



**FINAL**

## **Meeting Minutes Alternative Energy Committee**

**TIME:** Wednesday, March 29, 2023, 7:30 pm

**PLACE:** Town of Cohasset Zoom session Special Meeting

**ATTENDEES:**

**Committee Members**

Tanya Bodell (Chair)  
Pat Gooding (Vice-Chair)  
Deborah Cook  
Josh Staunton  
Steve Wenner

**Excused Absences**

Chris Oddleifson  
Mike Schmitt

**Guests**

**Unexcused Absences**

**Town Staff**

**1) CALL TO ORDER AND INTRODUCTIONS**

The meeting was officially called to order at 7:38 pm.

**2) MEETING MINUTES**

There were no meeting minutes to review as this was a special meeting called solely to discuss plans to promote renewable energy for Earth Day.

### **3) DISCUSSION OF MARKETING STRATEGY FOR EARTH DAY MESSAGING**

The purpose in calling for the special meeting was to plan a series of messages about alternative energy for Earth Day.

The Committee decided to work with Justin Shrair, the Town's Communications Director, to create approximately seven short blurbs suitable for social media. Josh agreed to check with Justin to find out how we should format and submit our messages.

Pat Gooding suggested several recent articles for topics. Tanya has slides summarizing the Committee's accomplishments as potential ideas for social media posts. The AEC decided to go with a theme of the importance of electrification to meet Massachusetts' net zero goals.

#### **Action Item:**

<p>Josh agreed to coordinate with Justin on the messages and postings. Debbie agreed to draft content for the seven social media posts with Justin. All to send information to Debbie as needed.</p>
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### **4) ADJOURNMENT**

Pat Gooding made a motion to adjourn, and Steve Wenner seconded. The motion passed unanimously. The meeting ended at 8:24 pm.