



# 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  
Marcelia Nicholson, Co-Chairs*

*Bialk Tha Hlawn, Pam Fendt, Linda Frank, Julie Kerksick, Ted  
Kraig, George Martin, Janet Meissner Pritchard, Supreme  
Moore Omokunde, Pamela Ritger, Erick Shambarger, and  
Rafael Smith*

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

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Tuesday, February 2, 2021

8:00 AM

Virtual

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#### Education and Outreach Work Group

Zoom link to attend: <https://us02web.zoom.us/j/83595593797>

#### 1. Roll call.

*Call to order time, 8:05 AM*

*Roll call – (14 official members to date); with the following members present, a  
quorum was reached:*

*George Martin, Chair*

*Erick Shambarger*

*Pam Ritger*

*Bruce Wiggins*

*Linda Frank*

*Larry Hoffman (8:20)*

*Supreme Moore Omokunde (8:20)*

*Akira Mabon (may-bon)*

*can connect with youth, can speak for the sense of the neighborhoods (8:29)*

*Also attending:*

*Mandi McAlister, Hummingbird (sustainability)*

#### 2. If new members are present. Brief review of Education and Outreach Topics.

#### 3. Congratulations and Description of Outreach Grant (Erick Shambarger).

*Erick Shambarger brought us up to speed*  
*Erick – Outreach grant; \$30k came through from Brico with support from CAW*  
*Vulnerability document w/Clean WI – why you should care*  
*Flooding will be a big focus*  
*Extreme storms*  
*Heat waves; public health; heat island effect; tree canopy*  
*Lake levels could be addressed; timeline on this*  
*In migration to Milwaukee will have an impact*  
*Solutions section*  
*Job opportunities will be mentioned*  
*Electrify and improve air quality*  
*Will financing be addressed*  
*Can we connect this to nonprofit groups to get a better response than we will get to government*

*Pam to circulate scope document for the contract w/2 days for member comment*  
*Need small chunks for social media*

*Tank brain needs an interviewer*  
*could be George; Supreme is a possibility but we must be nonpartisan*  
*Outreach will address this at TF meeting tomorrow w/recommendation that George serve as spokesperson/interviewer*

*decide how to push out the content; the communications plan*

**4. Discussion and recommendation of possible media release to invite the public and its involvement or summarize where the Task Force is at. Recommendation is due to the Task Force prior to its February 17th meeting.**

*Bruce recommends that we need to announce an event based on his experience and based on Climate Action Planning; subgroup could work on this*

*George – let's issue an update now; it may not be our purpose now to invite the public; consider newsletters of Common Council members and supervisors – give them material to insert in their communications; use our list of organizations that can receive our material; a webinar could include chairs of working groups but this is a plan for further down the pike*

*George – discuss whether this release is for an update or for an invitation to the public*  
*Pam – update; WG should create a campaign plan with a timeline and assignment of duties*  
*Erick – update; start planning an event but don't hold it until the vulnerability report is ready in March; prepare a campaign plan now*  
*Bruce – let's do both*  
*Supreme – do both; use NAACP model; expect a flood of people asking to join WGs; we should welcome them but provide them with a summary of progress to date that would get them up to speed*  
*Pam – on timeline for vulnerability report; it may not be finalized before mid-March*  
*George – to summarize, some of us want to do both, but with an update being the more immediate action*  
*Erick – interest in WGs from public is overwhelming him; chairs need to take control of who is in the groups; web page can close off the WG sign up but allow sign up for updates*

*George – let's focus now on press release now; defer the public outreach (the target date for this is under discussion)*

*There is general consensus on this*

*Erick – wants to work with George and a few people to update the website and address concerns that people have with getting information and access to meetings and documents; wants to target mid-March now, knowing that it will land at the end in reality*

*Pam – for her WG, she is inviting everyone on the spreadsheet*

*Erick – communication plan; hire an expert to do this? There is a small budget for this*

*George – Pam had suggested a subgroup for this*

*Bruce – a local expert could be good*

*Pam – Earth Day; Erick – do it sooner or it will get lost*

*George – calls for consensus on media release for mid-March; none opposed*

**5. Working Group Template if time allows and for future meeting agendas**

**6. Set next meeting date and agenda.**

*Follow up on media release*

*Campaign plan*

*Working group template*

*Doodle poll will be sent; meet every 2 weeks now; try to identify a regular meeting time*

*Mandi will contact George if she wants to officially join*

*Adjourn, 9:35 am*

*Minutes provided by Linda Frank*