



**ESB Earth Day/Green Expo Event Subcommittee Meeting
Minutes 11/18/22**

10:30 am

Members:

Ann Twiggs, Chair Virginia Tegel
Anthony Baltiero Geri Conley
Pam Torlina
BJ Ramer
Carlos Ruiz de Quevedo
Elle Travis
Trinity Presbyterian Church Rep.*
Mountain True**

**Enrique Sanchez

*Katie Cilluffo

Statement of goal - Celebrate and Promote Environmental Education, Inspire Action, Renew and expand commitments to protect our planet

Welcome /Introductions:

The meeting was called to order at 10:35AM. Chair Ann Twiggs went over the goal of the subcommittee as listed above. The Chair asked for a volunteer to take minutes for the subcommittee meetings. ESB member, Anthony Baltiero, volunteered to take the minutes for this and subsequent subcommittee meetings.

A roll call was taken and brief introductions were given for the attending subcommittee members as follows:

Virginia Tegel representing the ESB

Anthony Baltiero representing the ESB and Blue Ridge Community College Library Director

Pam Torlina representing Conserving Carolina

Katie Cilluffo representing Earth Cary Ministry at Trinity Presbyterian Church with a background in performing arts

BJ Ramer representing the Aquarium & Shark Lab by Team ECCO and downtown businesses

Geri Conley representing the ESB

Carlos Ruiz de Quevedo representing Blue Ridge EV Club

Elle Travis, author and representing Caregivers of Mother Earth and multiple local environmental/sustainability efforts

Enrique Sanchez representing Earth Caring Ministry at Trinity Presbyterian Church
Ann Twiggs, Subcommittee Chair and representing the ESB

Provide Meeting Times:

After a brief discussion the subcommittee decided to meet on Friday mornings at 10:30AM at the City Operations Center (specific rooms dependent on availability). The group decided to meet **once in December on the 16th, twice in January on the 13th & 27th, twice in February on the 10th & 24th, thrice in March on the 10th, 24th and 31st and thrice in April on the 7th, 14th, and 21st (event held on the 22nd)**. The group agreed that some of the meetings can be held via Zoom to accommodate such a large subcommittee. Katie offered Trinity Church space as an alternative location, if needed.

Anthony offered space at the BRCC Library, as well. Carlos mentioned that he would be traveling and in Florida for the January meetings. Pam said that she won't be able to attend the December meeting.

Background info/Application

A. Chair Twiggs provided background information for the event noting that the event is sponsored by the City of Hendersonville and the Environmental Sustainability Board. The ESB Board has a small budget and the Board decided to put some of the budget toward this event. **(note added by Chair Twiggs - City Council must formally approve the event at the 5:45 pm City Council meeting on Dec. 1st.)**

B. The event application was submitted to the Community Development Department City of Hendersonville, Downtown Division on Tuesday 11/15/2022 and the event time has been changed from 9:00AM - 2:00PM to 10:00AM - 3:00PM. The event will take place on Saturday, April 22nd 2023. The predominant location of the event is on Main Street from 4th Street to 6th Street. Chair Twiggs noted that the event could request an additional block of space, if needed. There will be EVs on 5th Street to the King Street parking garage. The group suggested using the City's restrooms, if possible.

C. The event is specifically for exhibitions and education. There are no sales at the event. There will not be any food trucks or stalls at the event, either. BJ noted that there will be plenty of eating options downtown during the event. Katie said to suggest to local restaurants to not give out any disposable service items during the event to promote sustainability. The conversation shifted to the idea of including a composting element to the event. Gerri noted that compost waste can only be disposed of at the proper facilities. Some groups were mentioned that may be able to come and pick up the compost waste, including Atlas Organics and Danny's Dumpster out of Asheville. Enrique suggested having composting bins outside of local downtown restaurants and businesses now as a way to promote the event and composting.

D. Car removal (by police) will take place 6:00AM -8:00AM on the day of the event. Exhibitor setup will follow from 8:00AM - 10:00AM leading into the start of the event.

E. Primary City contacts for the event include the Downtown Advisory Board via Downtown Manager, Jamie Carpenter, and Downtown Event Coordinator, Terrye Jacobs.

List of partners/possible co-sponsors

Chair Twiggs briefly discussed the following list of current sponsors and potential sponsors

- Conserving Carolina - Pam Torlina
- Mountain True - Enrique Sanchez/Nancy Diaz
- Earth Caring Ministry at Trinity Presbyterian Church - Creation Care Alliance - Enrique Sanchez/Cindy Ann Bowers, Katie Culluffo
- Caregivers of Mother Earth - Ellie Travis
- Team Ecco - Aquarium and Shark Lab - BJ Ramer
- Blue Ridge Car Club - Land of Sky, Carlos Ruiz de Quevedo
- BRCC - Anthony Baltiero

Roles for subcommittee members

A lengthy discussion was had amongst the group regarding the roles for the subcommittee members.

Lead roles:

- A. **Exhibitors lead** - The Chair asked if Pam Tolina would take the exhibitor lead role. Pam agreed.
- B. **Entertainment lead** - Katie Culloffo (strong performing arts background) to manage lectures, musicians etc, emcee. **Enrique** suggested contacting local Asheville singer, John Perkins, about performing at the event. **Chair Twiggs** will assist with entertainment\lectures. BJ noted that the 500 block of Main Street is full of interactive fun for all ages.
- C. **Media Relations leads** - Pam Torlina & Katie Culloffo Katie asked if there was an advertising budget and noted that she can also help with graphic design for the event. The Chair said that there is a small budget for advertisement. It was mentioned that the event would need a simple informative website, linked through the City's website, and all of the pertinent social media outlets. It was also noted to be careful not to over advertise and the event be too big to handle. The **Chair said that she will consult with City staff** on the issues of a website and overall advertising.
- D. **Volunteers lead** - BJ Ramer will provide them for her portion of the event. Pam Torlina stated she had many volunteers to call on to assist her. Carlos noted that the Blue Ridge EV Club already has volunteers on 5th Street. **Virginia Tegel** volunteered to help Pam manage organizing the rest of the event volunteers. It was decided that volunteers should not be in charge of any EMT services and that professional EMT services need to be on site. **Chair Twiggs** will work with the City on this.
- E. **Main Street Business Contacts lead** -Elle Travis, Geri Conley and BJ Ramer. **Chair Twiggs** will ask Councilwoman Simpson to assist
- F. **Schematics lead** - Chair Twiggs - The group discussed creating a schematic for the event to get a better understanding of volunteer needs and available space for vendors/exhibitors.

Exhibitors - Pam Torlina Overall Lead

- **EV** - Carlos will take the lead on EV exhibitors and wants to include other types of EVs including farm equipment and buses. Pam suggested that Carlos contact Steve O'Neill about a portable educational classroom that he built and to contact Earthshine Nature Programs out of Brevard as a general exhibitor.
- **Recycling & Plastics** - Geri will take the lead on exhibitors with help from Amy Schmidt from the County.

- **Eco Tour** – Virginia, Carlos & Enrique will take the lead on setting up an eco-tour for the event. Enrique suggested to do some sort of “passport” element to the tour where people receive a stamp or the like for each stop on the tour. Suggestions for the tour include the Green building on Church Street, homeowners with solar panels and to contact Stullar Power Solutions, and Sugar Hollow as exhibitors.
- **Compost exhibitor** - Katie discussed options including Compost Now out of Asheville. They would expand their services to Hendersonville with enough support shown. Virginia mentioned the ESB's efforts of creating a self-contained composting unit that could be on display at City locations.
- **Native Landscape/Rain Garden** - Elle will take the lead on.
- **Sustainable Agriculture** - Elle and Chair Twiggs will take the lead on exhibitors. Suggestions were made to contact Living Web Farms, Tower Gardens, and to explore permaculture, mushroom growing, and hydroponics.
- **Water Quality** exhibitors, BJ suggested displaying trash collected from the local Trash Trouts.
- **Fast Fashion** - Katie and Chair Twiggs will take the lead on exhibitors and attempt to organize a fashion show from donated/used clothing. Goodwill was mentioned.
- **Upcycle challenge** - Katie had an idea of creating an where contestants get a mystery upcycle item and have a limited amount of time to make a piece of art using the mystery item. There can also be an art show of upcycled items. It was suggested to reach out to the Boys & Girls club and Hendersonville Art League.

The Discussion concluded with a list of additional suggested exhibitors/groups to contact

- Bee City
 - Soil and Water Conservation Station
 - Greenworks
 - Mineral & Lapidary Museum
 - Tree Board
 - Homeschool Groups
 - Future Farmers of America (FFA)

Chair Twiggs suggested doing something to appeal to traditional farmers and to provide demos and talks before adjourning the meeting.

Meeting Adjourned: 12:00PM

Minutes prepared by Anthony Baltiero of the Hendersonville Environmental Sustainability Board Submitted 11/21/2022 at 1:00PM

Minutes condensed and arranged by Chair Twiggs