

Governor's E85 Coalition Steering Committee Meeting
April 12, 2007 @ EPA Bldg., - 1595 Wynkoop St., Denver
10 a.m. – Noon

A representative from 99.5 The Mountain radio station was present and discussed the station's initiative to inform and promote positive environmental change in Colorado through its "Go Green" campaign. Specifically, the representative attended the meeting to learn more about the E85 Coalition to see if The Mountain could play any role in its promotion.

Megan Castle, Governor's Energy Office (GEO), explained the new marketing approach for the future pump openings. These are being revamped to allow for the stations that are having the events to have more involvement in the process. Some of the new guidelines of these openings include:

- Each month, on the third Tuesday, the E85 Coalition (GEO/Megan) will issue a press release with upcoming openings. Opening being defined as having all signage, fuel available, construction complete and a firm opening date.
- To organize events, station owners will "own" the Grand Opening event. They will be provided with a "How to do an opening" kit, for assistance. It will include templates for invitations, agendas, press releases, an example media advisory, handouts, etc.
- The Coalition will commit to have a representative from the E85 Coalition attend the openings if the date is coordinated with the Coalition.
- Some station sites will be different and the Coalition will look at those as there are openings in new markets or there are significant and see how we can help with those on an individual basis.

In addition, Steering Committee members discussed the Governor's initiative to expand the scope of the Coalition to incorporate biodiesel, therefore, requiring a new name to identify the Coalition. The Committee discussed the need for additional partners, the focus of the group, how funding would be weighed, the benefits of promoting biofuels to influence quality control and other measures were taken into consideration. The Steering Committee then voted to support and to encompass the promotion of biodiesel into the Coalition's mission. The new name of the Coalition has yet to be determined but is between the "Governor's Biofuels Coalition" and the "Governor's E85 & Biodiesel Coalition".

Troy Hill, Hill Petroleum, declared he has secured an agreement with an ethanol supplier. Troy also confirmed that the ethanol would be available to partners and more information and details would be shared once the agreement was final.

Kourtne Harris, GEO, is working to capture all of the E85 ethanol data from each of the stations selling the fuel.

Brian Sauber from Colorado Logos, Inc., spoke of the opportunity to work with the Coalition and CDOT to create alternative fuels signage on major highways advertising

stations selling E85. The signs can be branded or not branded. Costs were discussed along with best possible areas to advertise the signage.

The Steering Committee then discussed and voted on two Requests for Support applications. The applications were received from stations in Greeley and Colorado Springs. The Greeley station application asked for support for the installation of an E85 tank. The new tank would be in close proximity to the post office in Greeley, therefore, making it easily accessible for the post office's FFVs to fill up at the nearby station. The Steering Committee decided to request a letter of support from the U.S. Postal Service before issuing any funds. The Committee then awarded \$4,500 in funding to the Gilco Petroleum Park – Sprit brand station in Rifle to install E85 and biodiesel tanks at its station.

The next Coalition meeting will be held on May 9th from 1-3 p.m. at the Colorado Municipal League Building in Denver.