



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

CITY-COUNTY TASK FORCE ON CLIMATE AND ECONOMIC EQUITY

*Ald. Nik Kovac and
Sup. Marcelia Nicholson, Co-Chairs*

*Pam Fendt, Linda Frank, Julie Kerksick, Ted Kraig, Janet
Meissner Pritchard, Supreme Moore Omokunde, Pamela
Ritger, Erick Shambarger, Rafael Smith, and Freida Webb*

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*Google documents for this body can be found at :
<http://bit.ly/CCTFCEE>*

Monday, July 12, 2021

11:00 AM

Virtual

Education and Outreach Work Group

Join Zoom Meeting [https://us02web.zoom.us/j/87403024862?](https://us02web.zoom.us/j/87403024862?pwd=UHBhYnF6dTV2dXhHUE9iM29TMzNWQT09)
[pwd=UHBhYnF6dTV2dXhHUE9iM29TMzNWQT09](https://us02web.zoom.us/j/87403024862?pwd=UHBhYnF6dTV2dXhHUE9iM29TMzNWQT09)

Notetaker: TBD

1. Call to Order

- Roll Call: Names will be taken from the Participant list
- Approval of Minutes from June 28, 2021

Call to Order 11:03AM

▪ Roll Call:

*Present: Mia Dreher, Jennifer Evans, Linda Frank, Maithilee Kanthi, Erin Keleske,
Akira*

*Mabon, Mandi McAlister, Supreme Moore Omokunde, Christopher Piszczek, Pam
Ritger*

(left early), Bruce Wiggins

Excused: George Martin, Erick Shambarger

Absent: Dynasty Caesar, Rafael Smith

▪ Approval of Minutes from June 28, 2021

McAlister moved to approve the minutes, which were approved as written

2. Updates

- Social Pinpoint and Facebook activity - Dreher/ Keleske
- Status of NSP Community Liaisons –Kanthi / Caesar
- Kick-off: Survey and attendance results - Evans

Updates

- *Social Pinpoint and Facebook activity*

Dreher provided an overview of progress to-date on setting up Social Pinpoint. Each one of the 10 Big Ideas has its own page. Also included is an FAQ section. Current survey questions are taken from the Video Survey. Erin is looking into the comment function for Forums.

Our goal is to have it all set up by August before Erin leaves. We need to know who will monitor the site after Mia leaves.

Next Steps:

- Content on each of the proposals, using the recently updated summaries from Frank.*

- *Status of NSP Community Liaisons*

Kanthi gave a presentation on plans to collaborate with the NSP Community Liaisons (see attachment). This program is part of the Neighborhood Stabilization Program, which provides community organizers who provide door-to-door outreach, lead block meetings, and work with neighborhood associations. It is affiliated with 16 community organizations.

Our goal: Liaisons will share our outreach materials, help recruit volunteers, and be a spokesperson for the benefits of implementing the CEP.

Discussion centered around providing only the information they need and want. Possible payment for services in the future.

Next steps:

- Kanthi will connect with Caesar to schedule an orientation within the next two weeks.*
- Jennifer to work on content of flyers and handouts, Mia and Erin can assist with design.*

- *June 24 Kick-off*

Evans provided information about attendance at the event and reviewed the survey results.

109 people attended the Zoom call, 300 watched on the ECO Facebook site, and 2,000

were reached through TMJ4 Livestream. We also received press coverage from Milwaukee NPR (interview by Susan Bence) and Milwaukee Courier (article).

Next Steps:

- Mia and Erin will get the report from the ECO Facebook page to determine the average viewing time of the event.*
- Martin has connections with the press, Evans will ask Martin to assist with media follow-up. The will contact TJMJ4 – to thank them and find out how they would like to follow-up.*
- Keleske will send a Constant Contact reminder to fill out the survey, she will include an announcement to the alderpersons and ask them to post it in their newsletters.*

3. Summer Events Planning

- Overview and progress update – Evans/ McAlister**
- Outreach – Piszczek**
- Co-Chair and tabling volunteers**

Overview and progress update

Evans reviewed the Summer Events Planning Grid, and a chart from the Summer Events

Overview and Checklist, located in the Shared Google Doc Folder. Several people have stepped up to the plate and offered to help plan events.

Next Steps:

- Evans will follow-up with Work Group chairs with an assist from Frank t finalize the individual Summer Events Co-chairs.*
- Evans and McAlister will insert links to the proposals.*
- Summer Events Co-chairs will establish dates for their events.*

▪ *Outreach: Table Staffing*

Piszczek researched community events that would help us to reach a broader audience

and welcome us to staff a table. These events have a consistently high volume of participants. Volunteers can staff informational tables (while enjoying the events). If it is

possible to make an announcement, that would be desirable. Volunteers may stay for the entire event or staff the table for an hour or two, depending on their availability.

The four series of events that he recommends are:

- *Milwaukee Night Market*
- *Chill on the High (every Tuesday)*
- *Washington Park Wednesdays / music a moving concert*
- *Circulate Market*

It was agreed by the members present that this should be added to our outreach options. While we may not reach as many people at one time, it offers an opportunity for more conversation and possible volunteer recruitment.

Next steps:

- Piszczek will put together a schedule for people to sign up. The Events Calendar and flyer mentioned above will be needed also.*

The importance of using Social Media was discussed.

- Erin is looking into setting up an Instagram account.*
- Members are encouraged to share postings.*

▪ *Volunteer sign-up*

Omokunde, Kanthi, Mabon volunteered to co-chair Summer Events teams.

Next steps:

- Evans will contact those not present and ask them to volunteer to co-chair a team and/or staff a table.*

4. Action Items

- Next regular meeting: July 26**

- *Next regular meeting: July 26*

12:33 PM adjournment

Minutes provided by Jennifer Evans