



TOWN OF WAKEFIELD

ENVIRONMENTAL SUSTAINABILITY COMMITTEE

Monday, September 19, 2022
7:30 P.M.
Zoom Meeting

**SUBCOMMITTEE
MEMBERS
PRESENT:**

Tiana Veldwisch
Sean Cash

**SUBCOMMITTEE MEMBERS
ABSENT:**

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

Call to Order	The meeting was called to order at 7:30 p.m by T. Veldwisch. The meeting is being recording and closed captioning is available.
Approval of Minutes	S. Cash motioned to approve the minutes from the August 29, 2022 meeting as shared. Motion passed.
Public Participation	Andrea Harkness of Wakefield joined the meeting as a public participant. She is studying sustainability at Bristol Community College and is interested in the ESC's work and subcommittees and is potentially interested in being a town sustainability manager.
Review of ESC Facebook Posts and Engagement	T. Veldwisch has made 8 Facebook posts from the ESC page in September on a range of topics. The reach of posts has varied and is much greater when the posts are shared. We will try to share more ESC posts directly to larger Wakefield Community Facebook groups to increase reach. To solicit additional topics, we will ask ESC committee members. We will find out whether we can have a shared document for collaboratively adding topics, given that they will not contribute toward a motion and simply communication and so post topics may not fall under Open Meeting constraints. Also considering more engagement-focused topics such as questions about what community members think are important sustainability topics to learn more about or participate in.
Review Learnings from Meeting with Jenn	T. Veldwisch met with Jenn McDonald, Wakefield's Communication Director, on 9/16/22 and shared information about Facebook and other town communication channels. The subcommittee will create an email list for sending announcements and events to interested community members. S. Cash to check with Jenn on whether he can use Tufts email list serve tool for that process. The subcommittee can also add content to the official ESC webpage (https://www.wakefield.ma.us/esc) via Jenn. We are interested in adding content to the Programs and Helpful Tips page to be a resource for residents.



**Discuss Materials
for Upcoming
Events**

ESC will have tables at 3 upcoming events: Wakefield Farmers Market on 10/1 (9am-1pm), Wakefield Town Day on 10/8 (1pm-4pm), and New Residents 101 on 10/20 (6-7:30pm). This is an opportunity for promoting ESC resources and getting engagement with our communication channels. At the tables, we should have 1) a paper sheet for collecting email addresses for folks interested in our email announcements, 2) a QR code pointing to a place to sign up for email announcements, 3) a suggestion to follow our Facebook page / QR code to our Facebook page, 4) a way to solicit suggestions for topics to learn more about (suggestion box perhaps). T. Veldwisch will get these materials to Melissa for signage. Specifically for the New Residents event, it would be good to have the official ESC webpage content updated so that is a good resource for new residents, and perhaps have a small number of paper copies available as takeaways. T. Veldwisch will draft some content for the page and share with ESC for input.

Next Meeting

The next regular Community Education Subcommittee of the Environmental Sustainability Committee meeting is scheduled for Monday, October 24, at 7:30pm by zoom.

**Committee
Meeting
Adjournment**

Meeting adjourned at 8:29 pm.

Respectfully submitted,

Tiana Veldwisch

Attachments: -