

*Sustainable Maryland Wednesday Webinars*

# How to Organize a Green Expo

Cindy Unangst, Middletown Staff  
Planner and Green Team Member

February 22, 2017



ENVIRONMENTAL  
FINANCE CENTER



# Sustainable Maryland

- Free & Voluntary program for communities that want to go green and save green!
- We help communities
  - choose a direction for their sustainability efforts
  - Improve access to resources
  - Measure their progress
  - Share success with other communities



## Actions for Sustainable Communities:

To become Sustainable Maryland Certified, municipalities must complete and document actions from the list below. To achieve certification, municipalities will need to complete actions worth a total of 150 points, including two Mandatory Actions (M) and two of six Priority Actions (P), and submit the appropriate documents as evidence that the requirements have been satisfied.

ACTION ITEM	POINTS
<b>COMMUNITY ACTION</b>	
<b>Green Team</b>	
Participate in Training	5
Create Green Team	10 M
Complete Green Team Action Plan	10 M
Identify Community Barriers and Barriers Assessment	15
SMC Resource Center	5
Participation in MD Green Schools	10
Innovative Demonstration Projects	5 to 20
<b>COMMUNITY-BASED FOOD SYSTEMS</b>	
<b>Food Consumption</b>	
Food Fair	10
Food Consumption & Preservation Classes	5 per class
Establish Local Farmers Market	15
Promote Local Farmers Market	5
<b>Local Food Production</b>	
Community Gardens	15 P
Spring Transplant Sale	10
Fall Transplant Sale	10
<b>Establish CSA Drop-off Location</b>	
<b>Innovative Demonstration Projects</b>	
<b>ENERGY</b>	
Municipal Energy Audits	10 (1st bldg), 5 (con)
Residential Energy Efficiency	5 to 20
Wind Energy Project	10
Innovative Demonstration Projects	5 to 20
<b>GREENHOUSE GAS</b>	
Municipal Carbon Footprint (pre-requisite)	15 P
Community Carbon Footprint (pre-requisite)	15
<b>Climate Planning</b>	
Climate Action Plan	10 to 25+
Climate Change Adaptation Element	5
Innovative Demonstration Projects	5 to 20
<b>HEALTH &amp; WELLNESS</b>	
<b>Let's Move</b>	
Workplace Wellness	15
<b>Workplace Wellness</b>	
Join Healthiest Maryland Businesses	5
Workplace Wellness Program	5 to 15
Living Well Program	5 per class
Innovative Demonstration Projects	5 to 20
<b>LOCAL ECONOMIES</b>	
<b>Buy Local</b>	
Establish Local Business Directory	10
Promote Local Business Directory	5
Buy Local Campaign	15
Local Business Roundtable	5 per roundtable
Local Business Procurement Notices	10
Economic Analysis of Procurement Practices	15
Local Purchasing Preference Policy	10
<b>Green Business Recognition</b>	
Join Maryland Green Registry	5
Promote Maryland Green Registry	5 points per 2 businesses

Please note: Sustainable Maryland Certified actions and points may be subject to change. Printed on 50% recycled & 30% post-consumer waste paper.

ACTION ITEM	POINTS
<b>LOCAL ECONOMIES (CONTINUED)</b>	
Green Business Certification Program	15
<b>Green Purchasing</b>	
Green Purchasing Policy (pre-requisite)	15 P
Evaluate Current Purchasing Practices (pre-requisite)	10
Vendor Preference Statement (pre-requisite)	10
Purchase Recycled Products	10
Purchase Environmentally Preferable Products	10
Implement Waste Reduction Program	10
Innovative Demonstration Projects	5 to 20
<b>NATURAL RESOURCES</b>	
<b>Watershed Stewardship</b>	
Implement Watershed Stewardship/Pollution Prevention Outreach Program(s)	10
Facilitate Engagement in Existing Watershed Stewardship Opportunities	5 per event
Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship	10
Provide Incentives for Watershed Stewardship on Private Lands	15
Create a Watershed Plan	20 P
<b>Stormwater Management</b>	
Stormwater Management Program	15 P
Stormwater Manager/Coordinator	15
Stormwater Fee Structure	20
<b>Septic Management</b>	
Septics System Assessment and Inventory	15
Septics System Management Plan	20
Dedicated Septic System Fund	20
<b>Water Conservation</b>	
Develop a Water Conservation Plan	15
Develop a Water Conservation Outreach Program	10
<b>Tree City USA</b>	
Tree City USA	15
<b>Pet Waste</b>	
Implement a Pet Waste Education Program	5
Develop a Pet Waste Program	5
Adopt a Pet Waste Ordinance	5
Innovative Demonstration Projects	5 to 20
<b>PLANNING AND LAND USE</b>	
<b>Participation in DHCD Sustainable Communities</b>	
Participation in DHCD Sustainable Communities	20
<b>Housing and the Comprehensive Plan</b>	
Housing and the Comprehensive Plan	10
<b>Land Preservation</b>	
Conduct Easement Outreach that Encourages Inspection, Evaluation, and Stewardship	15
Build Easement Inventory	10
Innovative Demonstration Projects	5 to 20

P denotes Priority Action M denotes Mandatory Action

To learn more visit

[www.sustainablemaryland.com](http://www.sustainablemaryland.com)



Environmental Finance Center  
www.efc.umd.edu



June 2014



# Why organize a Green Expo?

- ✓ Get points towards your SMC designation!
- ✓ It just seemed like the right thing to do to get the word out about the newly-formed Green Team.
- ✓ Events seem to go over well; interest in topic



# Generating ideas

- ✓ Brainstorm with green team members!
- ✓ Get ideas from other municipalities who have done these types of festivals.
- ✓ Wanted to organize our event with an educational theme



# Funding

## Middletown Green Team Budget 2016

	<u>Budget</u>	<u>Actuals</u>
<u>Banner to advertise Green Expo</u>	<u>\$600</u>	<u>\$625</u>
<u>Advertising in The Citizen</u>	<u>\$120</u>	<u>\$124</u>
<u>Flyer printing</u>	<u>\$200</u>	
<u>Other printing</u>	<u>\$80</u>	
<u>Shredding event at Green Expo</u>	<u>\$300</u>	<u>\$300</u>
<u><b>TOTAL</b></u>	<u><b>\$1,500</b></u>	



# MIDDLETOWN'S 1<sup>st</sup> GREEN EXPO

Saturday, April 23, 2016

9:00am – 12:00pm

Memorial Park

Bird walk along Cone Branch Trail – 8am

Opening statements/devotional – 9am

DNR's Scales and Tales program – 9am – 11am

Tree planting demonstration – 10am

Rain barrel raffle – 11:45am

Compost bin demonstrations

Recreational bike rides – 1.5 & 3 mile loops 11am-11:30am

## Vendors/Organizations:

Gone Native Landscapes LLC

Potomac Audubon Society

Seed of Life Nursery

Native Perennials

Main Street Middletown

Catoctin Nature Center

Zion Lutheran Church

Solar energy exhibit

Girl Scouts

Flickerwood Apiary

Lions Club

NaturaLawn

Frederick County Master Gardeners

EarthPlanters

Goodwill

Open Book Farm - CSA

The Valley School—kids crafts

Monarch Alliance

Chaosington Farm – kids nature crafts

Frederick Beekeepers Association

Methodist Church Environmental Group

Frederick County Office of Sustainability

**JOIN US FOR A FUN FILLED MORNING OF ACTIVITIES!**

**Shredding Event – 9am-Noon – at Middletown Valley Bank parking lot**



# Location/facilities

- Our Green Expo was held at the most central park in our town for the greatest visibility.
- Worked with local athletic association to keep the field free of a practice/game that morning.
- Electricity available for music/DJ/MC
- Tables provided or have vendors bring their own
- Shredding event was held at a separate location due to partly to potential noise reasons





12 SOUTH CHURCH STREET

117 PROSPECT STREET

205-207 SOUTH CHURCH STREET

119 PROSPECT STREET

211 SOUTH CHURCH STREET

5 FRANKLIN STREET

301 SOUTH CHURCH STREET

303 SOUTH CHURCH STREET

201 PROSPECT STREET

303 SOUTH CHURCH STREET

203 PROSPECT STREET

204 PROSPECT STREET

305 SOUTH CHURCH STREET

208 PROSPECT STREET

314 SOUTH JEFFERSON STREET

307 SOUTH CHURCH STREET

210 PROSPECT STREET

206 PROSPECT STREET

316 SOUTH JEFFERSON STREET

309 SOUTH CHURCH STREET

212 PROSPECT STREET

208 PROSPECT STREET

318 SOUTH JEFFERSON STREET

311 SOUTH CHURCH STREET

214 PROSPECT STREET

209 BROAD STREET

320 SOUTH JEFFERSON STREET

313 SOUTH CHURCH STREET

216 PROSPECT STREET

211 BROAD STREET

322 SOUTH JEFFERSON STREET

315 SOUTH CHURCH STREET

218 PROSPECT STREET

216 BROAD STREET

324 SOUTH JEFFERSON STREET

310 SOUTH CHURCH STREET

215 BROAD STREET

110 FRANKLIN STREET

218 BROAD STREET

305 BROAD STREET

112 FRANKLIN STREET

215 BROAD STREET

114 FRANKLIN STREET

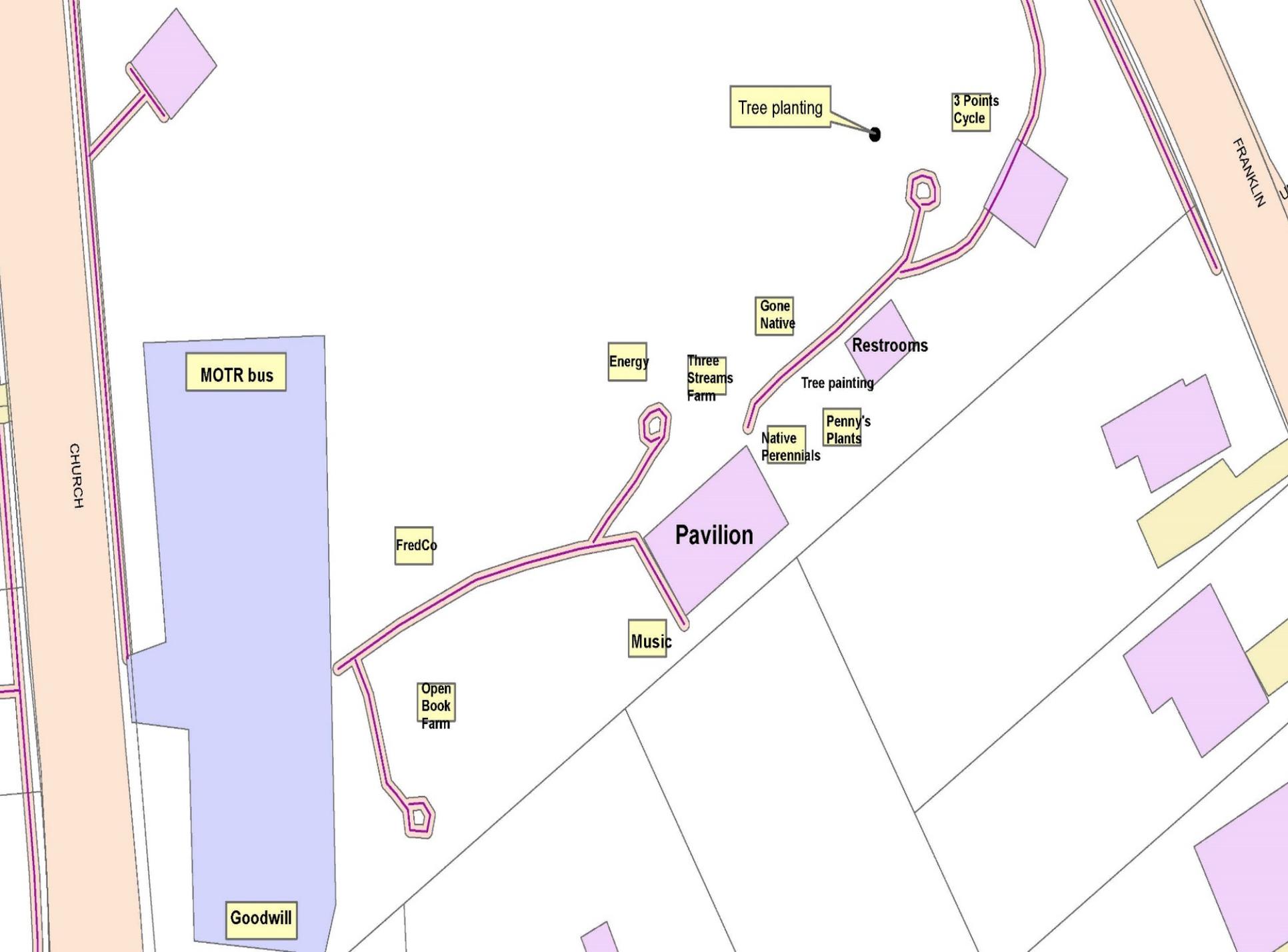
215 BROAD STREET

220 BROAD STREET

222 BROAD STREET

224 BROAD STREET

226 BROAD STREET



Tree planting

3 Points Cycle

MOTR bus

Gone Native

Restrooms

Energy

Three Streams Farm

Tree painting

CHURCH

Native Perennials

Penny's Plants

FredCo

Pavilion

Music

Open Book Farm

Goodwill

FRANKLIN

# Vendor recruitment

- Lots of e-mails were sent out!!
- Word of mouth
- Look into vendors at other events
- Look at local resources
- Personal contacts



# Exhibitors

- Farmer's market vendors
- Local environmental groups
- Natural garden seeds/native plants
- Pollinator habitat/beekeepers
- Shredding event
- Plant sales
- Compost bins
- County Recycling office
- Master Gardener



# More Exhibitors

- Green Homes Challenge
- Power Saver Retrofits
- Monarch Alliance
- Earth tree
- Goodwill
- DNR Scales and Tales
- Solar company
- Self-watering planters
- Main Street



GREEN EXPO 2016 PARTICIPANTS					
Vendor/Organization	Contact person	E-mail address	Phone #	Pavilion In/Out	Other info
Main Street Middletown	Becky Reich	<a href="mailto:breich@ci.middletown.md.us">breich@ci.middletown.md.us</a>	301-371-6171	In	
Catoctin Creek Nature Center	Daniel Cook	<a href="mailto:Dcook@FrederickCountyMD.gov">Dcook@FrederickCountyMD.gov</a>		In	bringing animal?
Chaosington Farm	Kelly Esposito	<a href="mailto:building538@gmail.com">building538@gmail.com</a>		In	kids crafts
DNR - Scales and Tales program	Cricket Smith	<a href="mailto:christine.smith@maryland.gov">christine.smith@maryland.gov</a>	301-271-3676	In	needs barriers set up
Flickerwood Apiary	Kirsten Traynor	<a href="mailto:kirsten@mdbee.com">kirsten@mdbee.com</a>	240-439-3053	In	
Frederick Beekeepers Association	Liz Baker/Ed Mordan & ____	<a href="mailto:lizbaker99@hotmail.com">lizbaker99@hotmail.com</a>	240-674-6633	In	observation hive
Lions Club	Barbara Tighe/Peg Redman	<a href="mailto:Barbarat30@comcast.net">Barbarat30@comcast.net</a>		In	
Master Gardener	Ellen West	<a href="mailto:ellen.west42@gmail.com">ellen.west42@gmail.com</a>	301-600-1596	In	
Middletown UMC Climate Justice Group	Mike Koob	<a href="mailto:mikekoob@hotmail.com">mikekoob@hotmail.com</a>	301-367-4388	In	
Monarch Alliance	Ann Payne	<a href="mailto:paynestake@gmail.com">paynestake@gmail.com</a>		In	put near Native Perennials
Zion Lutheran Church	Jim Hoover	<a href="mailto:jhoover@zionmiddletown.org">jhoover@zionmiddletown.org</a>		In	
Music	Paul Grabenstein	<a href="mailto:Paul@PaulGrabenstein.com">Paul@PaulGrabenstein.com</a>	301-404-0195	Out	sound system
Naturalawn/Hav-A-Lawn and Garden	Roy Good	<a href="mailto:roygood@hav-a-lawnandgarden.com">roygood@hav-a-lawnandgarden.com</a>		In	
Sierra Club	Lee Popkin	<a href="mailto:lsopkin@gmail.com">lsopkin@gmail.com</a>	443-745-7637	In	
The Valley School	Kim Simmons	<a href="mailto:director@valleyplayschool.com">director@valleyplayschool.com</a>	240-490-2388	In	kids crafts
Tree painting done by high school student (NAHS)	Christina Leonardides-Mena	<a href="mailto:Christina.Mena@fcps.org">Christina.Mena@fcps.org</a>	240-236-7479	In	HS student to man
Bird walk	Jim Roessler	.		Out	8am along Cone Branch Trail
EarthPlanter	Bob Buckley	<a href="mailto:rbuckley@earthplanter.com">rbuckley@earthplanter.com</a>	877-815-9276	Out	HS student to demo
FredCo Office of Sustainability	Lisa Orr	<a href="mailto:Lorr@FrederickCountyMD.gov">Lorr@FrederickCountyMD.gov</a>	301-600-6864	Out	
FredCo Recycling Outreach Program	Annmari Creamer	<a href="mailto:Acreamer@FrederickCountyMD.gov">Acreamer@FrederickCountyMD.gov</a>	301-600-7405	Out	compost stuff
Garden Center	Pat Ellis	<a href="mailto:fatmankoi@aol.com">fatmankoi@aol.com</a>		Out	hanging baskets to raffle
Gone Native Landscapes LLC	Brad Motter	<a href="mailto:bmotterb@aol.com">bmotterb@aol.com</a>	703-431-8274	Out	tree planting - Sourwood
Native Perennials	Katherine Phillips	<a href="mailto:kphillipsent@hughes.net">kphillipsent@hughes.net</a>		Out	
Open Book Farm	Andrew and Mary Kathryn Barnet	<a href="mailto:openbookfarm@gmail.com">openbookfarm@gmail.com</a>	240-457-2558	Out	CSA
Penny's Plants	Penny Huth	<a href="mailto:pennysplants@gmail.com">pennysplants@gmail.com</a>	301-865-0517	Out	
Seed of Life Nursery	Mike Dickson	<a href="mailto:solnurseries@gmail.com">solnurseries@gmail.com</a>		Out	MOTR bus - parking lot
Standard Energy Solutions	Brian Desmond and Steve C.	<a href="mailto:steve@epichomepros.com">steve@epichomepros.com</a>	301-717-9017	Out	
The Shredding Company	Chris Deely	<a href="mailto:chris@shreddingcompanydc.com">chris@shreddingcompanydc.com</a>	301-845-4499	Out	at MVB
Three Points Cycle	Keith Marks	.	240-457-2438	Out	bike ride support
Three Streams Farm	Jodi Steagull & Michael House	<a href="mailto:threestreamsfarm@yahoo.com">threestreamsfarm@yahoo.com</a>		Out	chickens in crate and crafts
Rain barrel	Cindy Unangst	.		Out	HS student to man raffle items
Goodwill	William (Bill) Collier	.	240-490-8019	Out	truck in parking lot & table
Lucy School	Victoria Brown	<a href="mailto:director@lucyschool.com">director@lucyschool.com</a>	301-293-1163	Out	children singing songs
High School students - Alyscia Meggitt, Hollie Prescott, Kristen Proffitt		.			



# Other Potential Exhibitors

- Short opening-type Interfaith service w/music, a few different prayers/readings
- Toxin free lawn demo/talk
- House tour of organic lawns/gardens
- Carbon footprint awareness – hand out household carbon worksheets
- Farm to Fork initiatives
- Audubon Society



# Educational programs

- Promote local biking paths with a recreational ride around town– display route plans
- Early am bird walk
- Worm farm demonstration
- Electric/hybrid vehicle
- Native tree planting
- Compost bin demonstration and raffle
- Rain barrel demonstration and raffle



**MIDDLETOWN  
GREEN  
EXPO**



**BIKE PARADE**

Come in costume or as you are  
April 23rd 11-12:00. Memorial Park



- Helmets required
- Prizes for best costume and decorated bike!
- All ages welcome

**3 POINTS** will do quick mechanical checks!

**1.5 or 3 mile FUN ride**





3.0 mile ride

Franklin south to Broad St. – L

Broad St. to Linden – R

Linden to Lombardy – L

Lombardy across Main St. becomes Cone Branch

Cone Branch to trail into Middletown Park – L

Thru Middletown Park and School complex to

East Green St. – R

East Green St. to Jefferson – L

Jefferson to Boileau Drive – L

Boileau to S. Church Street – R and back to P

# en Expo - Bike Routes

# Potential Educational programs

- Watershed hike
- Recreational hike around town—display route plans
- Early am bird walk
- Repurposed crafts contest
- Promote reusable bag use
- Recycling crafts
- Bee dance
- Earth Day calculator/Cool Climate calculator



# Logistical challenges

- Due to the fact that the event is rain or shine, we definitely wanted to be under a large pavilion and tents for those that wouldn't fit under the pavilion.
- The pavilion was a tight fit and there wasn't a lot of room for each vendor/organization.
- Scales and Tales program had to comply with avian flu precautions/protocol.
- Potential helpers not showing up



KEFAUVER PAVILION

RESERVED

1



# Publicity

- Have SMC include the info in their newsletter!
- Have other municipalities promote the event
- Put event info on town's and/or green team's website; send out on list serve
- Town's and green team's Facebook pages
- Print and distribute flyers
- Local newspaper ad
- Eventbrite
- Large banner!!
- Announcement in local schools



SPONSORED BY

Town of  
Middletown



Middletown  
Valley Bank



# Questions?

## Town of Middletown

- Cindy Unangst
- Staff Planner
- 301-371-6171
- [cunangst@ci.middletown.md.us](mailto:cunangst@ci.middletown.md.us)

## Sustainable Maryland

Mike Hunninghake

Program Manager

- 301-405-7956
- [mikeh75@umd.edu](mailto:mikeh75@umd.edu)

