

CBJ Commission on Sustainability
Outreach Committee Meeting
March 14, 2008 Noon, Airport Projects Office

In Attendance: Catherine Fritz, Eva Varadi Bornstein, Sally Schlichting, Jamie Karnik

Meeting Minutes

1. Web Site Ready to Go Live next week - Hurray! Great job, everyone. Sally reminded everyone to construct their personal profiles. Catherine will add some links to the Built Environment section. To get blog discussions started, Sally agreed to post a "What's Your Idea" section and have the first question be along the lines of "What does Sustainable Juneau mean to You? Jamie will set up a gmail account so when questions or requests for info come from the web site, they can be channeled to all Outreach members for response.
2. Earth Day Event Planning: The Commission has approved participating in the 2008 Earth Day Event at the Mendenhall Glacier Visitors Center on April 19, 2008. The theme of our table will be "Things You Can Do Today to Make a Difference." A 5 ft. table will be provided. The Built Environment Committee agreed to help – they will focus on "Things You Can Do in Your Home Today to Make a Difference." Dan Miller will attend the event and will bring a mock-up of an energy efficient exterior wall system. The BE Committee is also contacting Gayle Wood at AELP to see if they are participating and possibly borrow some electricity conservation props if they are not using them. The Outreach Committee would like to have a kid-activity. Catherine agreed to see if something could be developed relating to planting a seed with interested kids. Need to be aware of potential mess in the visitors center – Catherine will think of a back-up activity, too.
3. Regular column in newspapers: Jamie reported the Capital City Weekly has hired a new editor and that he will contact the editor to see if they would be interested in a regular column or ongoing articles about sustainability issues.
4. "My Turn" article for Juneau Empire: The Commission reviewed and discussed Sally's My Turn draft at the March 5 meeting. Everyone was pleased to see it published in the Empire on Sunday, March 9, 2008.
5. Summer Farmer's Market: Eva presented the idea of having a Saturday event in late summer that would celebrate peoples' efforts to use local food sources. The Outreach committee fully supports the idea and will take it to the next Commission meeting for approval. Eva will check with Juneau Arts & Humanities Council to see if their facility would be available for sometime in August, then we will begin planning.
6. Recognition Program: Eva agreed to follow up with Maria to see if she has spoken with the Mayor and developed some recommendations on how to have a meaningful awards/recognition program for individuals, groups, and/or businesses that are embracing sustainability principles.
7. Next Meeting: Will be held **Monday, March 31, 2008 at noon at the Silverbow Back Room**. Catherine will notify the Clerk's office to advertise.

Respectfully submitted,

Catherine Fritz
March 20, 2008