



Community Resilience Working Group
Outreach and Communication Subgroup
Meeting Minutes
February 3, 2021

The meeting convened at 7:00 pm via zoom. Preamble to the meeting was read given the working group subcommittee cannot meet in person.

Members Present: Arianna Thornton, Ron Ostberg, Alexandra Cronin, Ellen Sachs Leicher

Staff Present: Christopher Ryan

Convene

The meeting officially convened at 7:02 pm.

New Business

Discussion of how to begin to get the message out about the CRWG and increase the participation in the efforts of the CRWG activities.

Taking off from when the group met last and work that several members did putting forth ideas on how to move forward, the following ideas were discussed:

1 – Message – who we are, what have we done so far, what we are doing/planning, what help do we need. We discussed putting our logo out and asking folks if they know what it is and leading them to who we are in several different venues (see discussion below).

2 – We agreed there are two distinct messages – what is the science telling us and what can we do now to help with climate change. This dichotomy leads us to how we might set up our communication and that the needs of people is very different. We discussed where different subsets of the population get information and what types of information they may be interested in, from very scientific, informative, respected literature/organizations and to what actions a person could take who doesn't have the time to read everything but wants to make a difference and feels overwhelmed with what to do.

3 – Venue – varies by who we are trying to reach out to. Agreed to look into getting out initial message out starting with the Harvard Press, Facebook, Twitter and Instagram. A website might have to come later given the cost of square space vs. free ones such as wix and wordpress. We agreed we could draft the messaging and set up the different venues as a test for our next

meeting. In addition, there is the MassEnergize website that we can join and HEAC is looking to see if they could pay the cost of joining the website, particularly now that DOER has agreed Green Community Funds could be used for participating in the website. The site is undergoing improvements to make it more visible to users with reminders of what users have signed up to do. Having the different venues in some cases would allow us to track users/visitors and could help us determine later which ones are worth the energy to maintain

3 – Other – events that could get people out to learn more. Ideas included establishing vegetable gardens in a climate friendly way, raising chickens, establishing perennial gardens that help with carbon sequestration, using the seed library at the HPL.

TO Dos for the next meeting:

- 1- Talk to John Osborn about an article on CRWG – based on the messaging above and possible continuation of an article on a periodic basis that talks about what we are doing, etc. – Ron and Chris
- 2- Creation of Facebook, Instagram and Twitter mock-ups that could be used to begin to get our logo out and talk about what we are and what we are doing – Arianna
- 3- Establish a gmail account - Chris or Arianna
- 4- Follow-up with MassEnergize and HEAC – Ellen
- 5- Events – Alexandra (with Christiane from the Agricultural Committee) and Ellen
- 6- Video workshops – idea floated by Arianna that could document what others have done in terms of solar, gardens, etc.
- 7- Research alternative websites to Square Space – Arianna and Chris

Next meeting – Wed, Feb 24 at 7 pm.