

## Melrose Energy Fair Notes

The Melrose Energy Commission November 20<sup>th</sup> meeting discussed the 2008 Energy Fair with an eye to planning for the 2009 Melrose Energy Fair.

The fair was considered to be well attended. The speakers were very good. In order to get more people in the main hall, may want to rethink timing of presentations.

Several items were noted for next year's planning:

1. Two dates were proposed for next year's Energy Fair: November 7 or 14<sup>th</sup>. Someone was to call City Hall and see which dates Memorial Hall had available and book one of these dates.
2. Need to contact Public Works to get banner put over Main Street for the Energy Fair
3. Need to have small banner for the MEC table (look for sponsor for this also- The Tee Shirt Co.
4. Would be nice to have "sandwich board" out somewhere for this fair and then outside the hall on fair day.
5. Vendor List: Ellen has a list of vendors that attended and that could not make it.
  - a. Contact Chamber of Commerce to see if we could get more local vendors to participate. (781) 665-3033, *Joanne Schamberg, President*
  - b. Charge vendors for a table so we did not have to depend completely on NStar/National Grid: Could even have "Platinum Gold Silver" sponsorship levels.
  - c. Challenge vendors to have a satisfied client experience (and that client) attend in some way.
6. Advance Publicity:
  - a. Also connected to Chamber of Commerce is application to have a booth at the Victorian Faire: this year a booth cost \$160. Must investigate funding for this.
  - b. Newspaper articles: Done well this year and should be repeated.
  - c. Posters in stores
  - d. Any way to get this on Cable TV
  - e. Outreach to schools, Girl Scouts, Boy Scouts, Cub Scouts, LWV of Melrose, and Garden Clubs?
7. Ideas for Fair:
  - a. Have a sandwich board with directory and directions at entrance/exits so people can choose where to go more easily
  - b. Promote Mass Save energy audits
  - c. Schedule talks for right before the fair starts to keep people from having to choose to attend talk/go to fair. 45 minute presentations.
  - d. Equipment needed for this: power strips, extension cords, magic markers, name tags, projector and screen, standard sign for each vendor in same place for clarity. Scotch tape
  - e. DECAF coffee as well as regular. Should we have more food? Placement of food to encourage circulation
  - f. Children's Activities for younger ages (build a wind tower/generator/line/electric car.- get more ideas)