

Maryland Commission on Climate Change
Education, Communication and Outreach Working Group
January 24, 2018 | 10:30-12:00

Draft Minutes

Attendees: John Kumm, Kris Hoellen, Allison Gost, Donna Balado, Grant Samms, Colleen Turner, Cindy Etgen, Pat Harcourt, Ujjval Shukla, Steve Pattison (EcoLogix), Bob Hoytt (EcoLogix), Lisa Nissley (MDE), Adrienne Diaczok (MDE), Jess Herpel (MDE), Hannah Brubach (MDE).

Phone: Lori Arguelles, Sara Luell, Kaymie Owen, Tamara Toles O'Laughlin.

10:35 AM Meeting Begins

Item #1: Welcome and Introductions

- The meeting was called to order by John Kumm.
- John introduced Kris Hoellen as the new Co-Chair of the ECO Working Group.

Item #2: Priorities

- Metrics
 - All members supported the idea to create a way to track the outreach efforts and people impacted by ECO work.
 - MDE staff will work with communications to develop analytic tracking of MCCC work.
- Results: (For further explanation of the priorities, please visit the attached document)
 - Full Capacity Priorities:
 - E1: Climate Ambassador Program
 - Planned to launch in February 2018 with four training sessions on climate issues.
 - Based on the successes, the Climate Ambassador Program can be used as a template for future programs.
 - Community Ambassadors Program: Similar to the Climate Ambassadors program; however, geared toward a younger audience. Expected to launch in the summer of 2018.
 - E4: Commission Factsheets
 - The first five Factsheets are attached along with the minutes.
 - Please, distribute the factsheets at any events you attend and provide feedback and data to MDE on how many factsheets you distribute or where you share the fact sheets.
 - MDE staff will send the factsheets to the Chesapeake Bay Program to include in their Bay Backpack.

- ECO Members would like to reach out to MACO and MML conferences to have the one-pagers presented or available at the conferences.
- O3: Increase External Awareness of State Climate Change Work
 - We will discuss this priority further at the March meeting. Including updates on what the MD agencies are doing to increase external awareness
- O5: Recognition of Climate Change Action
 - MD Smart Energy Communities – a plan to recognize cities and towns who want to be climate champions. Need to collect contact information for communities.
 - Green Registry – Contest will begin at the End of January and continue until June. ECO members will conduct outreach to encourage businesses to enter the contest. The connection between the Green Registry and a Climate Champions Program is still coming together.
- Sub-Group Priorities:
 - C1: Maryland Photo Essay
 - Grant will keep the group updated on the Photo Essay progress.
 - O1: Facilitation of Existing Outreach and Listening Sessions
 - Occurring through outreach under the Greenhouse Gas Reductions Act.
 - Members are interested in creating a spreadsheet of outreach effort to track what communities ECO reached and whether the outreach was successful.
- Absorbed Priorities:
 - C3: Workgroup Partnerships
 - At each meeting we will have the designated representative provide ECO with on other Working Group updates.
 - C5: Statewide Calendar of Climate Events
 - Allison Gost will continue to keep the calendar updated.
 - Please send any events to Allison.Gost@maryland.gov.
 - C4: Communications Best Practices
 - A letterhead has been created and is attached along with the minutes.
 - Hashtags: #MDClimateCom #WhatyoucandoMD #MDadaptstoclimate
- Future Priorities
 - E2: Climate Education Toolbox
 - E5: Environmental Literacy

Item #3: On-going Projects

- Capacity and New Membership Suggestions:
 - ECO is soliciting suggestions for a replacement of representation previously held by Alliance for the Chesapeake Bay. There may also be the need for more private sector representation.
 - ECO members are looking for someone who works with Spanish speaking communities or people in larger industries.
 - Please send name suggestions to MDE Staff within the next 2 months.

Item #4: Wrap Up

- Upcoming Meetings:
 - **February 21st Meeting will be a phone call**
 - Call in number (605) 475-4000 | Access code: 997763#
 - Provide timeline for Annual Report.
 - Review Priorities:
 - E1: Climate Ambassador Program
 - E4: Commission Fact Sheets
 - O5: Recognition of Climate Change Action
 - March 21st
 - Address work plan priority O3: Increase External Awareness of State Climate Change Work
 - April 18th
 - Prepare for full Commission meeting
- Updates
 - Adaptation and Resiliency Work Group Update: Looking to start a series of regional meetings for local governments and communities in Fall 2018
 - Ecologix Update: Hosted a very successful event with Tad Aburn at Frostburg State University.
 - The event last for an hour and a half and 35 students attended.
 - Ecologix received very positive feedback. The students were excited to learn about what Maryland is doing to address climate change and the agency's roll in moving Maryland forward.
 - Ecologix is looking into returning to Frostburg State University and possibly other college campuses in Maryland.
 - MDOT: Increasing outreach for electric vehicles will include ECO factsheets with this outreach.
 - The National Aquarium is soliciting applications for UCAN, a youth program.

Item #5: Public Comment

- There were no requests for public comment during this period.

11:45 AM Meeting Adjourned