

**Climate Change Council (CCC)**  
**Minutes**  
**January 27, 2022**

The meeting was held remotely, was recorded on GoToMeeting, and is available for viewing on Pepperell Community Media.

**Members present:** Bob Cataldo, Renee D'Argento, Sue Edwards, Ken Hartlage, James Scarsdale, Jason Veysey, Jessica Veysey-Powell, Chuck Walkovich.

**Absences:** Beth Faxon

**Guests:** Anthony Beattie

Chair Hartlage convened the meeting at 7:04 PM.

Minutes:               None to review.  
Officer Election:      Deferred to February.

Hartlage reviewed the CCC's Focus Projects for 2022. These include: municipal aggregation, community solar, OSRD review, forest retention, and initiating the Greenhouse Gas inventory for Pepperell.

A discussion about zero-emission building ensued. Can we use an affordable housing project as a pilot project for this? Other towns are trying to establish bylaws to prohibit new construction and major renovations with heating and/or cooking systems that are fossil-fuel based. D'Argento pointed out that a recent court ruling states that towns cannot prohibit these systems under the current state building code. Hartlage pointed out that some towns are pursuing such bylaws under the Home Rule provision. We will watch how this plays out and will make zero-emission building a focus in 2022.

The rest of meeting was devoted to developing a marketing plan to generate awareness of, and support for, the CCC. Edwards led this discussion; starting with several questions.

- How can we bring citizens on-board *and* reach our carbon goals?
- What is our brand? Naturally-beautiful Pepperell? Sustainable Pepperell? Climate Change Council?
- What are some catch phrases that we can use to quickly promote the CCC in public (e.g., community well-being)?

Members discussed individual priorities for the marketing program.

Veysey-Powell: Generate support for CCC action items at Town Meeting; a user-friendly website; rack card with specific actions citizens can take to reduce carbon footprint.

D'Argento: Defining "Sustainable Pepperell"

Scarsdale: Reduce carbon!

Cataldo: Use a multi-step process. Get an early volley of promotion out now to generate interest; including presentations to other committees; follow with other actions in subsequent months.

Veysey: Reduce carbon; keep name as CCC; generate support for town meeting items; focus not on science of climate change, but on opportunities for engagement (e.g., community solar).

D'Argento: We have a broad audience; we need to target our messaging to different stakeholders.

Members discussed how to get youth involved (e.g., a logo competition with prize; engage directly with school administrators).

Beattie suggested the CCC present at schools as part of the curriculum; have a display at the library; request that a "climate change director" be appointed in Pepperell; stage a publicity stunt (e.g., igloo village at Heald St. Orchard).

Edwards and Hartlage then described the MassEnergize website, which is a clearinghouse location for municipalities seeking to promote climate change mitigation and education efforts. The organization that runs the site has much material in the form of templates that Pepperell could use to quickly get a user-friendly website up and running. It provides easy ways to measure individual and collective action on climate change. It would require \$1000 to build out a website and \$450 / year as an annual subscription. If Pepperell participated, our website with MassEnergize would be in addition to the one that the town maintains, but would replace any other outside CCC website.

Hartlage asked whether the CCC should bring a resolution to Fall Town Meeting, asking Pepperell to commit to net-zero emissions by 2050. Other proximate towns have done this.

Veysey asked whether such a resolution would be for the whole town or just the government? And binding or non-binding? Answers: Whole town; non-binding. As consistent with state goals.

Members discussed pros and cons of such a resolution. Pro (Hartlage): it would kick-start a specific climate-action plan with goals. Cons (Veysey): It would take a lot of time to prepare and might fail, distracting us from the meaningful work we're already doing. Pro (Beattie): Even if it failed, it would let us know which stakeholders to target. The question was unresolved.

Edwards returned the conversation to the CCC's immediate next marketing steps. She would like to use a generalized Civic Engagement Night (CEN) about the purpose and activities of the CCC as an organizing focus for our outreach efforts. She received support to draft and execute a plan for a CEN in April, to coincide with Earth Day. Meanwhile, each member will send her the names of 6-9 people who could be useful ambassadors for the CCC by 2/10.

Motion to adjourn: Cataldo; second: D'Argento Voted 7-0 to adjourn at 9:00 pm.