

Sierra Club of Pennsylvania, Southeastern PA Group Executive Committee Meeting

March 9, 2016

Meeting held at CityCoHo, 2401 Walnut Street

ExCom Members Attending: Bill Brainerd, Jim Wylie, John Butler, Dave Moscatello, Prasad Ramnath, Gerald Brown

Attending by Phone: Mike Hoppus, Pat Beudet

Other Members Attending: Gary Lytle, Karen Melton, Justin Wass

ExCom Members Absent: Anne Lovett, Dennis Winters, Mathew Himmelein

The Meeting was called to order by Jim Wylie at 6:45.

Secretary:

Treasurer: (Dennis) The balance last month was \$1,001.27. Expenses were CityCoHo rent was \$200 and the bank charge was \$5.00 The current balance is \$796.27. The calendar bill of \$465.76 is still outstanding. If I pay it and the full amount of the April rent, we will be down to \$130.51.

Standing Committee Reports

Conservation Committee: (Jim Wylie)

Future Energy (Dave Moscatello)

Attended Green Justice Philly (GJP) Coordinating Committee meeting Friday February 26, 2016

GJP focusing on blocking refinery expansion based on air quality rules through AMS permit; also pushing for more air quality monitoring near refinery, and to monitor benzene (a known carcinogen). GJP opposes LNG/NGL infrastructure at Southport Port expansion, encourage attendance at PRPA Public Event at 1301 S. Columbus Blvd. (by Pier 70) on Wednesday 3/9/16, 6 - 8 pm, meet at 5:30 pm.

Pipelines (Jim) Pipeline Forum planned for Mar 10 with guest speakers: Lynda Farrell (Pipeline Safety Coalition), Eric Friedman (affected Delco resident), Justin Wasser (SC Dirty Fuels). Lynda is being paid an honorarium (\$350) from our pipeline grants (\$1000). Local legislators/candidates or their reps are expected to be there and hopefully a large turnout of SC members. We will also promote Sierra Club activities and solicit volunteers.

Elcon (Jim) I attended the required public hearing for the proposed hazardous liquids recycling plan just 1 mile from the Delaware River and close to densely populated areas. It was very contentious – about 70% of the attendees were local residents against the plant and 30% labor union reps in favor of the increased job opportunities. Two local organizers have asked for Sierra Club to get involved – contacting both the PA and NJ Chapters. I have been open to helping with organized Sierra Club members, but an email blast and discussions with these groups has not resulted in any SC members approaching me. I have offered to put something on our website and consider articles for our newsletters. One group has requested that Sierra Club (PA and NJ), Clean Air Council and Delaware River Keepers share expenses for a billboard on 95 in Bucks Co. About \$11,000 total. Again, I want to see some SC members get organized.

Volunteer Training (Jim) I've been working with Tom Torres to define and schedule a training session for conservation cmtte volunteers. We are currently looking at mid-May for this, thinking that we will get some further volunteers at our several planned events in March and April.

Newsletter/Communications: (Pat Beudet)

The online newsletter will be distributed on March 9. If you do not receive these e-mails, you can read the newsletter online at the SPG website.

I want to acknowledge the contributors for their fine work. We have Pat and Sue to thank for the CPP article, Karen for an update on consumer savings on solar energy; and Prasad for his Volunteer Profile of Peggy Hartzel from Chester County and a book review of Dark Money by Jane Mayer. And of course Jim for his design savvy.....every story has a picture and every picture has a story. Can't beat that. Enjoy!

If anyone would like to recommend a book on the environment and is willing to write 500 word or so review, please let Pat know at pbeaudet@juno.com. I'd like to make this a regular feature. Likewise for Volunteer Profile.

Social Media Report – Mat

Last month I reported that I would be conducting a test run of paid promotions on the SPG Facebook page. The results were amazing. With a \$15 ad buy over the course of 7 days promoting the Vox article about contaminated pipe systems in dozens of cities around the country with Flint as the primer. Flint MI has it's drinking water system switched to a known corrosive river in town by the Republican Gov Snyder 's appointed Emergency Manager. He canceled democracy in our country to save money...and the outcome is just horrible. More to come in certain.

The article reached almost 3000 people with its paid outreach, but a staggering 4000 saw the post organically, meaning the post was getting such good readership that Facebook's algorithm made it come up in thousands of peoples feeds. And 250 people actually clicked on the link, by far THE most viewed post by a factor of 100.

A screenshot a portion of the data page is attached below.

Imagine if we spent just \$5 boosting the important posts on our page and the fact that we can choose our audience, (in this case I chose nonprofits, people with cause, and folks in the tri state area) we could see our post reach out do anything we've posted before. Therefore it is my conclusion that we should boost posts more regularly, and also out aside a small budget for such purposes going forward. A modest amount per quarter, say \$50, totaling \$200 annually for propagating our important events, hikes, annual holiday celebration, and the like.



Education Committee: (Bill Brainerd)

Nomination Committee: (Bill Brainerd, Karen Melton)

Sierra Club Endorsement Process

- Participation: members, others invited
- 5 Days of in person interviews
- 100's of phone calls
- State/Federal form for every endorsee
- Criteria
 - a. environmental records of candidate and opponent(s)
 - b. responses to questionnaire
 - c. viability of candidate
 - d. personal interview
- Incumbent environmental heroes (reviewed in Feb)

The Sierra Club endorses these incumbents:

US Congress

001 Bob Brady, North and south Philadelphia, southern Delaware County

013 Brendan Boyle, Northeast Philadelphia, Upper Montgomery County

PA Senate

007 Vincent Hughes, West Philadelphia above Market Street, Upper Darby

017 Daylin Leach, Upper and Lower Merion, Haverford, Radnor, Norristown

019 Andy Dinniman, Eastern Chester County

PA House

070 Matt Bradford, Norristown, Worcester, Lower Salford

141 Tina Davis, Bristol, Pendell

148 Mary Jo Daley, Narberth, Lower Merion, Whitemarsh

149 Tim Briggs, Upper and Lower Merion

154 Steve McCarter, Jenkintown, Cheltenham, Springfield

161 Leanne Krueger-Braneky, Swarthmore, Nether, Brookhaven, Aston

166 Greg Vitali, Lower Merion, Haverford, Bryn Mawr, Villanova, Wayne

175 Mike O'Brien, Penn's Landing and environs

185 Maria Donatucci, Southwest Philadelphia, Darby

188 James Roebuck, University City

194 Pam DeLissio, Manayunk, Lower Merion

195 Donna Bullock, Mantua to Strawberry Mansion

198 Rosita Youngblood, Germantown to Broad Street

The Sierra Club endorses these non-incumbents:

PA Senate

009 Marty Molloy, Southern Delaware and Chester Counties

PA House

145 Vera Cole, Far northern Bucks County

150 Linda Weaver, Norristown to Trappe

163 Barbarann Keffer, Drexel Hill, Lansdowne, Aldan, Clifton Heights

165 Elaine Schaefer, Radnor, Marple, Springfield

192 Lynwood Savage, Overbrook to Market street along City Avenue.

Old Business

Tabling (Jim) 4 tabling events planned and mostly staffed: March 12/13 at Mom's Organic Market in Bryn Mawr, Apr 21 at Villanova Earth Day, Apr 30 at NarbEarth Day and Apr 22 in various places in Phila Cleanup Day (needs more planning). Mat is preparing materials.

Clean Power Plan (Jim) There was an op-ed in the Inq from an attorney in Missouri suggesting that PA is foolish to continue with planning for the Clean Power Plan objectives in light of the Supreme Court ruling to suspend the requirements of states to respond to the EPA with their individual plans until the Supreme Courts ultimately rules on the CPP. I commented on Philly.com and encouraged others to do the same via the Philly-climate-action-network group (Gary's dist list). Many did, including Mark Schmerling, who also wrote a LTE.

New Business

Announcements:

Meeting Call-in Number:

1-866-501-6174, PIN is 1004100#.