



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, October 4, 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)

Notetaker: TBD

1. Call to Order

- a. Roll Call: Names will be taken from the Participant list
- b. Approval of Minutes from August 20, 2021

Call to Order 11:08

a. Roll Call:

*Present: Jennifer Evans, Linda Frank, Akira Mabon, Mandi McAlister, Christopher
Piszczyk,*

Bruce Wiggins

*Absent: Dynasty Caesar, Pam Ritger, Maithilee Kanthi (present 11:25- 12:00),
Supreme Moore*

Omokunde, Erick Shambarger (12:15 – 12:31), Rafael Smith

Guest: Farah Issa

b. Approval of Minutes from August 20, 2021

Piszczyk motioned to approve the minutes, which were approved

City budget hearing is taking place tonight at 6:30 PM

2. Final Report – Communications chapter

*The Project charter specifies (pages 4 and 6) that there will be a "Communication
section in each of*

the major chapters” (i.e. proposals) of the final report. Information should include “how to effectively educate the public about the strategy.” Shambarger confirmed this and indicated that he plans to hire a consultant to write the final plan. After roll-out of the final plan there will be a need for another round of public engagement. The Work Group proposals are due mid-October; there will be time afterwards for revision. McAlister and Evans will draft an outline of key points for each chapter section, based on discussion with work group chairs.

3. Outreach update

Outreach update

a. Brainstorming session. This was held on 9/23 with Evans, Omokunde, McAlister, and Piszczek. It focused on southside organizations to promote the next Green Jobs event. The goal is to complete establishment of the partner organizations and turn planning of the event over to the Events Team. This will free up Outreach to begin the next round of outreach. Piszczek sent an email to Carmen Lerma at UMOS. They could be a host location for a possible hybrid event. Evans will follow-up with Omokunde to determine the status of his contacts.

b. NSP. Kanthi reported that she sent an informational email to attendees at the Orientation, along with a request to fill out a volunteer form. No one has filled out the form, but individuals have responded to requests for assistance, so it is probably not necessary. Rather than expecting NSP liaisons to check in with us, it is desirable for us to send them regular updates.

They can be included in communications about events that we are planning. The exception will be events run by other parties for a specific audience (e.g, tabling at Mitchell street school for a parent event.) Kanthi will send the NSP folder for transfer to the Shared Drive.

c. Video Survey. Wiggins suggested pushing this out to the NSP liaisons. It was noted that the flyer was not shared with them. It can also be promoted at tabling events that are not focused on specific proposals with their own surveys. Wiggins also noted that we can ask Task Force members to push information on their personal social media accounts. This was done with Work Group members for the Kick-off and Green Jobs events, which included providing the graphics and content.

4. Events

a. Survey results and entry

b. Updates– Event Leads

- ☐ Evans: Residential Efficiency/ Transportation
- ☐ Frank: Land Use
- ☐ Kanthi: Resilience Ambassadors
- ☐ McAlister: Commercial Buildings
- ☐ Omokunde: Green Jobs Session II

c. Tabling Update – Piszczek

Green Jobs event. The video recording of the event is now available to publish on the website.

Evans will send an email with the link once she regains access to Constant Contact.

They have

implemented a two part verification system which is not permitting her access.

b. Survey results. We are tracking the number of contacts, flyers distributed, and surveys

completed. Instead of using the QR Code to enter their data directly into Social Pinpoint, most

people are using the paper copies of the survey. These survey results need to be entered into

Social Pinpoint. In addition, people provided email addresses to receive updates that should be

entered into our email list. McAlister and Evans will look at how this information can be entered.

c. Updates– Event Leads

▪ The Transportation Events team has identified key messaging, and event format.

They are

reaching out to potential partners for promotion.

▪ A newly formed Building Event Team will meet with Evans this coming Wednesday.

▪ Frank reported on several tabling events for Land Use. The collected 45 surveys at Plazita

Verde. People were receptive and willing to fill out the survey. Two events with REFLO are

focused around developing green spaces in school yards. Frank noted several drawbacks to

using the paper survey, including missing information and ignoring instructions.

▪ Resilience Ambassadors – no report

▪ Commercial Buildings- no change

▪ Green Jobs Session II – no report. We will need to consider how to manage translation

services. They can be integrated into a Zoom webinar. Piszczek noted that SOC has capacity

to provide on-siter translation through headsets.

a. Tabling Update

Land use was asked to table at the October 9 at Urban Ecology Center event. Frank and Mabon

will staff with others.

5. Next regular meeting: 11:00 AM October 18, 2021

12:31 adjourn

Minutes provided by Jennifer Evans