

EDUCATION COMMITTEE DRAFT MEETING MINUTES

Friday, September 6, 2024 | 8:30 - 9:30 AM

The Nature Conservancy, 159 Waterman St, Providence, RI 02906

With remote participation available via Zoom.



Members in Attendance: Sue AnderBois, Kurt Teichert

Others in Attendance: Steven Chybowski, Katie Critelli, Georgia Cheney, Jack Green, Craig Johnson, Rachel Sholly, Grant Dulgarian, Peter Gill Case (virtual), Kate Venturini Hardesty (virtual), Toby Ast (virtual)

1. Call to Order

Council Member AnderBois called the meeting to order at 8:35 a.m.

2. Vote on Meeting Minutes

Council Member AnderBois motioned to approve the August 5, 2024 Education Committee Meeting Minutes. Council Member Teichert seconded. All in favor, none opposed, and the meeting minutes were approved.

3. Public Awareness Campaign

PivotPath's current campaign ads were presented to the Committee. The team will collaborate with PivotPath to achieve the public awareness campaign goals. PivotPath will present the campaign to the EEC meeting on September 26th. The approved ads will be on a landing page on EEC's website. Ms. Sholly discussed the messaging and target audience as the Committee viewed the current draft of slides. Discussion included credibility, the EEC tagline, and focus groups. It was noted that October is Energy Awareness Month which could provide a nice opportunity to launch the campaign.

4. 2024 URI PIER Lecture Series

Ms. Venturini Hardesty presented on the Plugged into Research Lecture Series. The Committee discussed title options for the events and she discussed the proposed agendas. She let the Committee know that the lectures will be live-streamed on YouTube.

5. EE Education for Legislators

Council Member AnderBois and group met with Seth Handy and discussed the least cost procurement statute and opportunities to educate elected officials on energy efficiency. She said that a general overall education for legislators by members of EEC could be explored.

6. Public Comment

Mr. Dulgarian commented on the bridge construction.

7. Upcoming Meetings

- Friday, October 4th, 8:30-9:30 a.m.
- Friday, November 1st, 8:30-9:30 a.m.
- Friday, December 6th, 8:30-9:30 a.m.

8. Adjournment

Council Member Teichert motioned to adjourn. Council Member AnderBois seconded, and the meeting was adjourned at 9:30 a.m.