



# TOWN OF WAKEFIELD

## ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Monday, April 24, 2023  
7:30 P.M.  
Zoom Meeting

**SUBCOMMITTEE MEMBERS PRESENT:**  
Tiana Veldwisch  
Sean Cash  
William Buswell

**SUBCOMMITTEE MEMBERS ABSENT:** Dan Noren

### ----- TOPICS OF DISCUSSION -----

<b>Call to Order</b>	The meeting was called to order at 7:32 p.m by T. Veldwisch. The meeting is being recording and closed captioning is available.
<b>Approval of Minutes</b>	S. Cash motioned to approve the minutes from the February 13, 2023 meeting as shared. Motion passed.
<b>Public Participation</b>	none
<b>Review of ESC Social Media &amp; Email Engagement</b>	We discussed Facebook post engagement strategy. We discussed the setup of an Instagram account which is underway. Once it is available, we will promote it via Facebook, email, and our signage for at in-person events. T. Veldwisch is now a co-owner and moderator of the email list, and we will add one additional co-owner/moderator in the summer when we get additional subcommittee membership. Email list membership has increased to 39 members and email has been used for promotion of events.
<b>Promotion of Next In-Person Event</b>	Next event is a presentation by S. Cash on the interaction of food and climate, Wed May 3 <sup>rd</sup> at 7:00pm at the Beebe Library. WCAT will record the event. Promotion has been done via email, Facebook, posters around town, notices in the Patch and Item, promotion to High School groups and posters in the High School. So far ~15 people are signed up. We discussed relevant snacks.
<b>MRF Tour Planning</b>	Another upcoming event is a field trip to tour the local Materials Recovery Facility (MRF) with Republic Services. We have solicited interest and will seek to schedule at a day/time that is best for the most interested people; looking in May/June. We are looking to minimize cars driven to the facility, so we will at least encourage carpooling and perhaps rent vans to bring participants to the facility.
<b>Earth Day Content</b>	Earth Day already happened, we posted about it on Facebook. T. Veldwisch to gather recent relevant posts into a "Earth Month Digest" email to the email list.



**Topics Not  
Anticipated**

We could consider an in-person event relevant to invasive plants next.  
This is S. Cash's last meeting on this subcommittee and we thank him for his engagement.

**Next Meeting**

Monday, May 22, 2023.

**Committee  
Meeting  
Adjournment**

Meeting adjourned at 8:10 pm.

Respectfully submitted,

Tiana Veldwisch

Attachments: -