

ESB Earth Day/Green Expo Subcommittee Meeting

January 13, 2023

Minutes

1. Present – Ann, Carlos, Enrique, Virginia, Elle (on zoom)
2. Absent- Pam Torlina, BJ Ramer, Geri, Kathie, Anthony
3. Accepted minutes of last meeting
4. Ann Twiggs – Chair update
 - a. Use Google docs - Virginia will provide training as needed
 - b. ESB/Sponsors limitations
 - c. Need for Budget presented at next ESB meeting
5. Vendors: no exhibitor fee, use of electricity \$25., find sponsor for volunteer t-shirts
6. Media/Advertising budget (25 min) - Pam and Ann
7. digital \$1500 approx, Facebook, print banner, posters
8. Summit Marketing - Ann and Carlos will meet with Sara to devise media plan
9. Sponsors - partners can serve as fiscal agent, Ann will ask Friends of Downtown, Nancy will ask Mountain True
10. Henderson County - Waste Management Amy Schmitte - Henderson County Solid Waste. It was suggested that we add a “hard to recycle” collection event to go along with the Hendo Earth Fest
11. Trinity Lutheran booth with provide alternative choices
 - a. Entertainment
 - b. Lectures - Ann, Nancy - Suggested topics - Home energy efficiency steps and tax credits for, Federal grants/ loans for rural agriculture and small businesses,
 - c. Retail store notifications - Elle
 - d. Media/Advertising - Ann
12. Ann will send corrected new letter to exhibitors and track respondents
13. Adjourn until next meeting on January 27, 2023