



TOWN OF WAKEFIELD

ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Monday, July 17, 2023
7:30 P.M.
Zoom Meeting

**SUBCOMMITTEE
MEMBERS
PRESENT:**

Tiana Veldwisch
Lilian Guinther

**SUBCOMMITTEE MEMBERS
ABSENT:**

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

Call to Order	The meeting was called to order at 7:49 p.m by T. Veldwisch. The meeting is being recording and closed captioning is available.
Approval of Minutes	Tabled approval of minutes from June 6 to next meeting.
Public Participation	Alejandra Juarez-Diaz attended and shared ideas on topics for community education (pollinators, reduce/reuse) and methods of communication (video posts on Facebook, attending smaller events at the Common, flyers).
Review of ESC Social Media & Email Engagement	We discussed the failed attempt at setting up Instagram and the need to find assistance. We discussed ways to make Facebook posts more engaging including video content and the possibility of finding a student member who will be more social-media-savvy.
In-Person Events	We discussed the ideas for an EV showcase and Green Neighborhood Block Party, and recruitment of participants for each. We discussed upcoming tabling at Farmers' Market and Town Day, and we should use those opportunities to recruit participants as well. Also discussed the Resources page on our town webpage and how to raise awareness of that resource for Wakefield residents, such as at New Resident 101.
Other Ideas	Discussed that there may be sustainability-related topics at the November Town Meeting which we will want to raise awareness about as well.
Topics Not Anticipated	None
Next Meeting	Monday, August 21, 2023.



**Committee
Meeting
Adjournment**

Meeting adjourned at 8:52 pm.

Respectfully submitted,

Tiana Veldwisch

Attachments: -