollinger noted that McNutt is looking to expand their home facility by adding a B100 tank, which will subsequently allow them to make their Loudon public station a B20 pump.
 - ▶ Brooke Sinclair noted that KUB has something in the works and we'll hear more about it later.
 - ▶ Mark Downing addressed biodiesel and ethanol use at ORNL.
 - ▶ Dan Pursglove talked about his recent trip to central Ohio and how his fuel efficiency increased during substantially during the trip. He filled up with B20 in Alcoa before he left, then didn't need to refill until he got to central Ohio. He made it to another B20 station, but the coop there charges extra as they funnel funds into their organization through the fuel cost... it was \$2.14 per gallon! He was able to fill-up there twice and made the entire trip on B20!
 - ▶ Ted Buel talked a little more about our recent meeting with Ijams and some of what we'll discuss when we get back with them in the not-so-distant future.

- ▶ John Mark Bardsfield talked about his new collaboration with Richard Molsbee of PGC, and addressed our new initiative to get an H2 fueled vehicle on the road.
- ▶ Bill Eaker noted that the local council of governments (COG) around Asheville is trying to put together a Clean Cities effort and would appreciate any ideas or contact about starting alt fuel stations or fueling in their service area.
- ▶ Richard Molsbee noted his work with PGC and reiterated that they are working with Hydrocore.
- ▶ Mark Schotters said that the park's (GSMNP) biodiesel project is moving along without problems.
- ▶ Reed Detring expressed similar comments about Big South Fork's biodiesel work. They just took delivery of their second ~400 gallons of B20.
- ▶ John Harris provided some background on Americorps work in the U.S. and in the Knoxville area, and noted that they hope to start an air quality and pollution awareness campaign in 2005. They already have solid waste and water quality campaigns, so it's only a natural fit to start an air quality campaign.
- ▶ Matt Leach noted that he was from MXI Inc. and briefly provided a background for their ethanol production. He let folks know that it will probably be another ~6 months maybe before they are really ready to sell, but that that is what they are working toward.
- ▶ Mike Ellis made several comments, including 1) that their Sevier plant is still being put together but that hopefully it would be completed within two months; 2) the delivery of B20 to Big South Fork; 3) the arrangement for purchase of most of U.S. Biofuels' production in Rome, GA, which will now supply biodiesel to East Tennessee through that regional plant; and 4) new news of a new person on-board CRV that everyone would see at a meeting soon.

▶
12. Jonathan noted the next month's meetings place is already confirmed – the Conference Center Building.

Meeting notes submitted by Jonathan Overly.

Working Committee Notes

AFVs & Infrastructure WC Notes

To directly address the question posed them from the EC, A+I talked about the warning sign on the pumps and came up with this:

Did you know...

- * Using B20 Biodiesel helps the environment by helping our air quality?
- * Using B20 Biodiesel reduces our dependency on foreign oil?
- * Biodiesel is made of waste oils and American grown soybeans?
- * Using B20 Biodiesel may actually clean your engine during your initial use? So you might want to keep a check on your fuel filter!

So thanks for being proactive and using B20 Biodiesel!

Anyway, something like this...

Education & Marketing WC Notes

No notes taken.

Hydrogen Economy WC Notes

(received 7/??/04)

Participating: Richard Molsbee, John Mark Bardsfield and Andy Andrew.

▶ ??????????

HE WC notes taken and submitted by John Mark Bardsfield.