

AGENDA

for the November 2004 (30th) Meeting of the Members and Stakeholders of the EAST TENNESSEE CLEAN FUELS COALITION

When: 11am – 1pm, Thursday, November 4, 2004; Executive Committee meets at 10:30am

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

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

1. Meeting time today will consist of
 - ▶ 30 minutes of information on recent and future coalition events and issues,
 - ▶ 30 minutes of information from stakeholders on their projects and proposals,
 - ▶ 30 minutes to breakout into Working Committees, and
 - ▶ 30 minutes to regroup and share info about our discussions, and greet and meet Don Boyer from Autotherm USA to discuss their idle reduction technology.

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) 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.** We have spent a significant amount of time building this coalition, and have achieved great success thus far, including designation and much regional action. Our funding sources are overall diversified with regional membership dues, state funding and some federal funding coming in. Certainly on the federal side, we now have two different grants coming in (CMAQ and Clean Cities) 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. At the meeting, Jonathan will address this issue and ask those in attendance for their feedback and assistance in resolving this.

5. **Recent events/information:**

- ▶ Sept. & early Oct. Finished all the organizing work to put together our **Designation Ceremony** (lots of work was done!). We got lucky that day with the weather helping us out and had a great ceremony. Roughly 55-60 folks showed up and we had a great selection of speakers, beginning with a letter from the Governor. After the speakers, we signed the official papers and presented each of the stakeholders with their certificates, taking many pictures along the way.
- ▶ Sept. 10. Met with Tisha Calabrese-Benton of TDEC and filmed snippet that was included in the state’s economic summit/workshop that was held in latter September. Several folks that attended contacted us and were real pleased that 1) they included us and 2) it really came off well and made the ETCFC look good.
- ▶ Sept. 13. RCAC Meeting. Presented much of what is going on around East TN to the group in 5 minutes (yes, 5 minutes—it was a blitz). Alt fuels are certainly becoming one of the signs of action there.
- ▶ Sept. 15, 22, Oct. 20, 27. **Southeast Alt Fuel Task Force** conference calls for the Infrastructure and Steering Committees. The Infra. Committee (IC) created and refined a work plan for putting public infrastructure in place by 2006 and 2010. The 2006 plan recommends opening three public biodiesel stations and three public ethanol stations—for a total of six stations across all 4 states (GA, NC, SC, TN)—by the end of Dec. 2006. The 2010 plan

is similar but opening 10 public stations for each of those two fuels by the end of Dec. 2010. This plan was sent to the Steering Committee (SC) to be integrated with committee plans from the 1) Outreach and 2) Fleets, Vehicles and Engines Committees into one task force plan.

Also working with planning committee for the big workshop planned for next year to bring new folks on-board across our four states to support the expansion of alternative fuels. Will most likely be holding event in Knoxville or Gatlinburg and relying on ETCFC stakeholders to bring AFVs to showcase our efforts for attendees from these four states.

- ▶ Sept. 16. Presented to the Rohm & Haas local action committee (thanks to Paul James at Ijams) on our effort. Lots of good questions and discussion.
- ▶ Sept. 5, 25, Oct. 2, 23. **“Biodiesel Rocks” event at Volunteer Landing** for UNLV, Louisiana Tech, Auburn and Alabama games (remaining games are Notre Dame and Kentucky). Continuation of our reaching out to passersby at Vol Landing and Calhoun’s to talk about alternative fuels and biodiesel. Dan Pursglove’s Jetta was in attendance for each event, with Mark Downing’s Volvo helping out for Louisiana Tech and Bud Cooper’s Ford F-350 attending for the Alabama game. At each event, 2-3 Americorps volunteers have showed up and helped us talk-up biodiesel!
- ▶ Sept. 22, 23. Overly attended the **Florida State Managers’ Conference** and participated on a panel that discussed alternative and green fuels (trip was paid for by the NBB). Not a great showing, due partly to hurricanes, but great questions and conversation from those in attendance. Although we addressed solar power and some energy efficiency technologies, the presentation on biodiesel given by Overly garnered about 75% of all the questions posed.
- ▶ Sept. 28. **Media event for the 2 buses** loaned to the Great Smoky Mountains National Park through the Green Energy Transportation Parks program. Good turnout as these hybrid-electric propane buses were designated for a 6-month demonstration project. City of Gatlinburg will operate for the Park and run on several different routes to test their abilities to run in and around the Park.
- ▶ Sept. 28. Met Wes Caldwell at Applebee’s in Alcoa to discuss biodiesel. This gentleman is interested in helping biodiesel grow in usage in East Tennessee. He resides in Chattanooga.
- ▶ Sept. 29. Signed contract with the MPC (Metro. Planning Commission) for the \$60k in CMAQ funding. Funding year began October 1, 2004 and runs through end of Sept. 2005.
- ▶ Sept. 30. Presented biodiesel information to University of Tennessee’s physical plant staff, headed up by Terry Ledford. They are planning to begin using B20 in their 10-15 pieces of diesel equipment and in the 15-20 backup generators that are used in multiple buildings for backup power supply should electric supply fail.
- ▶ Sept. 30. Presented to Mark Littman’s Environmental Writing class, addressing basics of what we do but also showing some of our examples of written documents (like press releases and the newsletters) and how we report environmental information.
- ▶ Oct. 12. DESIGNATION CEREMONY!
- ▶ Oct. 14. Met with Deb Willson (on the board), David Pierce (Superintendent) and Marvin _____ (fleet manager) about **biodiesel in the McMinn County school buses**. Got questions from them and followed-up with some extra information about fleets already using B20. Need to follow-up with them and move toward a pilot project.
- ▶ Oct. – multiple dates.
 - Reviewed ideas from Linda Billman for **video for the Run for Clean Air** (great job Linda!);
 - helped Clinch River Valley and Sevier Farmers Coop develop letter to provide to diesel purchasers at their public station with information on biodiesel;
 - investigated G numbers which apparently allow regional cities to not have to pay federal fuel taxes (in addition to not paying state fuel taxes), which does not appear to be the norm in other states;
 - 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.
- ▶ Oct. 18. RCAC Meeting. Information on state emissions regulations and actions to move toward attainment; continued discussion on alt fuel activities in the region.
- ▶ Oct. 21. Participated in the **University of Tennessee’s Engineers’ Day** on campus. With the help of Dan Pursglove and Mike Whedbee AND their two vehicles (2002 VW Jetta and 1984 Mercedes Benz 300D), talked to probably 100 potential, future UT students about biodiesel’s use in East Tennessee.
- ▶ Oct. 29. Met with **Blue Sky Biodiesel**, the Morgan County Industrial Development Board and the County Mayor Becky Ruppe to discuss county assistance with their plans for building a larger facility.

- ▶ Nov. 1. Completed the necessary forms for submission for **grant funding from the Alcoa Foundation**. Submitted for funding to start a “Young Biodiesel Leaders Program” where students would get involved in the education of school and school system officials about moving to biodiesel, and actually get multiple buses in their area using the fuel.
 - ▶ Nov. 1. Nailed down deal for advertising with **Metro Pulse** (on the “backside;” back of the paper) for 1-color ad for 26 weeks straight. We will see how that stretch goes and then look at continuing the advertising for another period. Metro Pulse reader is definitely a more in-line with our type of supporter: higher education, greater sense of the importance of community action, proactive and somewhat green. Worked with them to reduce the price from over \$100/ad for B+W to under \$70 for 1-color. Jonathan will bring a sample of this to the meeting this week if possible.
 - ▶ Nov. 3. Meeting with AC Entertainment, the operator of the **Bonaroo** festival every year, to get them using a biodiesel blend in their generators that produce power at the venue in middle Tennessee.
6. **Need alt fuel consumption data for 2003; make sure and keep up with consumption data for 2004!** Need this information from GSMNP (electric), Electric Power Board (Chatt.), Suburban Propane, AmeriGas, Fun Buggies. Our primary measuring stick for our performance is petroleum displacement. We need these numbers.
7. **Update from stakeholders!**
8. **To tackle in the next month:**
- ▶ Review opportunities for foundation funding in 2005-2006.
 - ▶ Secure 2005 funding from larger stakeholders, as well as attempt to garner new stakeholders of significant size.
 - ▶ Organizational review? Check Bylaws and Program Plan.
 - ▶ Make necessary changes to the Bylaws (i.e., Exec. Cmte, Treasurer, Secretary).
9. **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 – Room 322, Conference Center Building (CCB), Knoxville (*room already confirmed*)
 - ▶ January 13, 2005 – CCB, Knoxville
 - ▶ February 10, 2005 – CCB, Knoxville
 - ▶ March 10, 2005 – CCB, Knoxville
 - ▶ April 14, 2005 – CCB, Knoxville
 - ▶ May 12, 2005 – 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 (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