

# Community Environmental Workgroup Kickoff Meeting

## Agenda

**Date:** April 15, 2011  
8:30 am to 12:00 noon

**Location:** Midtown YWCA (612-215-4333)  
2121 East Lake Street,  
Minneapolis, MN 55407

**8:15** Continental Breakfast

8:30 Welcome and Introductions

Project Orientation

9:30 BREAK

Project Orientation – Follow Up

Ground Rules

Communications Planning

10:40 BREAK

Effective Messaging

Next Steps / Assignments

Closing

12:00 Adjourn

# Minnehaha-Hiawatha Corridor Environmental Collaboration Community Environmental Workgroup Kickoff Meeting April 15, 2011 MEETING NOTES

## Meeting Goals

- Develop a shared understanding of the CARE project
- Discuss how the Community Environmental Workgroup will steer this project (roles) while adhering to EPA requirements and community direction
- Provide direction on the communications strategy
- Identify key messages for inclusion in project communications

## I. Welcome

Hennepin County Commissioner Peter McLaughlin welcomed Community Environmental Workgroup (CEW) members to the kick off meeting. Opening remarks were made by federal and local elected officials:

- |                    |  |
|--------------------|--|
| ▪ Peter McLaughlin | Hennepin County Commissioner                   |
| ▪ Brian Elliott    | Congressman Keith Ellison's office             |
| ▪ Lesley Kandaras  | Senator Amy Klobuchar's office                 |
| ▪ Katie Topinka    | Senator Al Franken's office                    |
| ▪ Karen Clark      | Minnesota State House Representative           |
| ▪ Gary Schiff      | Minneapolis City Council Member                |
| ▪ Loren Olson      | Minneapolis Council Member Colvin Roy's office |

## Participant Introductions

- |   |  |
|---|--|
| ▪ Dan Swenson - Alexander's Import Auto         | ▪ Janet Lovejoy - Longfellow Lutheran parishes |
| ▪ Jon Hunter - American Lung Assoc. of MN       | ▪ Dan Huff - Mpls Environmental Services       |
| ▪ Aaron Day - Blue Construction                 | ▪ Angela Hackel - Mpls Health & Family Support |
| ▪ Carol Pass - East Phillips Improvement Coal.  | ▪ Loren Olson - CM Colvin Roy's office         |
| ▪ Kirsten Saylor - Gardening Matters            | ▪ Steve Christopher - Minnehaha Creek Wtshd.   |
| ▪ John Evans - HC Environmental Services        | ▪ Dave Stewart - MN Department of Health       |
| ▪ Kathie Doty - Hennepin University Partnership | ▪ Kevin McDonald - MN Pollution Control Agency |
| ▪ Kathleen Schuler - IATP                       | ▪ Lorrie Stromme - Mississippi WMO             |
| ▪ ZoeAna Martinez - Lake Street Council         | ▪ Aaron Cavaleri - Preventing Harm Minnesota   |
| ▪ Joyce Wisdom - Lake Street Council            | ▪ Larry Burt I - St James AME                  |
| ▪ Kim Jakus - Longfellow Community Council      | ▪ Marchelle Hallman - St James AME             |
| ▪ Melanie Majors - Longfellow Comm Council      | ▪ Karen Clark - Women's Environmental Inst.    |
| ▪ Joanna Solotaroff - Longfellow Comm Coun.     | ▪ Aisha Gomez - Women's Environmental Inst.    |

## Project Team/Facilitators

- |                   |                |
|-------------------|----------------|
| ▪ Janice Blackmon | ▪ Kellie Jones |
| ▪ Terra Cole      | ▪ Robb Luckow  |
| ▪ Candace Dow     |                |

## **II. Meeting Ground Rules**

CEW members approved a draft set of ground rules for their meetings. Ground rules will be revisited at subsequent meetings:

- Use time wisely, be on time, start and end on time
- Listen actively; respect others when they are talking
- Stay on topic; follow the agenda
- Respect differences of opinion; refrain from personal attacks
- Allow everyone to offer input, share speaking time
- One person speaks at a time; no interruptions or side conversations

## **III. Project Overview**

Meeting facilitators lead small group discussions to reflect on the project goals, CEW roles, project deliverables, and timeline. CEW members discussed what excited them about the project, what concerned them about the project, and the steps needed to successfully complete the project (see Flipchart Notes for more detail).

### **What is Exciting about This Project?**

- Broad Partnerships – providing opportunities to dissolve silos and bring organizations together
- Holistic, Community-Based Approach – asking people what they want and hearing as many voices as possible
- Future Orientation and Vision – thinking proactively and concretely, providing hope and tools for engagement
- Good publicity – bringing attention to the project area
- Process – undertaking project thoughtfully, with foresight

### **What is unclear or concerns you about the project?**

- Community Engagement over the Long Run – keeping people engaged and interested while providing a benefit to the community
- Consistent Communications – creating clear, focused messages
- How to Manage Expectations – getting people excited without guarantee of future action
- Outcomes – understanding the measures of success
- Unclear Process – making sure CEW members understands roles, timeline, funding, etc.

### **What are the steps we need to take to successfully complete the project?**

- Clarify the Process – develop clear milestones and timeline, set up protocols
- Collect Data and Evaluation Results – define terms, assess needs, track data, understand EPA's criteria

- Communicate Project – develop project identity, incorporate previous research, communicate project parameters
- Identify Activities – identify opportunities for mini-projects to show short-term successes, keep people interested, and integrate technical expertise
- Maximize Budget – find leverage and ways to sustain project
- Mobilize CEW – clarify roles, tools, strengths, and contributions; fill membership gaps

#### **IV. Communications Strategy**

The facilitators led the CEW through a large-group brainstorming exercise to help define a communications strategy for this project. This communications strategy will serve as an overarching, consistent theme and set of messages about this project designed to maximize community participation in the process.

CEW members reflected on emails, flyers, radio spots, and other communications pieces and identified what made those effective on a personal level. Characteristics of effective communication included the following (see Flipchart Notes for more detail):

- Clear and appealing content that covered topical issues
- Personal connection made through humor, fear, hope – ensure communications relate on a personal level
- Well designed materials – use color and pictures
- Multiple communications media – use electronic sources (email, social media), signs, newspapers, etc.
- Specific information – ask people to take a specific action or attend a specific event; tell them what they can do now

CEW members also provided tips on successful communications based on their experiences communicating with their constituencies and other audiences:

- Easy – make it easy to find, easy to use, easy to understand
- Inclusive – ensure that information is accessible to youth, people who do not speak English
- Interesting – make it positive, fun, and exciting
- Everywhere – use Email, earned media, outdoor ads, utility billing inserts, traditional media and other channels
- Personal – use trusted sources and let people know how they benefit personally

#### **V. Key Messages**

Project facilitators lead a consensus workshop discussion to determine the key ideas, concepts, or images to include in the overarching communications strategy for the CARE project. CEW members worked individually, in small groups, and then as a whole to brainstorm these ideas and synthesize them into a few key concepts (see Flipchart Notes for more detail).

- Green – Safe and Healthy
- Your Voice – Personal Touch
- The Environment is About You
- You Are the Difference
- Outcomes
- Future and Family
- Fear

## **VI. Next Steps**

Communications task force will review meeting results and draft a communications strategy for the CARE project. Project staff will complete and send out meeting notes, including detailed flip chart notes. Project staff will set up next CEW meeting.