



# 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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Wednesday, July 7, 2021

2:30 PM

Virtual

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Meeting convened at 2:43 p.m.

#### 1. Roll call.

*Present: Ald. Kovac, Sup. Nicholson, Pam Fendt, Linda Frank, Julie Kersick, Janet  
Pritchard, Rep. Moore Omokunde and Rafael Smith  
Excused: Ted Kraig, Pam Ritger, Erick Shambarger and Freida Webb*

#### 2. Review and approval of the June 9th minutes.

*Ms. Fendt moved for approval of the minutes. There were no objections.*

**3. Update from the work groups and add/remove members.**

*Jobs and Equity - Mr. Smith said there has been a deep and formal debate about how to measure an employment equity metric. He read through it. The goal was a minimum salary of \$40,000 with higher salary potential, 40% of green-job employees are minority by 2030 and the benchmark will be other cities. Ms. Frank questioned how "green jobs" are defined and what is the baseline? An intern did map "green jobs" as currently defined and a consensus has been reached by the work group as to what a "green job" is. Ms. Fendt noted that Employ Milwaukee has a job code for "green jobs" so a benchmark can be obtained for 2021. Ms. Kerksick said the work group wanted a "stretch goal" and felt like these things could be identified, measured and used at the community level to be relatable to the general public. Mr. Wiggins would like a technical appendix, including the questions be discussed now and the source of the data. Ms. Evans suggested adding a sentence of how the 40% was reached and state that \$40,000 is in 2020 levels. Employ Milwaukee has worked on returning ex-offenders to the work force. Sup. Nicholson asked about training for current offenders so they are employable upon release. Ms. Fendt said they are still working on identifying jobs; Sup. Nicholson would like to be involved in the training/pre-release component. Mr. Martin also saw the need to review contract compliance. Ms. Kerksick noted there is a lot of experience with city/county contracts and they are trying to work on the supply side, so people are aware of training programs. She believes the Accountability Work Group will be the one monitoring compliance and figuring out why compliance isn't being achieved.*

*Education and Outreach -*

*Green Buildings or Greening the Grid -*

*Finance - Ms. Pritchard said the Finance Work Group is also taking a break over the summer and, in the fall, I would like to work more closely with the other work groups. They hope to assist in finance for the other groups. Some members of the group are already serving on other work groups, but if not, they'll be appointing liaisons to other work groups.*

*Transportation and Mobility*

*Waste and Sustainable Consumption - Mr. Bruce Wiggins said they are taking a break for the summer and their big idea is the "Milwaukee Food Waste Initiative" and will work on cutting down on organic food waste and getting food to folks in need. They are also planning an event in this summer and will re-convene in September. There are no changes in membership, although they hope to recruit more folks in the fall.*

*Land Use - Ms. Frank said there are no membership changes and the big idea is "Preserve and Restore Nature in the city". They are pursuing an outdoor event this summer and looking at incorporating the tree equity concept to expand the tree canopy.*

**4. Discussion of June 24th event and planned summer events.**

*Jennifer Evans thanked Ald. Kovac and Mr. Shambarger for presenting at this event. The event included an overview of climate impact in Milwaukee and how it affects low-income residents. The event was virtual and 109 people attended (18 of whom were task force members) and 2,000 more people were reached through the TMJ Facebook page. Local media was also present and the event was posted on YouTube so it is still available. Over 200 people registered, with over half attending. A Googledocs survey of attendees was sent, with 13 of them responding with most of them finding "The 10 Big Ideas" most useful as well as how low-income households are affected. Ald. Kovac would like to get more detail of the 2,000 Facebook viewers*

*in terms of how long they viewed the event; Ms. Evans will see if she can find more information.*

*Matt Donath, ECO office, said Erick wanted to congratulate everyone who worked on the June 24th event and he supports doing paid media, such as radio spots and advertising to get a wider audience. He would also like to have a table at existing summer events and find ways to reach new audiences. ECO is also looking at how to create surveys/feedback and is asking for specific questions from the work groups that they would like to ask. Ms. Evans said there will be one summer event for each of the 10 big ideas, both virtual and in-person. The event audiences will be targeted (more narrow or more broad) based upon the idea (commercial buildings vs. reducing miles driven)*

*Peter Goldberg - citizen in Ald. Kovac's district, invited by Julie Kersick - the various synagogues have an environmental arm and you should contact the faith community. Mr. Bruce Wiggins wanted to thank the Education and Outreach Work Group for its good work on the June 24th event. Ms. Evans noted the Interfaith Group was sent an invitation.*

*Mr. George Martin said you need to ask the leaders to forward to their mailing lists.*

*Mr. Goldberg noted that the invitation was sent to the entire congregation.*

*Ms. Kersick was pleased with the attendance and feels there is no replacement for individual outreach with "each one, bring one."*

*Rep. Moore Omokunde also congratulated Ms. Evans and Education and Outreach Committee for its great work.*

## **5. Creation/approval of a customized logo/motto.**

*Ms. Jennifer Evans said this is a moot point as the goal was to roll it out at the June 24th event. The county graphic designer created letterhead for this body. The proposed letterhead was done professionally, but very similar to the prior letterhead used. Ms. Frank was concerned that the print seemed light and didn't stand out enough. Ms. Kersick said it looks fine. Ms. Jennifer Evans said the Outreach Work Group does have branding guidelines - colors, font. She will share that with everyone. Sup. Nicholson seemed like everyone was okay with it as long as the color palette - this will be on the next agenda for approval. Mr. Martin noted it's not solely a letterhead, would apply to business cards if there is staff in the future. Ms. Kersick wondered if this could be endorsed to be used for the time being as she would like to use it. Ms. Frank would like to refer this to Education and Outreach and adjust it accordingly, with giving them authority to finalize it. Ms. Evans would support that and she's concerned that there is a consistent look to everything rather than disparate. Mr. Martin would like to hire a digital marketing firm.*

*This has been referred to Education and Outreach Committee.*

## **6. Status of 10 big ideas.**

*Mr. Matt Donath said that Erick thinks the administration will be proposing ARPA funds for low-income households with high-energy burdens. An RFI for Net Zero Homes has been submitted and ECO is exploring DOE loan programs and other financing possibilities. ECO is also sending a letter to the state about updating building codes and working with other city departments to update the zoning code to address electric vehicles and charging infrastructure. An alternative to WE Energy's DRER program has been submitted to WE Energies and a grant has been applied for to support green infrastructure. For the Green Jobs Accelerator, Ms. Kersick wanted to know what Employ Milwaukee was directed to do and how to implement. Ms. Kersick would like to see how the Resilience Ambassadors are recruited and*

*retained. Ms. Frank asked about the nature in the city section for tree and green-infrastructure funding - she would like more detail on this and on anything that DPW has done; she has been unsuccessful in connecting with DPW. DPW was awarded a grant and ECO will ensure that this aligns the CCTFCEE's initiatives. Ms. Fendt noted that ARPA funds will not be solely used for CCTFCEE's goals and we should not lose heart if all our goals aren't funded, as well as the need to pursue other funding sources. Mr. Donath noted a lot of the funding hasn't been sorted out yet - this is the first round to get some things going.*

**7. Update on Council resolutions regarding ARP funding estimates.**

*No further action has been taken. The mayor has announced a plan for some funding this summer; he'll find out tomorrow if CCTFCEE funding will be part of the mayor's plans. Mr. Donath noted that energy retrofits and new net zero housing are included in the initial spending plan to the Council for approval.*

**8. Potential sources of funding for the 10 big ideas.**

*Ms. Frank said the Finance Work Group members will be working with other work groups on this. Ms. Pritchard said the EPA will be distributing \$50 million out of the ARPA funds and the ECO office will be looking at what to fund. Mr. Donath noted that there isn't always a lot of clarity of funding sources and requirements. Mr. Bruce Wiggins said there has been no discussion to date about how to use the templates and how that ties into the process that ECO sees happening in the fall. Mr. George Martin said he will be inviting members to participate in a program Tuesday evening at 7 p.m. with Congresswoman Moore. Ms. Fendt asked if any state money will be spent supporting trees as well as lead laterals; she would recommend that this body support the state infrastructure bill. Ms. Pritchard said there isn't additional money for a tree-planting initiative - there might be more emphasis on urban trees. Ms. Frank said the Land Use Work Group is using the template and has created a first draft of it and is using it as an effective tool to write the first chapter of the report.*

**9. Decision on meeting format (virtual, in-person or hybrid).**

**Meeting adjourned at 4:28 p.m. due to a loss of quorum.**

**Chris Lee/Linda Elmer**

**Staff Assistants**

[191923](#)

Communication relating to the final report and activities of the City-County Task Force on Climate and Economic Equity.

Sponsors: THE CHAIR