

Environmental Sustainability Committee June 12, 2025 Meeting Minutes

Members Present: Dan Fogel, Rich Sampson, Dana Hicks, Anne Marie O'Neill, Tim Sanborn, Jeremy Shook, Diane McLaine, Trisha Knight, Natalie Paavola

Members Absent: Priya Jayaram

Commissioners: Mayor Pro Tem Jennifer Hunt (board liaison)

Staff: Bobby Williams, Assistant Town Manager (staff liaison)

Chair Jeremy Shook called meeting to order (3:32).

Approval of June 2025 Minutes – Dan Fogel made motion to approve, seconded by Diane McLaine O'Neill. Motion carried unanimously.

Shook reviewed the agenda and it was noted that going forward “New Business” would just be shown as “Business” on future agendas.

No Agenda Changes

Public Comments were given by one speaker.

Resident Heiner Dornburg spoke to committee about concerns about NCDOT's tree trimming and the extent to which they've been cut along Beatties Ford Road. He urged the town to seek other opportunities to protect trees and protect other roads from the type of pruning experienced in recent months along Beatties Ford Road and questioned whether they were following their own standards in how they were cut. He also shared a handout showing photos and some other information about the benefits of trees.

Staff shared the contact number for NCDOT maintenance with the resident.

Chair Shook suggested Mr Dornburg connect with Diane McLaine related to environment and infrastructure goals.

Next, Megan Upchurch with Centralina Regional Council and Kevin Sweet with RENU presented information about the Solarize NC program. See attached presentation. The goal of the program is to offer options for solar to interested residents through an opportunity that will reduce the rate to customers based on the more customers participating. The program would offer turn key installation through RENU as the vendor and as part of program development, a vendor was selected from a public procurement process to help expedite the process. Some concern was expressed by ESC members that only one company was chosen to do installs.

They also shared that recent federal law changes will sunset federal solar tax credits at the end of the year and all solar installed or placed into service by the end of the year will still receive the 30% tax credit. Typical solar arrays are \$15 to 20,000 and ROI is 6 to 7 years, including the tax credit.

Centralina’s role in the process is to help promote the program, offer education and oversee the administration and solicitation of the vendor. It was requested to add contact information for both organizations in the minutes.

Megan Upchurch, AICP Senior Regional Planner Director, Centralina Clean Fuels Coalition Centralina Regional Council 704-688-7035 mupchurch@centralina.org	Kevin Sweet Area Sales Manager Renu Energy Solutions 704-525-6767 ksweet@renuenergysolutions.com
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The program has begun and will run through October 31st and it was suggested that those interested should get in by the end of September for December 31 installation.

Next, new member Natalie Paavola introduced herself, sharing her interest and background working in energy services.

COMM Subcommittee Goals

Dan shared updates with the schedule of events and calendar and request for each member to sign up to write a Sustainability Spotlight on a topic related to their area and relevant to Huntersville. These are up to 200 words and should be sent to Dan for final review and he’ll send to the Town’s communications manager for inclusion in the monthly newsletter. Jeremy’s name is on the calendar for this month and suggested that would be a model for others to follow. As names get added for tasks, this gives the ESC a way to track everything all in one calendar.

Motion was made to update communications goal to focus on the Sustainability Spotlight (200 word limit – see spreadsheet attachment). Dan Fogel motioned for approval, seconded by Diane McLaine. Vote passed unanimously.

Also, related to communications and the website, it was noted that the committee/town would need to refine the guard rails for roles of each related to the website as we move forward, looking at options to add things like sidebars with additional links and information in the future, etc.

Tim Sanborn referenced an email he sent (see attached document) with a suggestion for “buckets” of content – Sustainability Bytes, Did You Know..., etc. Request made for members to send along their topics and ideas in respective buckets. Additionally, discussion was had about proposed colors for branding communications from the ESC and playing off Town slogan to “Thrive Here.” He referenced previous experience with the Greenway Commission and Park and Rec adopting colors of green and brown for that group’s efforts. Adding context to colors, looking at earth, water, air, grass, trees, plants, etc. could lend itself to colors like blue, green, brown, etc, with a goal of specific colors and tag line for ESC-related collateral.

See proposed color palette below:

Huntersville Environmental Sustainability Committee – Suggested colors



HEX: #006A41
RGB: 0, 105, 64
CMYK: 90, 33, 89, 25
Pantone: 349 C



HEX: #1D994C
RGB: 29, 153, 76
CMYK: 83, 15, 96, 2
Pantone: 7481 C



HEX: #1E569A
RGB: 30, 86, 154
CMYK: 95, 74, 9, 1
Pantone: 7687 C



HEX: #42A2D2
RGB: 66, 162, 210
CMYK: 69, 21, 4, 0
Pantone: 284 C



HEX: #844827
RGB: 132, 72, 39
CMYK: 33, 73, 91, 31
Pantone: 2320 C



Following discussion and presentation of proposed color palette, Chair Shook motioned to approve the color scheme. Motion seconded by Dan Fogel and carried with unanimous approval.

Other updates:

Trisha Knight gave an update about wildlife safety, working to get related driving tips into the new state drivers manual (shooting for next year) and resources/tips for new drivers. Also looking at ways to get information to neighborhoods to be cognizant of local wildlife and potential idea for signage at HOA clubhouses.

Diane McLaine shared that they have a meeting coming up in Davidson to learn more about their Treasure Trees program.

Chair Shook shared that he's screening various sources of biomass and related engagement of local utilities and companies like Metrolina Greenhouses to connect with resources and other local opportunities.

Wrapping up the meeting, the action item list was reviewed – see attached spreadsheet.

It was also shared that the tree ordinance text amendment initiated by ESC is on the July 15th agenda.

Adjournment – Tim Sanborn made motion to adjourn, seconded by Dan Fogel. Motion carried unanimously.

Meeting adjourned.