

**City of Keene**  
**New Hampshire**

**CITIES FOR CLIMATE PROTECTION COMMITTEE**  
**MEETING MINUTES**

**Wednesday, January 7, 2015**

**8:00 AM**

**2nd Floor Conference Rm, City Hall**

**Members Present:**

Thomas Powers, Councilor  
Jennifer Risley  
Robert Kelley  
Dr. Ann Shedd

**Staff Present:**

Karen Purinton, Planning  
Rebecca Landry, IMS

**Others Present:**

**Members Not Present:**

**1. Call to Order**

Vice Chair Kelley called the meeting to order at 8:10 AM.

**2. Roll Call**

Roll call was conducted.

**3. Election of Officers**

Dr. Shedd nominated Ms. Risley for Chair. Councilor Powers seconded the motion, which passed by unanimous vote.

Councilor Powers nominated Mr. Kelley for Vice Chair. Dr. Shedd seconded the motion, which passed by unanimous vote.

**4. November 5, 2014 Meeting Minutes**

Councilor Powers made a motion to approve the meeting minutes of November 5, 2014. Mr. Kelley seconded the motion, which passed by unanimous vote.

**5. MindMixer – Rebecca Landry**

IMS Director/Assistant City Manager Rebecca Landry introduced herself and stated that the City decided to take a one year trial of Mind Mixer, which is a “community voices initiative.” It is an online tool that uses existing social media resources, allowing constituents to sign in through their Facebook, Twitter, etc. account to provide feedback to the City. Mind Mixer gives groups such as the Keene Public Library and Pumpkin Fest the opportunity to increase community engagement. Typically public meetings are not as well attended as in years passed. Online community is more participatory. What people are thinking holds value for the City’s decision making process. The City can post topics and decide how they want to get feedback, such as through a survey, yes-or-no poll, or inviting the public to post images and narrative feedback. The City has not advertised Mind Mixer much yet and is just starting to go live with new topics, which she gave examples of. Ms. Landry continued that Mind Mixer is currently managed by her, another IMS employee, and the City Clerk. More department heads will have the opportunity to do the managing as it grows, but right now all departments have access to it and boards and commissions can use it.

Ms. Purinton stated that she asked Ms. Landry to explain Mind Mixer because the CCP has talked about reaching out to the public more. She continued that the CCP could create questions about

topics such as people's familiarity with the Comprehensive Master Plan (CMP) or which greenhouse gas reductions initiatives people are interested in.

Ms. Landry stated that Mind Mixer has a team of marketing professionals that help tweak the questions to get the most feedback and the type of involvement the City is looking for, which is helpful. She continued that they also have access to other communities across the nation that have asked similar questions for similar topics.

Mr. Kelley asked how the City determines if a person is actually a Keene resident. Ms. Landry replied that a person's social media account would have that information, or the City can ask, or track a person's location through their browser. Mr. Kelley explained how when he moved from Maine to Keene, his Time Warner account still shows his IP as Maine. Ms. Landry replied that they are still getting their feet wet with Mind Mixer, but there is a demographic component, and other communities use it.

Chair Risley asked if other cities or towns in the state are using this. Ms. Landry replied that she does not know.

Dr. Shedd asked if there is a plan for how to get the word out that the City wants people's input via Mind Mixer. Ms. Landry replied yes, they have a public notice ready to go out to local media, radio shows, talk shows, etc. She continued that they will send a notice to people who have subscribed to City mailing lists, and people will share the news with their connections on social media.

Dr. Shedd asked how the City will give the people who are not connected to social media the chance to respond to the same questions. Ms. Landry replied that for the most part, they are not doing anything with Mind Mixer that is not also being discussed in a public meeting format. For example, people can attend meetings regarding the Airport Master Plan Update, instead of going online.

Dr. Shedd asked how the City will make sure to not "lead the witness" and to ask questions that are broad enough to invite broad responses. Ms. Landry replied that that is a critical success factor. She continued that the marketing team is on hand to help the City structure things that way and that is a big reason why they chose Mind Mixer.

## **6. CCP Membership**

Ms. Purinton stated that they need to talk about how to fill the CCP's roster. She continued that they have openings for three regular members, and three alternates. She has ideas about what direction the committee could go in. They had talked in the fall about changing the charge to reflect a more broad scope of activities. But they still have an enormous charge. The City has revamped an internal group they had a few years ago, called the Environmentally Preferable Purchasing Policy (EP3), of people from each department who purchase things, coming together to focus on buying more sustainable products and recycled products, supporting local businesses and those that use environmentally-friendly manufacturing techniques, and so on and so forth. The City used to have "the Green Team," a committee of department heads looking at broader issues of sustainability within the City, but that group is not meeting anymore. There are recent, State-created statutes that talk about energy commissions, which are focused mainly on municipal greenhouse gas emissions. That is part of what the CCP is tasked with. She asked if the CCP would be interested in moving in this direction, and focusing more narrowly on the municipality more than the public. It would be a way to refocus and reconnect.

Dr. Shedd asked if Ms. Purinton is saying the EP3 and Green Team deal only with municipal energy use, whereas the CCP has dealt with the public. Ms. Purinton replied that she was thinking EP3

could give the CCP updates. She does not think the Green Team meets anymore. Ms. Landry replied the Green Team no longer exists. Ms. Purinton replied that she is not suggesting the CCP replace the Green Team. She continued that she is suggesting the CCP focus less on community initiatives and more on the municipality. As per the statute, an energy commission's responsibilities are to provide advice and commentary to the municipality in how to reduce greenhouse gas emissions.

Chair Risley asked if they are already charged with that. Ms. Purinton replied yes. She continued that she cannot remember if it involves community outreach. Ms. Landry shared her tablet so Ms. Purinton could see the text of the statute. Ms. Purinton stated that she will share the link with the CCP so they can all think about whether they want to do this or not. She continued that she is not trying to move them in this direction; it is just an idea.

Dr. Shedd asked what percentage of greenhouse gas emissions are municipal. Ms. Purinton replied one percent or less. Dr. Shedd replied that that means if they narrow their focus to the municipality, it will have minimal impact. She continued that she has enough of a feeling of urgency about climate change issues that she is inclined to say that even if the CCP is understaffed and overworked they need to keep thinking and working as broadly as possible. Maybe they could have a subcommittee for municipal issues, but they have to stay connected to the bigger picture.

Councilor Powers agreed and stated that it is more important for this group to be for the good of the whole community. He continued that he knows that they have been struggling. That statute is well and good but it does not quite fit with Keene's form of government. The word "Commission" implies authority but the CCP has no authority. This whole topic (what the CCP should be doing, and how to be effective) requires discussion, and probably the Mayor needs to be involved.

Chair Risley stated that Ms. Purinton can send them the information about the energy commission statute, but it sounds like a separate issue is talking again at the next meeting about this bigger conversation. Ms. Purinton replied that she talked with the Mayor and he agrees that they need to do something. She continued that she just thought that focusing on the municipality would be one way of drastically narrowing the scope to really take action, but it is a good point that the other 99% is more worthy of their time. It is a huge undertaking, however, that has not been successful recently. It is up to the committee. Yes, they can invite the Mayor for a discussion. Chair Risley replied that she agrees with exploring the idea of a subcommittee focused on municipal energy use, but keeping the focus on the Climate Adaptation Plan (CAP) as well.

Chair Risley stated that the CCP needs four members present in order to hold a meeting, so having even just one more member on the committee would really help for quorum purposes. Councilor Powers replied that CCP members can give Chair Risley any names they can think of, and she can pass those names along to the Mayor. He continued that once the Mayor decides to appoint someone the process is only two weeks.

#### **7. EPA Clean Power Plan Memo Update**

Ms. Purinton stated that the group should have seen a copy of the memorandum that the City Manager was authorized to sign, which went to the EPA in December. She continued that it was received favorably by the City Council, with a unanimous vote.

#### **8. Updates on City Activities of Interest From Committee Liaisons and Staff**

Ms. Purinton reported that the Planning Department has a Facebook page and they are working on promoting it. She continued that if the CCP has anything they want posted on the page, as long as it

is something that furthers the mission of the commission, they can do that – just let her know. She encourages posts that would invite people to comment, rather than one-way sharing.

Chair Risley asked if committee members can be administrators of the Facebook page. Ms. Purinton replied no, just City staff. Chair Risley replied that she is managing six to ten Facebook pages, so she can help promote things, too.

Ms. Purinton asked if the Planning Department’s Facebook page can only “like” pages they are professionally affiliated with, or if they can “like” something like Monadnock Buy Local. Ms. Landry replied that there are considerations to think about, but no official restriction. She continued that they can look into it together.

Dr. Shedd stated that as the committees are starting out their new year, she wonders if it would be helpful for the CCP to send out, to be part of their agenda packets, the portion of the CAP that applies to each committee. She continued that it would be a simple way to keep it in their consciousness. Chair Risley agreed. She continued that she will put something together and send it out to everyone for feedback. They could approve it at the next CCP meeting.

Ms. Purinton reported that the Mayor was asked to give a presentation in Washington in a couple weeks about sustainability issues in Keene, such as how Keene has incorporated sustainability into decision-making processes. She continued that she thinks it will be videotaped so it can go on the website. There will at least be a transcript.

Ms. Purinton reported that there is another webinar this afternoon. She continued that she sent out a list of others that are coming up. They are all free.

#### **9. Letter to the Editor Initiative**

Chair Risley stated that (former CCP Chair) JB Mack sent a letter to the editor about parking issues. She asked if the CCP could send some variation of the EPA memo as a letter to the editor, and if anyone wants to take that on as a mini project. Dr. Shedd replied that she will. Chair Risley replied that they can look at Dr. Shedd’s letter at the next meeting. She asked if there were other topics.

Mr. Kelley asked if there is any coordination, on sustainability or energy issues, between the City of Keene and, say, Keene State College, Cheshire County, or other groups. Ms. Purinton replied that she is not aware of any. She continued that Mary Jensen just left Keene State. The only group she is aware of that data gets shared with is the Planning Commission. But it is a good idea. She does not know if the County or Keene State is looking at it. Mr. Kelley replied that Cheshire Medical would also be good to include – those groups together would take a good swipe at some of the big emitters/big carbon footprints. Ms. Purinton replied that she is not aware of any private or public partnerships to encourage that type of activity. Chair Risley replied that the presidents of the colleges used to meet, but she has not heard anything lately. Councilor Powers stated that Cheshire Medical just converted to natural gas to lower their energy costs and emissions, but it means four or five tractor trailer trucks come from Burlington per day.

Jim Gardner stated that regarding the CMP, there is a step that has not happened yet. He continued that the CMP says that the City’s greenhouse gas emissions goals should be aligned with the State’s goals, but that has not happened. The City’s 1% of greenhouse gas emissions is small. If the desire is to have an 80% reduction for the community, that needs to be documented, and it has not been.

Ms. Purinton replied that 2015 is the City’s last year in the initial 20-year period for reducing greenhouse gas emissions. She continued that at the end of the year they can evaluate the 2015 data

to see if they have met the target, bring the data to the City Council, and look at the next target. This group can advocate. If it is already stated in the CMP, it is very reasonable for this committee to support the 80% reduction. Chair Risley replied that they will put this on next month's agenda. Ms. Purinton added that Mari Brunner, their intern, was great – she helped create a list of what they need to do, a guide, for whoever does it.

Mr. Gardner stated that he suggests some thought be given to this, regarding the letter to the editor initiative. He continued that the memo about the EPA's Clean Power Plan was somewhat misleading.

Chair Risley asked if Ms. Brunner would be interested in joining the CCP. Ms. Purinton replied that she is not sure if Ms. Brunner will be here for three years. She continued that however, she asked her to come to the next meeting to talk about the work she has been doing recently in Peru, so maybe the CCP can talk with her about it then. She will ask her if she is interested in serving.

#### **10. Communications Plan**

Chair Risley stated that Ms. Brunner had advocated for a Communications Plan. Ms. Purinton replied yes, they will leave it on the agenda for when they have the capacity to address it.

#### **11. New or Other Business**

Chair Risley asked for ideas (now or later) for whom to invite to come talk with the CCP. Ms. Purinton suggested two names, of City employees whom she has been working with on the EP3 program. She continued that they could give the CCP an update on that sometime.

Chair Risley asked if the Climate Preparedness Center at Antioch University of New England has a director yet. Ms. Purinton replied that she does not know, and she does not know if it is a physical center in Antioch or just Christa Daniels's office right now. She continued that she could have Ms. Daniels come in again.

#### **12. Next Meeting – February 4, 2015**

#### **13. Adjournment**

The meeting adjourned at 8:56 AM.

Respectfully submitted by  
Britta Reida, Minute-taker

With additional edits by,  
Karen Purinton, Staff Liaison