

May 22, 2024 6:30 P.M.
SERC Meeting Minutes - Remote Participation

Board Members Present

John Hayes, Chair
Will Winn
Rick Nye
Erin Bonney Casey

City Staff Present:

Stacy Kilb, Sustainability Engagement Coordinator (recorder)
Mary O'Neil, Energy Coach

Absent

Elvis Alvarez
Betsy Frederick
Chris Cantone, Vice Chair

Public:

SATV (recording)

Introductions

City Council Liaison Update (Kyle Davis)

- Please review the leaf blower ban research doc and individually email John Hayes with any comments or changes, so as to avoid running afoul of open meeting law.
- Please send all comments by Wednesday, June 5th. This item will be on the agenda for the June SERC meeting. Kyle Davis will draft language to present to the Public Health, Safety, and Environment Committee.
- The first budget meeting for FY25 was held yesterday (5/21). It will be one of many.

City Updates

Event Recaps & Upcoming Events (Stacy Kilb and John Hayes)

- Review of 2023 “Beverly and Salem Ride (and Drive) Electric Vehicle expo (Sept., Beverly High School)
- Collaboration with Erina Keefe, Sustainability Director of Beverly
 - Some who showcased their EVs had “exhibits” and very detailed information to go along with them. EV cars, trucks, school bus, and Salem police SUV were exhibited with owners available for Q+A, also electric bikes and scooters were shown.
- “Salem Kicks Gas: A North Shore Electric Vehicle Expo,” Sun. April 28th, Salem High School, 1-4PM
 - Successful event with 50+ participants showing 29 cars, 10 e-bikes, 2 scooters, and 2 unicycles. Ride-a longs and test drives were offered in some cars. One was used to power a coffee maker and speaker.
 - 100+ visitors attended. The beautiful weather helped spur attendance.
 - Excellent feedback from exhibitors and visitors was received.
 - Such events are great because they allow people to check out a variety of makes and models all in one place, and they get to talk to real owners about their experiences. We even had a used EV dealership and one person commented that they were thus able to afford a higher end vehicle, that had not even been on their radar when originally shopping for an EV.
 - JHayes presented a PPoint with photos from the above two events as well as from the Living Green Expo.
 - Stacy stated that at least 10 volunteers are required and must commit prior to the Event in order for it to function. Please consider helping out at next year’s Event so we can continue to offer it.
 - The 2025 “Salem Kicks Gas” Drive Electric Earth Month Event will be held on **Sunday, April 27th, from 1-4 PM** at the High School. Please mark your calendars.
 - Volunteers are always needed for events, but the need is especially great for this Event. If you must choose between this and the Living Green Expo, pick this one. Volunteers are most appreciated during setup and during the first part of the event (so from 11:30-3ish).
 - John Hayes volunteered and passed out Vehicle Spec Sheets to exhibitors who did not yet have one. He said this would be easier before the Event opens as the vehicle owners were busy with attendees

after the event began; he encouraged SERC members to assist with this next year.

- Living Green Expo Sat. May 11th, 10AM – 1PM, Old Town Hall
 - 15+ exhibitors and 300-500 visitors attended
 - 1 SERC volunteer (John Hayes) helped at the SRD table for a short time and viewed most vendors thanking them for coming. Additional SERC volunteers are requested, but more to represent the Committee. This is not a heavy lift.

Need for committed volunteers (Stacy Kilb)

- As above

Green Communities 2.0: Climate Leader Communities (Mary O’Neil)

- 2009: Salem becomes DOER Green Community
 - Designation criteria outlined.
- This is a second tier of the program with 5 additional criteria:
 - Must be GC in good standing.
 - Need local committee (SERC).
 - Municipal decarbonization by 2050 (noted in [*Resilient Together Climate Action Plan*](#)).
 - ZEV first-vehicle policy.
 - Currently in development w/Mayor.
 - Specialized Stretch Code Adoption.
- Certification renews every 3 years pending meeting of qualifications.
 - Update decarbonization roadmap.
 - Implement one Community Engagement Climate Leader best practice (SERC will be requested to assist).
- Why do this? Program provides additional grant funding opportunities for:
 - Implementing best practices.
 - Municipal building electrification & decarbonization.
 - On site solar/PV + battery storage.
- Deeper dive into requirements
 - Decarbonization Roadmap.
 - City has been awarded technical assistance w/PowerOptions as facilitator.
 - "Zero Over Time" approach using triggering events, updated every 3 years. Triggering events:

- End of life of HVAC equipment
 - Building renovation
 - Roof replacement
 - Building replacement
- Zero Emission First Vehicle Policy
 - When replacing vehicles, ZEVs are prioritized.
 - Hierarchy:
 - (1) BEV/FCEV (Battery Electric/Fuel Cell Electric Vehicle).
 - (2) PHEV (Plug-in Hybrid Vehicle).
 - (3) HEV (Hybrid Electric Vehicle (i.e., a regular hybrid that you don't plug in, such as a Prius).
 - (4) Most fuel-efficient ICE (Internal Combustion Engine) or alternate fuel.
 - Some instances are exempt, for example Fire and Police Departments where efficient versions of heavy duty or specialized vehicles may not be available.
- Opt-in Specialized code adopted. Check.
- Best Practices in
 - Clean energy and climate policy/planning.
 - Community Engagement – equity considered (SERC's role will be here).
 - Clean transportation and mobility.
- We may not reach the July deadline, so may aim for the end of the year. The amount of funding is TBD.

Guest Speaker: n/a

Old/New Business

John Hayes mentions two events:

- [Sierra Club Offshore Wind Webinar](#) to be held Thursday, May 23rd: Massachusetts is Ready for Offshore Wind: An Introduction. Email sam.lambert@sierraclub.org for a link to the recording.
- [The Department of Public Utilities \("Department"\) Road Show #2, Wed. May 29, 6PM, Salem City Hall Annex](#)

Draft mission statement

- Should Salem have its own volunteer "Green Salem" organization or tie into Green Beverly? "Draft on" to that organization, rather than forming a whole new

Green Salem nonprofit? What would the overlap be with SERC vs. a Green Salem organization?

- JHayes presented a short PPoint with the mission statements for both SERC and for the Sustainability and Resiliency Department; his PPoint included possible considerations for a revised SERC mission statement.
 - Merits and “fairness” of this idea are discussed but a general consensus was reached to pursue revising the Mission Statement of SERC in light of the city’s new Sustainability and Resiliency Department.
 - There is also a “[Green Cambridge](#) ” for reference, but this is more about urban agriculture.
- SERC member homework: Research similar committees in other communities so as not to reinvent the wheel. Assignments:
 - [Amherst Energy & Climate Action Committee](#): John Hayes
 - [Beverly Clean Energy Advisory Committee](#): Erin Casey
 - [Swampscott Renewable Energy Committee](#): Will Winn (note that this is different from their Climate Action Plan Committee, which lead the development of their Climate Action Plan so is not equivalent or similar to SERC)
 - [Gloucester Clean Energy Commission](#): Rick Nye (not to be confused with the “Clean City Commission,” which is more like Salem’s Beautification Committee.)
 - Not assigned, but Ipswich has a [Climate Resiliency Committee](#) and [ReSource Ipswich](#), which helps residents plan for decarbonization (Ipswich has its own Electric Light Department)
- Stacy will email the SRD and SERC mission statements, and members will mark them up separately for Stacy to consolidate.

Elvis has been requested to resign. He was going to attend this meeting but did not and will submit an email.

Public Comment - None

Approve Meeting Minutes – February 28 and April 24, 2024 minutes

- *A motion to approve both sets of minutes, with minor edits, is made by Rick Nye, seconded by Erin Casey, and passes 4-0.*

John Hayes	Yes
Erin Casey	Yes
William Winn	Yes

Rick Nye	Yes
Betsy Frederick	Absent
Chris Cantone	Absent
Elvis Alvarez	Absent

Upcoming City Committee Meetings

Agendas can be found at: <https://www.salemma.gov/minutes-and-agendas>

Salem Food Policy Council: First Monday of the month, 6/3/24, 6:00PM

Recycling Committee: First Tuesday of the month, 6/4/24, 6:30PM

Tree Commission: Third Monday of the month, 6/17/24, 6:00 PM

Conservation Commission: Third Tuesday of the month, 6/18/24, 6:30PM

Adjournment

- *A motion to adjourn is made by Rick Nye, seconded by Will Winn, and passes 4-0.*

John Hayes	Yes
Erin Casey	Yes
William Winn	Yes
Rick Nye	Yes
Betsy Frederick	Absent
Chris Cantone	Absent
Elvis Alvarez	Absent

The meeting ends at 7:47PM

Respectfully Submitted,

Stacy Kilb

Clerk, Sustainability, Energy & Resiliency Committee (SERC)