



# 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, September 20, 2021

11:00 AM

Virtual

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#### 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)

Notetaker: TBD

#### 1. Call to Order

- a. Roll Call: Names will be taken from the Participant list
- b. Approval of Minutes from August 9, 2021

*Call to Order 11:05PM*

*a. Roll Call:*

*Present: Dynasty Caesar, Jennifer Evans, Farah Issa, Mandi McAlister, Supreme  
Moore*

*Omokunde, Christopher Piszczek, Erick Shambarger, Bruce Wiggins*

*Absent: Maithilee Kanthi, Akira Mabon, Rafael Smith*

*Excused: Pam Ritger, Linda Frank (arrived at 12:20)*

*Visitor: Alexis McAdams*

*b. Minutes from August 9, 2021, approved as written*

#### 2. Progress Review

- a. Update by Teams
- b. Event Evaluations
- c. Media Packets – quick overview

*Evans reviewed the Progress Report by Teams and Event Evaluations, which were sent out prior to the meeting. She noted that Outreach (as distinct from marketing) is an area for improvement. Only 12 people attended the Green Jobs Event, despite good press coverage. The group discussed the purpose of outreach efforts. Shambarger expressed his concern for creating general public awareness of the planning process. He indicated that the end goal is to strengthen our case to the Common Council and have the plan adopted. Omokunde noted that we want citizens to be informed and mobilized around the theme of climate justice. Caesar offered another perspective, indicating that some people are not making the connection between climate change and social justice. She gave an example of a resident wanting the city trees cut down. Caesar would like to offer additional information to the NSP Liaisons within the next two weeks. She addressed Shambarger's concern that general education will take a long time and slow down the process. Evans supports this effort, emphasizing the need to reach diverse communities and tailor our messaging to the needs and concerns of each audience. Caesar agreed to work with Evans on developing this messaging. Shambarger referenced Action for the Climate Emergency, formerly Alliance for Climate Education as a possible resource.*

**3. Events Planning**

**a. Goals and Timeline**

**b. Updates– Event Leads**

- ☐ **Evans: Residential Efficiency**
- ☐ **Evans: Transportation**
- ☐ **Frank: Land Use**
- ☐ **Kanthi: Resilience Ambassadors**
- ☐ **McAlister: Commercial Buildings**
- ☐ **Omokunde: Green Jobs Session II**
- ☐ **Shambarger: Greening the Grid, Passive Houses, etc.**
- ☐ **Wiggins: Waste (additional sessions?)**

**c. Tabling Update – Piszczek**

*Goals and Timeline*

*Shambarger indicated that the Work Groups should have most of their proposals completed by mid-October, with a PowerPoint presentation ready to submit to the Common Council in December.*

*Evans asked for guidance on a reasonable goal for the number of people reached both*

through  
direct contact and general promotion. There was no decision. She also asked for two  
volunteers  
to work with Caesar and Piszczek to create a workable outreach plan. McAlister and  
Omokunde

volunteered. The group will hold a brainstorming session to identify community partners  
who  
can help with outreach.

*b. Updates– Event Leads*

- *Residential Efficiency: Evans has talked to Kevin Kane and Celanese.*
- *Transportation: Evans and Kraig tabled at the Promise Zone Bike Ride, reached 40  
people  
and 15 surveys collected; the Event Team is researching partners for additional  
events.*
- *Land Use: Evans reported that this group will be tabling at Plazita Verde and at  
Mitchell  
Street School.*
- *Resilience Ambassadors (Kanthi): no report*
- *Commercial Buildings: Ritger sent recent email indicating this is on hold.*
- *Green Jobs Session II: As part of our Outreach Brainstorming session, the Outreach  
team  
will consider partners for this event; Shambarger noted that Julie Kersick is conducting  
an  
event at the Italian Community Center we should look into.*
- *Greening the Grid and Passive Houses: Shambarger doesn't feel a need for an event  
on  
Greening the Grid; He is giving presentations on the Passive Homes project. Evans  
would  
like to see a public event for the latter and Erick is okay with that if someone can pull  
it  
together.*
- *Waste: Wiggins will reach out to his Work Group to see if they would like to table  
again.*

*c. Tabling Update*

*The Tabling Spreadsheet was reviewed. A Tip Sheet is in the draft stages. We are  
tracking the  
number of contacts, flyers distributed, and surveys submitted. Success is correlated  
less with the  
amount of time than with the ability of volunteers to actively approach participants.  
Piszczek and Wiggins agreed to table depending on availability. We are finding it a  
challenge to  
find volunteers. Shambarger indicated we may be able to pay someone to table. Evans  
will reach  
out to Mabon and work with Shambarger to determine available funds, etc.  
Schambarger has secured a tablet for use at tabling, but it does not have internet  
access.  
Piszczek recommended working with area organizations and businesses to acquire  
giveaways.  
They need to be of substantive value and related to the topic, as was the \$40 storage  
set given  
away at Fondy Market.*

4. Next regular meeting: 11:00 AM October 4, 2021

*Meeting adjourned at 12:32pm*

*Minutes provided by Jennifer Evans*