

**WEST PALM BEACH  
SUSTAINABILITY ADVISORY COMMITTEE MEETING  
October 6, 2015  
Approved Minutes**

**Members Present:**

Lew Crampton, Chair  
Stewart Bosley  
Jonathan Jadunandan  
Melissa Parnell  
Jack Rice  
Mark Stempler

**Staff and Commissioners Present:**

Matthew Ferrer  
Scott Kelly  
Suzanne Schluter  
Lauren Thead

**Call to Order/Sign In/Changes to Agenda**

- Meeting was called to order at 4:06 PM.
- *Approval of June 4, meeting minutes was tabled to the next meeting.*

**Opening Remarks**

- New Sustainability Program Coordinator, Lauren Thead, and new Committee Member, Melissa Parnell, were welcomed and brief introductions were given all around.

**New Business**

- Reminder: Ethics Training to be completed by Oct 31
- USGBC Green Government Award – Matt Ferrer
  - The City was awarded the USGBC South Florida Chapter Green Government Award at the GalaVerde – 2015 LEEDership and Green Awards Program. We are very proud of this and thank the SAC for their assistance along the way. The application form will be sent to SAC members for information.
- ICLEI Green Business Challenge Update and Awards Ceremony Breakfast – Matt Ferrer
  - This awards ceremony will be held at the Palm Beach Photographic Centre on October 22, from 7:30 – 9 AM. The results of the year-long challenge for businesses to go green will be announced at the ceremony. SAC members should receive invitations shortly.
- Local Climate Leaders Circle & Paris COP21 – Matt Ferrer & Lauren Thead
  - Local Climate Leaders Circle is a non-profit established through ICLEI – Local Governments for Sustainability, they are sending 12 local leaders from around the country to COP21 in Paris, of which Mayor Muoio is one.
    - Carbon Disclosure Project (CDP) – By joining the Local Climate Leaders Circle we have committed to report our greenhouse gas emissions through the CDP.
    - Community Greenhouse Gas Target – Also part of the Leaders Circle is to develop community greenhouse gas emissions reductions targets and to that end we are working with a contractor, Kim Lundgren Associates. We will be coming to the SAC for expertise and advice regarding this as we move forward.
- Energy Secure Cities & Fleet Assessment – Matt Ferrer
  - We have contracted with Vision Fleet, for them to do a free evaluation of our fleet to assess possibilities for right-sizing and moving to alternative fuels. Mario Guzman, the

Fleet Manager, has already done an assessment and is already making some changes, such as purchasing a bucket truck whose bucket is powered by electricity and the engine does not need to run to support the bucket function saving a lot of emissions. The kickoff meeting for the assessment is scheduled for October 15.

- Marketing Sustainability – City Survey – Matt Ferrer
  - The City did a survey and only 15% knew that the City had a Sustainability Office. What are your thoughts, recommendations to help us increase awareness?
    - Jack Rice mentioned that he actually was called and took the survey. He feels that a lot of the programming efforts are targeting the right groups; businesses, builders, policy makers, etc. and targeting the goals in the Sustainability Action Plan and making greenhouse gas emissions reductions. Perhaps the average resident may not be aware of the City’s sustainability efforts. Maybe more signage, perhaps a hash tag, in areas where residents spend time would be helpful, for example on recycling bins, or bikes, trolleys, etc.
    - Lew Crampton advised more branding and a well thought out media relations assault, including a newspaper and TV, perhaps an interview with the Mayor and align yourselves with a successful event like the GreenMarket.
    - Stewart Bosley recommended using The Now and putting a hash tag on the trolleys. Also start promoting events five weeks out. Simple messages even do a comic book.
    - Jack Rice mentioned making sure everything we do is branded with a sticker or sign.
    - Mark Stempler advised flooding the media with every event or effort.
    - Jonathan Jadunandan advised bringing in the chambers of commerce and local business boards.
- Advisory Committee Schedule for the New Year
  - It was decided that meetings would continue every other month, with the exception of possibly having a meeting in November in order to get the Committee’s input on the community greenhouse gas emissions reduction targets and actions.

### Old Business

- STAR Communities – Lauren Thead
  - STAR Communities is a rating system, similar to LEED for a community except that it’s not just green building, but includes poverty, equality, access, etc. We are targeting a four star certification, five is the highest possible. Erin Deady has been contracted to assist us with the collection of data and the evaluation.
- WaterSmart – Matt Ferrer
  - The contract is in place, kick-off will be at the end of the month. This program will allow residents to visit a dashboard that shows their water consumption and will allow us to get messages to the utility customers on sustainability, water conservation or other City messages deemed appropriate.
- Sustainability Office Updates – Matt Ferrer
  - e4 Home at the Home Show - January 29, 30, 31 at the Palm Beach County Convention Center
  - October 15 – Commission Work Session on Livable Cities: Mayor Muoio and Raphael Clemente from the Downtown Development Authority attended a conference in

Copenhagen to learn more about livable cities and are having a group speak to the Commission here.

- This week is Customer Service Week – Sustainability is partnering with Customer Service to offer free trees to City residents and businesses to celebrate.

### **Public Comments**

- Resident David London mentioned that he attended a Home Show last weekend and heard some interesting things he wants to share:
  - A company that is offering non-chlorine pool service which uses silver and copper ions.
  - An electrical contractor that is offering equipment that works as a power surge protector, saves power, and may even mitigate electromagnetic fields.
  - He had a heavy metals urine test and it came up very high in lead and high in thallium and cesium.
  - He recently heard about Volkswagen and a humidification device which decreased pollution. There is a LEED Gold community being built, but they will still have chlorine pools and smart meters without any mitigation of electromagnetic fields. Jonathan Burgess, former SAC member, with the USGBC is having a workshop on WELL Building Standards, October 15. Information will be sent to SAC members.
  - There are now cell phone apps that can monitor pollution in real time.
- Justin Hosyerad, a solar energy developer, with Vinyasun, located in downtown WPB, previously working in non-profit public service commissions stated that he has a goal of bringing solar installations to low-income homes. He would like to work with the CRA and Sustainability to nominate appropriate homes.

### **Future Meetings**

- Thursday, December 8, 2015, 4-5:30 PM, Mayor's Board Room

### **Adjourn**

- The meeting was adjourned at 5:20 PM.