



**Community Resilience Working Group**  
***Outreach and Communication Subgroup***  
**Meeting Minutes**  
**December 10, 2020**

---

The meeting convened at 7:00 pm in the Volunteer Meeting Room, Town Hall, 13 Ayer Road, Harvard, without a quorum. Quorum was met at 7:30 pm.

**Members Present:** Peter Kelly-Joseph (Lead); Arianna Thornton, Phoebe von Conta, and Ron Ostberg.

**Staff Present:** None

**Others Present:** None

---

**Convene**

The meeting officially convened at 8:00 pm.

**Welcome and Introductions**

Participants introduced themselves and began a discussion of the purpose of the Subgroup.

**New Business**

Discussion of Subgroup Goals and Ideas

Arianna Thornton discussed raising awareness of the Committee (CRWG). Phoebe von Conta brought up the infographics that KLA provided. Arianna talked about social media staffing at the Bromfield School and how they could be used to raise awareness at the School.

Ron Ostberg said that there are three ways to connect to people: a letter, link (hyperlink, and one-way dialogue; a two-way dialogue webinar; and a third is active participation.

Arianna discussed that as part of main goals, we could get someone involved with the School's Science Fair related to topic of climate change, local groups like CRWG could serve as judge. We could facilitate a discussion on this topic similar to the spring topic on racial justice.

Phoebe brought up the 50<sup>th</sup> annual Earth Day events last April. The Bromfield/Parker students could do something for the next one and get academic credit.

Ron emphasized the various constituencies that need to be connected to including young students and recent graduates; the over 65 population, and the middle consisting of parents and others, many of who are busy and volunteers.

Phoebe mentioned the City of Oberlin's Community Voices initiative and their interview process. They have an impressive environmental dashboard that can be viewed at:

<https://environmentaldashboard.org>

Ron said that there is a strong message to convey, a narrative that we can develop and disseminate.

Arianna noted that business owners and parents need to be targeted with specific messages.

Phoebe asked about past initiatives in the region including the idea of converting Devens to an airport.

Peter said that the subgroup is limited by structure, necessarily, and we need to keep to the topic.

Phoebe asked how all organizations are connected in Harvard, both public and private.

The group then said that related to our structure, we can start the development of the narrative—a future narrative versus a past narrative.

We can start with the basics: how we got grant money to start climate planning. Next we discuss the future—future mechanisms.

The next steps are to get writing.

#### **Old Business**

None

#### **Other Business**

None

#### **Next Meeting**

The next meeting was scheduled for December 23, 2020 at 7:00 pm.

#### **Meeting Minutes**

None

#### **Adjournment**

At \_\_\_\_\_ PM, the meeting was adjourned by unanimous consent.