



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, November 15, 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 and welcome new members
- b. Approval of Minutes from October 18 and November 1, 2021

Call to Order 11:06PM

a. Roll Call

*Present: Jennifer Evans, Linda Frank, Jessica Haven, Maithilee Kanthi, Mandi
McAlister,*

Supreme Moore Omokunde, Christopher Piszczek, Erick Shambarger, Bruce Wiggins

Absent: Dynasty Caesar, Rafael Smith

Excused: Akira Mabon,

Visitors/ Guests: Farah Issa

*b. Approval of Minutes Linda Frank moved to approve the minutes from October 18
and*

November 1, 2021. Minutes were approved as presented.

2. Calendar and priorities for 2020 and 2021

- a. Meeting schedule for the rest of the year
- b. Plan for 2022

a. November 29 will be our last meeting for this year. Evans will work on the 2023

proposal for approval at that meeting.

All the proposals are due to Shambarger at the end of the month. He will summarize them into a Power Point Presentation for presentation to the Common Council in December. Completion of the proposals and approval by the Task Force may affect this timeline.

b. We will take a break for the month of December and start again in January with monthly meetings. Priorities for 2022 are to:

- Facilitate the RFP process and select a contractor to produce the draft Climate and Equity Plan (CEP)*
- Complete events for which initial planning was done in 2021*
- Deepen relationships with community organizations, which will help to promote the CEP after the Work Group is no longer active*

3. Media update –

a. Social Pinpoint

b. Paid advertising

a. Social Pinpoint: Today is the last day of this drive to push for public input on individual proposals. Evans thanked members for helping to push out our promotional materials through their emails and social media sites. It was also promoted on the ECO Facebook page, Nextdoor, LinkedIn, and through two Constant Contact messages sent to 4,7000 people. Personal email messages were sent to 25 community leaders. Kanthi contacted NSP liaisons and asked them to promote it. Issa worked with Keleske to boost it on

Facebook. Final results will be tallied by McAlister and Evans and sent to Work Group chairs.

There was some discussion about the degree to which E/O is reaching diverse populations. McAlister and Frank noted that while the majority of people who initially went onto Social Pinpoint were white, there was greater representation by people of color responding to surveys submitted at the events. This appears to confirm our working assumption that local events provide a viable opening for reaching diverse audiences.

Evans reported that she has received feedback from several people that they did not participate in the surveys but found the site helpful and informative.

b. Paid advertising. There is approximately \$8,000 left in the Brico grant to pay for ads. Evans proposed recommending it be used to hire an outreach worker, but that would require both an extension of the grant spend-down and a change in scope. Shambarger will approach Brico to discuss other options, including a deferred ad placement contracted this year. If we do need to proceed with an ad this year, we can continue to push participation on Social Pinpoint.

4. Events

will be completed next year

5. Final Report – Communications chapter draft

– Communications chapter draft

Evans reviewed the draft of the proposal source document which was sent out on November

14. It lays out the basic plan, which will be shortened and reformatted. Included was an attachment summarizing the recommendations from Boswell et al, which have provided a

framework for EOWG's work this year. Evans added an extended timeframe.

Discussion items/ recommendations:

- Summary: Wiggins would like to see "participation" in implementation emphasized more. He feels that the break-down of Boswell's timeline by year is too rigid.

- Media campaign: Shambarger noted that an "on-air" campaign can provide the necessary messaging for the on-the ground outreach efforts. He and Evans referenced the messaging campaign from WWII.

The Health Department, which has done extensive public messaging might be a good partner. Haven suggested a presentation by SERVE on what kinds of messaging have proven most effective.

- Partnership: Those represented on the full Task Force can be added to our partner list.

Shambarger noted that MPS is responsible for educating youth about climate change. Omokunde offered the assistance of his office, prior to the blackout period starting in April. Opportunities include his newsletter and a listing on his website.

- Funding: It was noted that the city does not have a Development office that can pursue

multiple funding streams. Shambarger has set up contribution sites for specific programs, but these have not provided a major source of funding.

- Costs: To assist in determining pricing, Shambarger recommended reaching out to DCD

and SEWPRC, which have conducted numerous public outreach efforts and may be a good source for identifying some design/communication companies. The Downtown Business District used Water Street Creative.

- Evaluation: This is difficult, direct results cannot be recorded. There was no consensus

on this issue, but suggestions included a phone survey to determine if people have seen

the campaign pieces, if they felt more informed, and it had changed attitudes or behavior. This would not be scientific and would likely have limited value at a high cost.

It will be important that the focus is not just on individual behavior, rather on bringing the people in power to account. Another way to do this may be through creative means such as videos or using Social Pinpoint for people to make commitments for action. It was emphasized that we need to have a clear ask.

- Proposal guidelines: Shambarger noted that the proposals are running about eight pages using his template. They should be high-level, identifying key ideas.

The overall approach was approved. Evans will edit it for approval on November 29.

Prior to

submission she may seek input and assistance from Work Group members.

6. Other, guest questions

7. Next regular meeting: 11:00 AM November 29, 2021

Adjournment: 12.40PM

Minutes provided by Jennifer Evans