

MEETING MINUTES
Stow Green Advisory Committee (GAC) Thursday,
March 28, 2024
Stow Town Building, 2nd Floor Whitney Room
380 Great Road, Stow, MA

Committee Members Attending:

Sharon Brownfield – Vice Chair, John Colonna-Romano (JCR) – Planning Board, Dave Korn – Resident at Large, Andy Crosby - ZBA

Residents: None

Zoom Attendees: Arnie Epstein – Committee Chair

Absent: John Sangermano, Hector Constantzos

Minutes:

1. Call to Order

Arnie Epstein calls meeting to order at 7:14
Meeting represents a quorum

2. Minute taker for the meeting

Dave Korn volunteered to take minutes for the meeting

3. Residents' Items

No residents in attendance, No residents' items.

4. Review of minutes from March 14, 2024

Draft meeting minutes were reviewed and approved by the board

5. Review CAP Design

Bonnie Katz PK Design

- Bonnie shared the screen with the committee.
- Will show three sections to talk us through the thoughts behind the design.
- Showed Call to Action Page
- Two column format
- Noted that our text was footnote heavy and did not lend itself to a heavy graphic treatment. Also noted that our text was clear and lent itself to this approach.
- Used a 5 color pallet for the 5 sectors. The colors match the icons. Color bar at the top.
- Font is open source (free) [Archivo]. San serif font. ¹ It is a google font with a large number of weights yielding flexibility.

¹ Archivo is a grotesque sans serif typeface family originally designed for highlights and headlines. This family is reminiscent of late nineteenth century American typefaces. The technical and aesthetic characteristics of the font are both crafted for high performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages. Archivo has been upgraded to a variable font in 2021. The weight and width axes allow a wide variety of

- The introduction text color is a sixth color in the pallet.
- Images are located throughout.
- Tables are banded color in the early section.
- Box articles use a rounded corner box and a round title block.
- Colors in the pie charts are the pallet but are not linked to the icons in all cases.
- Used InDesign software and the infographics are Illustrator.
- Files being shown are EPS files, but native files are .AI [Adobe Illustrator Files]
- Major edits in the future will require the Adobe Suite.
- Plan at a glance introduces the five icons.
- Each section has a color banner and the associated icon to start. The banner is not always continued but it is used for headers like the goal.
- One option is to add identifiers, as Bonnie calls a bread crumb, to let the reader in on what section they are in.
- Dave offered an idea to have the footer include a mini banner that covered the footer title and page number.
- Bonnie Katz countered with putting a color icon opposite the page number on each page.
- Second example of a climate snapshot with a rounded corner box.
- Each section has a goal, a climate baseline.
- Actions to date are encapsulated in a colorized two column text box.
- Priority actions and indicators of success are currently orange and green but could instead follow the more basic colors in the actions to date.
- Discussion around titles, do we include the "Outline" in the outline sections?
- The tables in the Action sections will follow the icon colors.

Q&A:

- Arnie Epstein indicated he thought it looked great.
- Dave indicated that he liked it.
- Bonnie Katz asked that the letter be a separate file to increase the resolution quality.
- Discussion around Kathy Sferra's photos. We will add credits.
- Discussion about crediting and captioning the solar farm.
- Discussion about table format and whether to keep banding to both outline and action plan sections. Mixed opinions but majority liked banding throughout.
- Reviewed other Towns' plans for comparison.
- Arnie Epstein noted that the work thus far was "amazing".

Sharon Brownfield brought up open meeting law considerations.

- Committee agreed to look at the sample in the meeting folder. This folder is publicly available.

Arnie Epstein brought up timeline.

- He asked Bonnie Katz if she could produce a version by May 9th. Bonnie Katz responded that if we gave feedback by next week 4/4/24, then Bonnie Katz could present material at the next meeting on April 11th. We agreed that comments need to get to Sharon by 4/2/24.

styles, from Thin to Black and from ExtraCondensed to Expanded.

<https://fonts.google.com/specimen/Archivo/about>

- Page icon and color treatment for identifying sections. Bonnie Katz will give examples.
- Bonnie Katz discussed the power of layout software versus Word and noted how well it can work.
- Bonnie gave us a tour of other plans and discussed use of photos, graphics
- Sharon Brownfield noted that she liked the approach of the Cambridge plan
- Bonnie noted the use of a watermark icon in the lower right of each page.
- Discussion of where to place the Town Seal.
- May need more photos and need to complete acknowledgements.
- Sharon Brownfield closed out the conversation.

6. SGAC budget:

Arnie Epstein reviewed funds appropriated in 2022 and 2023. Sharon Brownfield noted that the budget item for BK might be incorrect.

Arnie Epstein asked if we needed to ask for more funds. We show a budget of \$21,000 before any corrections.

We agreed not to ask for more funding FY25.

- Dave Korn motioned that we ask for no funds.
- Sharon Brownfield seconded the motion.
- Unanimous vote to seek no additional funding for FY25.

7. Green Communities

Arnie introduced the Green Communities 2.0 (Climate Leader Communities), a new classification offered by the MA DOER (Department of Environmental Resources).

- 291 Green communities to date in Massachusetts.
- Stow is now a specially designated Green Community.
- New category: Climate Leader Communities now offered by DOER.
- Arnie Epstein stated that he would like Stow to be among the first to achieve this category.

Several requirements:

- Must be an existing Green Community in “good standing”
- Establish/maintain a local committee to advise, coordinate, and/or lead clean energy and climate activities
- Commit to municipal decarbonization by 2050 and formulate a roadmap for implementation
- ZEV-First vehicle policy
- Specialized Stretch Code Adoption

Arnie Epstein referred us to a slide set in the meeting notes that outline requirements for CLC.

Dave questioned which requirements might lead to the largest push back

Arnie mentioned that we could include the schools or not.

We went over the ZEV requirements

The committee discussed beyond practical exemptions what the requirements are for a financial exemption, (i.e., at what point is an additional expense impractical).

Andy Crosby asked about deadlines. Discussion around deadline of April 12, and when we can next apply.

Arnie Epstein noted that submitting on the 12th would not yet commit us to action.

Arnie will submit an application for technical assistance for the road map. He will look for more information on requirements and benefits to the CLC designation.

8. Motion to adjourn ~9:15

Sharon Brownfield: motion to adjourn

Andy: second

Unanimous vote to adjourn.