

Grassroots Institute - Climate Crisis Workgroup (CCW) Meeting Notes Tuesday 6-22-21

The CCW met in a zoom session on Tuesday June 22nd at 6:30 pm. Attending were George Reinhardt, Carrie Durkee, Marcy Snyder, Jim Schoonover, Garth Saalfield, Scott Menzies and Peter McNamee.

The following agenda items were discussed: Media Strategy, Working With Progressive Local Organizations, and Confirming Officeholder Support.

- **Media Strategy** - Recently, Jim Schoonover and Jim Tarbell distributed a press release announcing the CCW campaign to solicit public support for the GRI climate action proposals. As followup, Marcy Snyder and Peter McNamee reported that they have been contacting local radio stations to solicit coverage of the GRI Climate Action Proposal. So far we have had some success getting coverage in the Advocate, the Mendo Voice and KMUD. The League of Women Voters have also written letters to the editor focusing on support for the proposals. Marcy was interviewed by KMUD and more recently Marcy and Peter have used public call in programs on KZYX to raise public awareness of GRI's efforts. Peter and Marcy encouraged GRI members to use radio call in programs to dialogue with the public regarding GRI's proposals and create more public awareness and support. The following options for expanding the CCW media strategy were discussed:
 - Running ads in the local media - Concerns were discussed about the cost and the efficacy of doing a paid ad campaign to gain approval from the City of Fort Bragg and the County for action on the GRI proposals.
 - Designing a social media campaign was also suggested.
 - Also suggested was an article for publication in the local real estate paper.
 - Jim Schoonover, Peter McNamee & Marcy Snyder will work as a subcommittee to assess the utility of these options and report back with a recommended public relations outreach strategy.
- **Working With Other Progressive Groups** - There was discussion that the Democrat Clubs, the League of Women Voters, and other similar groups have rallied

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support for the GRI climate action proposal and the GRI should try to build on-going bridges of mutual support for future work. It was decided to invite some of the leaders of these organizations to join us at the up-coming lunch party celebration on Saturday June 26th to show our appreciation and engage in a shared celebration of progressive action.

- **Confirming Officeholder Support** - GRI members have worked extensively with local office holders building support for GRI's Climate Action proposals. But so far there has not been a firm commitment by the City of Fort Bragg or the County to adopt GRI's recommendation. George and Peter were tasked with contacting Supervisors Dan Gjerde and Ted Williams respectively to ask for a commitment of support and to find out when action will be taken by the county. City Council members Tess Albin Smith and Jessica Morsell-Haye have indicated support but need to be contacted again to lock down their support. Marcy Snyder volunteered to contact Jessica and confirm her support. More contact is needed with Lindy Peters who has indicated he is undecided about the GRI proposal. Scott Menzies will forward to Carrie Durkee a draft officeholder pledge form to use to confirm officeholder support.
- **Other Items Not on Agenda** - There was also a discussion about reaching out to the communities of color to engage them in a dialogue about Climate Action and promoting a Green Jobs economy. Carrie Durkee volunteered to follow up with the hispanic community.
- **Progress Report** - So far the GRI Climate Action Proposals have been endorsed by over 40 local businesses and organizations, as well as receiving the support of more than 650 local residents that signed petitions supporting the proposals. Multiple presentations have been made to the Fort Bragg City Council, the Mendocino Board of Supervisors and the Mendocino County Climate Action Advisory Committee as well as several other energy and climate action organizations.
- **Next Steps** - The next meeting will be noon Saturday June 26, 2021 at Cafe Beaujolais in the village of Mendocino.