

Environmental Advisory Council
Special Meeting
Tuesday, December 27, 2022
Virtual

EAC members present –D. Beane, A. Sellers, W. Vitale, J. Cole, S. Bach, S. Thompson

Others present – S. Smith, S. Bachman, B. Davis, R. Bradley

CALL TO ORDER

Mr. Beane called the meeting to order at 12:02 pm. He noted that a quorum was present.

PUBLIC COMMENT

None.

AUTHORIZE 2023 INTERN

Mr. Vitale reviewed the work done by Ms. Chesson and Mr. Nazario in 2022. He reviewed the process that the Communications Committee used to recruit candidates for 2023. He stated that the Committee prefers to utilize two candidates again in 2023.

Mr. Thompson stated that the two candidates have different strengths and expressed the belief that they will accomplish the EAC's goals for 2023.

All present introduced themselves.

Mr. Vitale described the two candidates – Jasmine Slusser and Kareem McCoy.

Ms. Sellers questioned if the candidates will receive 2022 funds in advance, as was done with Ms. Chesson and Mr. Nazario. Mr. Vitale stated that they will receive 2022 funds in advance as was done in the past.

Ms. Ayers-Fisher connected to the meeting at this time.

Ms. Sellers questioned the length of time of the internship. Mr. Vitale stated that it will be for six months.

Mr. Vitale noted his hope to begin the listening sessions in 2023 to learn what Reading residents know and think about climate change.

Ms. Sellers questioned if EAC members will supply the information for social media posts. Mr. Vitale stated that the EAC will need to provide the content.

Ms. Sellers questioned if the two candidates will share duties. Mr. Vitale stated that they will. He stated that the Committee will meet with the candidates in January to review the job description and divide the duties. He noted Mr. McCoy's understanding of adding content that gets users to stop scrolling on social media.

Ms. Sellers questioned if the mapping project will continue. Mr. Vitale expressed the belief that the mapping project will continue. He expressed the belief that it would be beneficial if Mr. Bradley also served on the Communications Committee.

Ms. Sellers stated that it is important to understand the division of the duties. She noted the need to get the best use of the candidates' time. She thanked the Committee for their work.

Mr. Vitale stated that this is a fun project and that these are great young people.

Mr. Thompson stated that these candidates are both outstanding young people. He stated that they are both engaging and described both of their strengths.

Mr. Vitale stated that Ms. Slusser is currently pursuing both her Bachelor's and Master's degrees at George Washington University. He stated that both candidates understand how to engage youth. He expressed the belief that these candidates will continue the progress made by Ms. Chesson and Mr. Nazario.

Motion was made by Mr. Vitale, seconded by Ms. Sellers, to retain Jasmine Slusser and Kareem McCoy at \$4,800 each and to work six months as described in the current job description. Motion carried unanimously.

SIGNAGE

Ms. Sellers stated that she has the updated contact information for Philadelphia Water Department but has not yet contacted them. She stated that she will inform Ms. Curran-Myers and Ms. Ayers-Fisher when she contacts them. She stated that there have been many staff transitions at Philadelphia Water Department and that they are also updating their graphics.

Mr. Vitale noted the need for Ms. Sellers to submit descriptions of green infrastructure projects to be posted as pins on the mapping project. Ms. Sellers stated that she will provide this information.

Mr. Vitale stated that he and Ms. Curran-Myers are also providing social media content. He noted his hope to begin posting content to social media in the near future.

Ms. Sellers expressed the belief that graphics are better than words on social media. She stated that they better visualize the information and suggested that postings not begin until the updated graphics are received.

NEXT MEETING

The next meeting date is Tuesday, January 24 at noon via Zoom.

The meeting adjourned at 12:36 p.m.

Respectfully submitted by
Shelly Smith, CMC
Deputy City Clerk

City of Reading Environmental Advisory Council Sustainability Communication Specialist

Six-month Contract Position: February 1 - August 1, 2023

Work from home

10 hours/week, 240 total hours

\$5000 stipend

*Works with City of Reading's EAC (Environmental Advisory Council
Communications Committee)*

Background: In July 2019 the Reading City Council passed a resolution committing the City to 100% clean and renewable energy by 2050. The City's administration is developing a Climate Action Plan for achieving that goal. The foundation for this work was completed in 2022. The Communication specialist will continue this work while at the same time take it a step further. To be effective and fair this plan will need to reflect the needs and character of the community's diverse residents. The communication specialist works with the Communications Committee to develop the communication tools

In 2022 the EAC updated its website, created an email function, started social media accounts, began mapping green infrastructure in Reading and sponsored events to broaden our outreach on Climate Change and sustainability issues. The Communication specialist will work with the EAC Communications Committee to develop content for social media postings, and assist with the development of creative and inclusive strategies to engage the community in shaping the Climate Action Plan.

The purpose of this effort is to increase awareness, provide educational information and encourage citizen action by assuring that community members can:

- ☐ Communicate their concerns
- ☐ Learn about the plan and how these issues impact them and
- ☐ Engage in the process of developing and adapting this plan

Qualifications:

- Good verbal and written communication skills.
- Excellent local relationships, understanding of the community
- Knowledge/interest in sustainability, community outreach.
- Experienced in online networking.
- City resident preferred.
- Bi-lingual Spanish and English preferred

Job Description:

- Maintain an online periodical devoted to the subject of sustainability in the City of Reading.

- Consistently publish relevant content, both online and otherwise (art exhibits, songs, dances, etc.), produced by a diverse, representative group of local community members, writers, and artists, that highlights the importance of the city's transition to more sustainable ways of functioning, considering economic, environmental, and social justice
- Identify contributors
- Drive traffic to the content/publication
- Develop relationships and coordinate with other organizations and websites to strengthen the sustainability network in The City of Reading and the greater Berks County area. (These organizations could include Earth Day Berks, PSU Sustainability Initiative, Steam program at Albright)
- Coordinate with the City's IT Department
- Integrate multiple forms of communication in efforts to identify contributors and drive traffic to content
- Identify, recruit, engage, and support individuals and diverse groups from the Reading community in scheduled "Listening Sessions," meant to connect the EAC and City's climate action planning with the specific concerns of its residents by way of intentional, focused listening. The location, size, and format of these sessions remain to be determined. We foresee them being both large and small, at a variety of locations throughout Reading.

Print name

Sign

Date