



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 Kerkisick, 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, May 3, 2021

11:00 AM

Virtual

Education and Outreach Work Group

<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 April 19, 2021

Notetaker: Christopher Piszczek

- ☐ Call to Order 11:08AM

- Roll Call:

*Present: Dynasty Caesar, Jennifer Evans, Linda Frank, Maithiilee Kanthi, Mandi
McAlister, Stephanie Mercado, Christopher Piszczek, Pam Ritger, Erick Shambarger,
Bruce Wiggins*

Excused: Supreme Moore Omokunde

Absent: Akira Mabon, George Martin, Rafael Smith

Guest: Erin Keleski

- Approval of Minutes from April 19, 2021.

Approved as written

2. Information (30 minutes)

- ☐ Presentation: Engagement
- ☐ Video Survey – next steps
- ☐ Events team update
- ☐ Soft Launch Event
- ☐ Kick-off event: proposed June 24 at 6PM

☐ *Presentation: Engagement*

Evans gave the final presentation in a series of three on the science of persuasion, discussing the impact of public activity in reinforcing social norms about climate change and racial inequity. Two members noted that the Video Survey fits into this framework as it provides an opportunity to publicly state people's concerns about climate and equity. The slide deck will be posted.

☐ *Video Survey – next steps*

Shambarger reported that he and Evans talked with Ben Stillerman from Tank Brain about ways to increase use of the platform. A primer screen has been added which says "Get ready to be on camera" and information on translation services is posted. Creating a short promo clip of the survey was also discussed with Stillerman.

Evans gave a brief presentation making two asks of all the Work Group members:

- *Invite organizations in your internal and external networks to respond to the survey*
- *Let us know which organizations you reached out to – a link to a separate Google sheet will be provided.*

An invitation template, flyer, and link to the Google sheet will be sent via email.

Evans is meeting with the other Work Groups to promote distribution of the Survey.

Social Pinpoint was recently purchased by the city. Evans will work with Shambarger to launch this platform, which will provide another opportunity for community input.

☐ *Events Team update*

☐ *Soft Launch Event*

McAlister gave a presentation on this Zoom event, which is targeting community leaders. The purpose is to build connections and encourage leaders to invite people in their networks to the Kick-off Event. It was confirmed that it will be offered on June 10 at 6PM and 12noon.

☐ *Kick-off event:*

June 10 at 6PM was confirmed as the date, with a recording available. Offering hybrid events was discussed but may not be feasible at this time. The target audience is community leaders residing within the county.

Discussion included a request to be consistent with language, e.g. the name used to date is the "Milwaukee Climate and Equity Action Plan" according to Ritger and Frank. It was agreed that we should find out if funds are available for translators and interpreters.

Given the short time frame, we need to reach out to Work Group chairs and let them know we are looking for a summary of the solutions they are considering.

3. Teams (40 minutes)

- ☐ **Branding/Communications: Ads, budget priorities**
- ☐ **Events: Kick-off event**
- ☐ **Outreach: Soft Launch**

4. Teams Report back: (10 minutes)

- ☐ **Key decisions, next steps**

☐ *Branding/Communications: discussed marketing priorities*

☐ *Events: discussed assignments for the Soft Launch*

☐ *Outreach: Members were asked to review the Network list and indicate who they will reach out to and invite to the Soft Launch*

5. Action Items

☐ Homework:

☐ Next regular meeting 11:00AM May 17, 2021

☐ Homework: Teams will need to meet before the regularly scheduled Work Group meeting to make progress on their tasks.

☐ Next regular meeting 11:00AM May 17, 2021

Meeting adjourned at 12:38PM