



TOWN OF WAKEFIELD

ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Wednesday, January 24, 2024
7:30 P.M.
Zoom Meeting

Environmental Sustainability Committee – Green Business Subcommittee

SUBCOMMITTEE MEMBERS PRESENT:
Tiana Veldwisch
Christina Olivieri

SUBCOMMITTEE MEMBERS ABSENT:
Julie Smith-Galvin

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

Call to Order	The meeting was called to order at 7:41 p.m by T. Veldwisch. The meeting is being recording and closed captioning is available.
Approval of Minutes	n/a
Public Participation	None.
Goals for 2024	We discussed goals and initiatives for 2024: rolling out the Wakefield Green Business Program, supporting businesses in making sustainability-minded changes (notably including support of electrification of fleets, waste reduction), celebrating and recognizing Green Businesses, identifying and reducing barriers to participation, and identifying highest potential businesses for change and low-hanging fruit.
Review survey results and other feedback	There have been 5 respondents so far, no new information, and we had decided to deprioritize collection of additional survey responses prior to rolling out the program.
Next steps to launch	We identified the following next steps: <ol style="list-style-type: none">1. Connect with Julie for input and feedback2. Create the google form for businesses to report their green activities (Tiana, in advance of next meeting)3. Create wording to announce the rollout of the program for various form-factors (Christina, in advance of next meeting)4. Design page for our ESC web presence announcing the program and hosting the link to the form (plus eventually the recognized businesses)



5. Generate list of how to get the word out, some ideas include: emails to targeted businesses, posters in town kiosk, announce in the Item, Chamber of Commerce breakfast / newsletter, Erin K's email, business cards with QR code to hand out in town
6. Review the plan next meeting and send out announcements

Next Meeting Wednesday, Feb 21, 2024 at 7:30pm.

**Topics Not
Anticipated** None.

**Committee
Meeting
Adjournment** Meeting adjourned at 8:28 pm.

Respectfully submitted,

Tiana Veldwisch

Attachments: -