



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>*

Monday, June 14, 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)

1. Notetaker: TBA

Call to Order

- ☐ Roll Call: Names will be taken from the Participant list
- ☐ Approval of Minutes from May 17, 2021

Notetaker: Mandi McAlister

• Call to Order 11:05 AM

• Roll Call:

*Present: Mia Dreher, Jennifer Evans, Linda Frank, Erin Keleske, George Martin,
Mandi McAlister, Supreme Moore Omokunde, Pam Ritger, Erick Shambarger, Bruce
Wiggins*

Excused: Maithilee Kanthi, Christopher Piszczek

Absent: Dynasty Caesar, Akira Mabon, Stephanie Mercado, Rafael Smith

• Minutes from May 17, 2021 were approved as written

2. Introductions of new members

- ☐ Mia Dreher, Intern
- ☐ Erin Keleske, ECO office

Mia Dreher, Intern

• Erin Keleske, ECO office

3. Updates and reviews

- ☐ Community Conversations
- ☐ Social Pinpoint roll-out
- ☐ Communications section in each chapter of the final plan

Community Conversations: The event was canceled because invitations didn't go out and we needed to focus on Kickoff. We will use this as a learning opportunity. Evans asked the working group to respect deadlines once they are agreed upon, and to communicate when we are not able to follow-up on our commitments, so that others can step in. Event will be rescheduled.

▪ *Social Pinpoint roll-out: Evans explained why this will be a good tool for generating public input. It will help identify where gaps are in engaging the community and get feedback on proposals. The plan is for Dreher and Keleske to roll it out at the Kickoff event. Dreher is putting ideas together on how to best use the platform.*

▪ *Communications section in each chapter of the final plan: This is a responsibility of the Work Group for implementation this fall. We will work with other Work Groups to determine specific communication strategies needed to fully implement the plans. For example, helping to change social norms around the use of cars.*

4. Events planning

- ☐ June 24 Kick-off Event
 - Invitations and marketing toolkit -- Thanks Erin!
 - Next steps
- ☐ Summer Events Campaign

▪ June 24 Kick-off Event

- *Keleske created a marketing toolkit and sent Constant Contact Invitations to everyone on our networking list as well as those on the ECO newsletter list. Evans sent out the first wave of press releases. Martin offered to assist with contact information and calls for the second wave of press releases.*

- *Next steps: Evans walked through the Education and Outreach Work Plan Doc to provide updates and sort through what tasks still need to be completed. The initial script/talking points are drafted along with slide deck.*

- *McAlister is working with Keleske to set up the Eventbrite and Zoom platforms. Kanthi will help with ASL/ Spanish interpreters and technical issues.*

▪ *Summer Events Campaign: Evans shared that the 10 big ideas that will be shared with the community. The group discussed the best way to inform and engage the public. (See chart). All ideas will be on Social Pinpoint. Some ideas can be shared through in-person special events and others can be shared through a Zoom call with a short presentation and simple Q&A. Wiggins suggested, and it was agreed, that events or each Event Team will be co-chaired by a person from Education and Outreach and one or two people from the targeted Work Group. Evans will meet with the Work Groups and reach out to Chairs to get their response to this idea and identify potential volunteers.*

Group recommendations...

▪ *Goal is to engage the public and get feedback on proposals.*

▪ *The event needs to be meaningful for whoever attends, even if it is a small group.*

▪ *Green Jobs & Equity should be highlighted.*

▪ *Facilitators should be people of color and that many of the people on the Task Force have experience facilitating.*

5. Action Items

- ☐ Check the workplan for updates
- ☐ Next regular meeting: June 28

Check the workplan for updates

▪ *Next regular meeting: June 28*

Meeting adjourned at 12:38pm

Minutes provided by Jennifer Evans