



# 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 Kersick, 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>*

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Monday, April 5, 2021

11:00 AM

Virtual

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#### Education and Outreach Work Group

**Zoom link: Join Zoom Meeting**

**<https://us02web.zoom.us/j/7807475204?pwd=bHo3d2ROdDJRT2VrRUNaS2xsdDhyUT09>**

#### 1. Call to Order (5 minutes)

- ☐ Roll Call: Names will be taken from the Participant list
- ☐ Approval of Minutes from March 24, 2021

*Meeting called to order at 11:09 AM*

▪ *Roll Call:*

*Present: Bruce Wiggins, Linda Frank, Supreme Moore Omokunde, Jennifer Evans,  
Stephanie Mercado, Mandi McAlister, Akira Mabon*

*Absent: George Martin, Rafael Smith*

*Excused: Pamela Ritger, Erick Shambarger, Maithilee Kanthi, Christopher Piszczek*

▪ *Approval of Minutes from March 24, 2021*

*Notetaker: Stephanie Mercado*

*Minutes were approved as written*

#### 2. Information (15 minutes)

- ☐ Information from the Yale program on Climate Change Communication: attitudes in Milwaukee County
- ☐ Sticky Messages (time permitting)

- ☐ Evans provided an overview of Information from the Yale program on Climate Change Communication. There were three goals for the presentation: Be aware of changing attitudes about climate change, understand how demographic factors influence attitudes and behaviors, and consider how this information can inform our outreach and messaging efforts. Information was also presented on the current makeup of the Work Groups and stakeholders/ demographic groups to consider in our outreach efforts.
- ☐ Two concerns were raised:
  - How do we ensure that diverse members of the community have a voice? Thus far, 90% of Work Group members are acting as representatives of a business or organization. We should address this when creating events.
  - How do we address the racial gap within the climate justice movement? Evans noted the Yale study results pointing to the willingness of people of color and young adults to engage as providing an opening for us to address this issue.
- ☐ The Power Point Presentation will be posted in the Shared Drive.
- ☐ Presentation for next meeting: the science of persuasion, research on how to effectively communicate issues related to climate change

**3. Team Meetings (45 minutes)**

- ☐ **Instructions on how to use the Workplan**
- ☐ **Teams: Branding/Media Communications, Events, Outreach**
  - ☐ Evans reviewed some planning tools available in the Shared Drive in the "Working Documents" folder. These include workplans indicating which tasks are high priority and planning checklists for each team.

**4. Teams Report back: (15 minutes)**

- ☐ **Branding/Communications Team (Evans, Frank, Mabon)**
  - a. Vulnerability report: Mabon will send the current draft of the report to Evans and Frank rather than the whole WG; the report itself should be succinct and not overwhelming; some of the data can be saved and rolled out in snippets later.
  - b. Key messaging
    - Video platform – Jennifer will ask Ben for Spanish subtitles
    - Budget needed – Jennifer will check with Erick; do we still have \$5,000 or more?
    - Akira is able to help with flyers and brochures.
  - c. Priorities
    - Get the video platform and Vulnerability report out
    - Outreach is beginning with WG chairs; Jennifer will meet with the WGs and ask them to participate in the video platform, share with their networks, and let us know who they shared it with.
    - Jennifer will circulate info and a suggested letter for members of all the WGs to be used for sharing the video platform with contacts and an invitation to sign up for occasional updates
- ☐ **Events Team (Wiggins, McAlister)**
  - a. Kick-off event: looking at late May/ early June. Largely an informative event explaining what the Task Force is doing, incorporating listening sessions, and adding action items, such as participating in the Video and contacting your representatives. Plan to bring in speakers with expertise.
  - b. A concern was raised regarding the amount of work to be done and small size of our team. It is agreed that we will need to recruit people and groups to assist with specific portions of the work, but they need not be members of the Work Group. We would like to have this confirmed by Erick and/or the Task Force as an acceptable

*way to distribute the work and engage members of the public.*

*c. The Team will meet between regular meetings.*

☐ *Outreach (Omokunde, Mercado)*

*a. The team was tasked with updating the Stakeholder list. They discussed:*

*i. Specialized groups and general groups that might seem outside of our focus.*

*ii. A potential focus on health outcomes as a way to connect the urgency of climate change (obesity, asthma, etc.) as indicated in the presentation.*

*iii. How do we educate folks who are "tapped out" i.e. working class, working poor?*

*iv. Outreach and education to folks within manufacturing--- Green industries should be promoted.*

## **5. Action Items and Next Steps**

☐ **Homework:**

☐ **Next regular meeting 11:00AM April 19, 2021**

☐ *Homework: Promote the Intern Job Posting, meet with your team.*

☐ *Next regular meeting 11:00AM April 19, 2021*