

Freeport Sustainability Advisory Board: MINUTES 12/11/2023

Location: Town Council Chambers, 6:30 PM

In attendance: Mandy MacPherson, Valy Steverlynck, Bob Stevens, Megan Shore, Kristen Dorsey, Jim Reinertsen, Meddy Smith (Sustainability Coordinator) Josh Olins (ex officio)

Taking minutes: Meddy

BEGIN MEETING 6:30 PM

The Board thanked Josh for nearly 12 years of service to the Town as a volunteer board member, remembering that he joined the first iteration of the recycling committee then helped to transition that group to the current charter of broader sustainability. Meddy to get a thank you to Josh from FSAB in the next Town Bulletin.

APPROVE MINUTES: 5 min

- A motion was made by Bob to approve the meeting minutes of 11/27/23. The motion was seconded by Valy and passed unanimously (6/0).

CLIMATE ACTION PLAN UPDATE

- Valy noted that the intention is to wrap up the Plan by the end of January. The process has already been delayed for various reasons and further delay could occur since the Town is heading into budget season and beginning the Comprehensive Plan.
- Meddy invite Sophie to join an upcoming FSAB meeting to introduce herself.

ENGAGEMENT NEXT STEPS

- The next engagement phase will include follow up conversations with stakeholders on specific action ideas. Meddy will plan to engage Town boards.
 - Megan reported that Freeport Housing Trust has extended an invitation to have a conversation/event with residents. January likely for this and Megan to lead and potentially Kristen to support.
 - School engagement – Kristen follow up with Meddy about engagement in the High School driven by students. Valy can be liaison at middle school – Meddy to make student directed online poll (1 question in each category).
 - Businesses - Meddy and Valy meeting with the Chamber to arrange a January business event – more details and confirmation to come.
- Meddy will add to the Library display, continue social media, and ongoing outreach through Town channels.
- Mandy to do Council Update in person on the 19th. Meddy to work with Mandy to write something up.
- Mandy reminded the group to record all stakeholder feedback (e.g., notes from conversations) in the shared google folder.

CLIMATE ACTION PLAN OUTLINE REVIEW

- The group reviewed the proposed draft outline for the Plan document. There was a discussion on titles for topic sections that they should be descriptive but also accessible language. Meddy will bring draft Plan to next FSAB meeting in January.
- Through the next few months Meddy will review all stakeholder and public feedback to develop a short list of refined actions also to be presented in January. Will document where action trends are coming from for transparency.
- Actions will be prioritized with a framework that scores action ideas in terms of impact and urgency.

Discussion notes for the Plan content:

- In the Plan narrative, focus on culture shift and communication. More people will be here because Maine may be a receiving state - not be about emissions from Freeport in a vacuum.
- Leadership is key in building capacity, and will be important to educate town leaders in this Plan and continuously.
- Want to include long-range actions in the plan so they don't get lost (e.g., actions that didn't get high urgency scores)
- Plan document will have a Guiding Principles and Values section close to the beginning.
- The Plan will have a matrix table that lists each action with details such as timeframe, relative cost, implementation champion, etc.

Discussion on Actions:

- Less than 10 actions per topic – keep the action lists high priority and actionable
- Will need to rely on partnerships and identified champions for implementation
- Outline funding sources that are applicable for action areas, including funding available for other entities
- Quick wins should be identified (i.e., actions that build momentum and can be accomplished relatively quickly).
- Through action development, Meddy and FSAB will identify actions that could have implications for 2024 budget and advocate with staff/council as appropriate.
- Discussion on trying to make actions connect with an emissions ROI, such as “education campaign that aims to electrify X houses will have a reduction of X MTCO_{2e}.”. It was noted that tying actions to direct emissions reductions is a challenge with the data we have and the mechanisms that are available to the Town (zoning, incentives, education, etc.) and we could be limited to focusing on the intention of actions addressing major emitting sectors rather than direct ties
- Use this Planning effort as opportunity to pair Plan launch with implementation
- Valy made a motion to adopt the ‘skeleton’ outline proposal as discussed and with discretion for Meddy to amend as draft Plan progresses. Mandy seconded and the vote passes unanimously (6/0).

OTHER ITEMS:

- Tree Task Force went to Town Council (with Mandy) and outlined with the group is asking regarding the tree ordinance. Due to a misunderstanding, the Council did not have the ordinance in front of them but Kristen feels the presentation was a success in relating the tree ordinance to downtown priorities and sustainability. Cecilia and

the Planning Board chair will look at the current proposed zoning amendments and the ordinance language will go to Council Ordinance Committee. Kristen will also write to inform Sophie. FSAB is available for support as these efforts move forward.

- Mandy will update on the GMRI workshop via email.
- Remaining questions on Streetlight Analysis questions to Meddy. Bob sent around his summary of the analysis.
 - o Meddy to send GPCOG final questions
 - o Publish the final report on website
- Solar amendment on the upcoming Council agenda (Dec 19th)
 - o FSAB to join to listen in and advocate as they are able
- FSAB can plan advocate for full time sustainability coordinator

- **ADJOURN BY 8:00 PM**