



ESSEX ENERGY COMMITTEE

MINUTES, 09.10.2025

In attendance: Will Dodge, Katie Shattuck, Dottie Bergandahl, Geetha Ganeson, Rod Williams, Shawn McNamara, Natalee Braun (via Zoom).

ADMINISTRATIVE

A. Approval of Minutes from 08/25/2025

The minutes were approved unanimously, having been moved by Dottie, seconded by Katie.

B. Vacancies

The committee briefly discussed vacancies and the fact that the upcoming Community Day tabling provided an opportunity to recruit another member on to the Committee.

SUBSTANTIVE

1. Champlain Valley Fair – Final Planning

The Committee debriefed on the Champlain Valley Fair, with the following observations and ideas:

- It was noted that the tabling resulted in at least 474 contacts, with the possibility of more.
- The varying traffic levels on different days was discussed, noting a particularly busy Wednesday and a dead Thursday night.
- There was general agreement on the success of handing out green energy news and coloring books, with some items like Efficiency Vermont postcards starting to run out.
- There was a discussion on the relative effectiveness of postcards and the lack of interest in certain swag items like outlet covers.
- It was observed that many people had already taken energy-saving measures, with a significant portion aware of heat pumps.
- Geetha noted the general increase in awareness and use of heat pumps compared to the previous year.
- Members discussed the challenges some people faced in completing energy-saving projects and the importance of continuing to reach out for help.

KEY ACTION ITEMS & SUGGESTIONS FOR NEXT YEAR:

(a) Will to reach out to Vermont Gas and Efficiency Vermont to provide feedback and suggestions based on the Champlain Valley Fair experience.

(b) Committee to work on designing an additional banner / signage for the booth.

(c) Committee will be prepared to explain to Mr. Quinn next year why it should be acceptable to take down the booth between 8 and 9 pm each night (since only vendors are in the Expo Hall by that point)

(d) Committee to consider ways in which it might be possible to show / present EVs, ebikes, electric tools, car chargers, or the like at the exhibition hall.

2. Community Day Planning

The Committee members discussed logistics and planning for Community Day on Saturday, September 20th at Foster Road Park, with the idea of reusing the materials already prepared for Champlain Valley Fair.

KEY ACTION ITEMS:

(a) Katie to contact Efficiency Vermont to request more postcards and see if they have any other kits or materials to provide.

(b) Will to bring remaining pamphlets to Natalee on Sunday, and contact Button Up.

(c) Katie and Natalee responsible for setup at 9:30ish on September 20th; Dottie and Rod to take second shift and takedown.

(d) Shawn responsible for securing table for the event.

3. Essex Town Energy Plan Status

Will discussed various aspects of the draft Energy Plan, including converting the MWh references and other difficult concepts into simpler numbers for everyone to understand. There was also some discussion that the Planning Commission should handle specific parts of the draft.

KEY ACTION ITEMS:

(a) Will to work on revised draft with converted / supplemented numbers to send around to committee members for review and comment, all to discuss during the October meeting.

4. Essex Active Transportation Plan

Will read the announcement regarding the Essex Town Active Transportation Plan open house scheduled for September 30, 2025 at 5:30pm to 7:00pm in the Essex Middle School Cafeteria. The Committee agreed that ideally one or two representatives would attend, given the Town Plan concerns identified by the Committee relating to bike and pedestrian improvements.

KEY ACTION ITEM:

(a) Will to develop talking points to share with Natalee and Dottie prior to the event.

No other business was brought before the Committee.

Next Meeting: **October 08, 2025 at 7:00pm.**