



City of Milwaukee

200 E. Wells Street
Milwaukee, Wisconsin
53202

Meeting Minutes

CITY-COUNTY TASK FORCE ON CLIMATE AND ECONOMIC EQUITY

Sup. Priscilla Coggs-Jones, Co-Chair

*Pam Fendt, Linda Frank, Julie Kerkisick, Ted Kraig, Janet
Meissner Pritchard, Supreme Moore Omokunde, Erick
Shambarger, Rafael Smith, and Freida Webb*

*Staff Assistant: Linda Elmer, lelmer@milwaukee.gov,
414-286-2231*

*Legislative Liason: Gunner Raasch, 414-286-3467,
Gunner.Raasch@milwaukee.gov*

*Google documents for this body can be found at :
<http://bit.ly/CCTFCEE>*

Thursday, August 18, 2022

2:00 PM

Virtual

Education and Outreach Work Group

Join Zoom Meeting

<https://us02web.zoom.us/j/81245099768?pwd=dHRITFpGd1VSaHhpM1oxZHl5M3NTZz09>

1. Call to Order

- ☐ Roll Call and welcome
- ☐ Approval of Minutes from July 21

Meeting convened: 2:10

a. Roll Call and welcome

*Members Present: Bridget Brown, Jennifer Evans, Linda Frank, Mandi McAlister,
Deneine Powell, Erick Shambarger, Bruce Wiggins*

*Absent: Cristo Piszczek, Maithilee Kanthi, Ted Kraig, Supreme Moore Omokunde,
Megan Severson*

Guest: Sarah Walwema, GRAEF

Visitors: Miranda Braatz, Frieda Webb

*b. Approval of Minutes from July 21. Wiggins moved to approve. Shambarger
requested to remove information about the Energy Foundation. The minutes were
approved as amended.*

2. Marketing and Education Team reports

- ☐ GRAEF update - Walwema
- ☐ Promotion of Coalition – Powell

GRAEF update – Walwema

*Walwema is working with ECO staff on creating content and design for the draft of the
Climate and Equity Plan. She provided an overview of their approach for the document.
Some key points:*

- The goal is to have a public facing document in advance of the September 15 event.
- GRAEF is working on an implementation matrix, which will include nationally recognized standards of measurement.
- A draft Table of Contents was shared.
- Introductory sections will include an executive summary, climate change impacts in Milwaukee, and a discussion about the equity framework.
- The core of the publication will be organized around the Ten Big Ideas approved by the Task Force. Some titles may be edited for clarity. The format for each component (why important, equity component, specific features) is similar to that employed on Social Pinpoint.
- How to approach secondary strategies is under consideration. Wiggins will talk to Shambarger regarding content for the "Food Waste" chapter.
- Closing chapters will include recommendations on implementation and accountability.
- The cover design will incorporate a visual representation of the city. See the Ashland plan for reference.
- Community voices and photos will be incorporated throughout the document.
- One key graphic under consideration is a "before and after" birds-eye illustration of how a neighborhood could be positively affected by the proposed recommendations. EOWG members recommended an "on-the ground" view including residents. Discussion included a mention of events and the number of people surveyed and included on the Work Groups. Evans will send this information to Walwema. Frank inquired whether a section of the Plan will encourage surrounding municipalities to adopt the climate and equity goals of the City/County resolution and refer to the Milwaukee Plan as a model for their own plans. This provision is included in Chapter One of the draft plan.
- Shambarger noted that the County has announced its own, separate process toward a climate and equity plan. See the announcement at <https://county.milwaukee.gov/EN/Administrative-Services/Bids-and-RFPs/Active/RFP-Climate-Action-2050-Plan>,
- b. Promotion of Coalition
- The most recent ECO newsletter included the Info series and opt-in information to get on the Coalition distribution list.
- The Coalition has a logo, a Gmail account, and a Mail Chimp account.
- McAlister will set up Instagram and Twitter accounts with a placeholder message;
- Powell offered to set up a Facebook account; she can also set up a free Buffer account to schedule regular postings on social media.
- Frank expressed concerns that we should not take on more than we can handle. For now, we will set up the placeholder accounts. Follow-up discussion will focus on do-able action.

3. Outreach and Events Team reports

- ☐ August Information Series - Evans
- ☐ Green and Healthy Schools Conference - Frank
- ☐ Kickoff and Summit- Powell
- ☐ Greening the Grid- Kraig

August Information Series – Evans

- A series of Information Sessions provides back-ground on the Climate and Equity Plan and information about the formation of the coalition.
- To-date three sessions have been held.
- Promotion has included email invitations to about 400 people through our Gmail and Mail Chimp accounts. 28 people received phone calls or personal email reminders.
- So far, 43 people have attended. 18 indicated interest in joining the coalition, and 27

are willing to share updates with their network.

- A recording of one of the Information Sessions is available on the Shared Drive.

McAlister will post it on the Social Pinpoint website.

▪ Green and Healthy Schools Conference – Frank

- Shambarger and Frank gave a presentation to about 25 people focusing on how the Climate and Equity Plan supports expansion of the Green and Healthy Schools program.

- Frank was interviewed by Susan Bence, which was broadcast on W-UWM/ NPR. The interview is posted on the Shared Drive. McAlister will load it onto Social Pinpoint.

- Frank, Evans, and Wiggins staffed a table at this event. Evans handed almost 200 Opt-in flyers and spoke to people about the Coalition

▪ Kickoff and Summit

Powell gave a brief up-date on the event which she has re-scheduled for September 22 as a “Town Hall” at No Studios from 5:30 to 6:30 p.m. She plans a Coalition Networking event to follow from 7:00 to 9:00 p.m. She will discuss it in more detail with Outreach Team members at their next meeting.

▪ Greening the Grid- tabled

4. Review of Updated calendar and action targets

☐ **Coalition planning**

☐ **Milwaukee Budget hearings**

Coalition planning- tabled due to time constraints

b. Milwaukee Budget hearings –

The revised calendar was reviewed. To incorporate the steps needed to incorporate the Climate and Equity Plan into the City Plan, the timeline has been extended into January.

Discussion focused on where we should place our efforts and what features of the proposed budget we should focus on. Key points:

▪ October 3 Common Council Hearing – it is crucial to show up here. Additional comments can be submitted by email

▪ Showing up at the Zoning Meeting is also important

▪ We should focus on, and ask for, adequate staffing (e.g. ECO office and DPW) to implement the plan

▪ It is important to have a consistent message for maximum impact – prepare talking points

5. Communication strategies

☐ **Working Agreement**

☐ **External communications**

Tabled due to time constraints

6. Announcements

7. Visitor questions/ comments

Next regular meeting: September 15, 2022

☐ **Agenda items**

During the meeting Braatz expressed her opinion that the Climate and Equity Plan as presented by Walwema is “unimpressive” and that the Task Force is missing some key experts who should have been involved in the planning. She asked about GRAEF’s credentials and questioned whether the plan includes financial options to accomplish the ten ideas, a timeline, and funding recommendations. Braatz indicated that she is launching an urban re-development business and is interested in establishing contracts with the city for some of this work. She noted that her business interests may present a conflict of interest if she were to get involved with the Plan and its implementation process.

Next regular meeting: September 15, 2022 (date may be changed)

Meeting adjourned 3:32 PM