

**Monroe County Climate Action Plan Advisory Committee Meeting Minutes**  
**Monroe County Fleet Center / Zoom**  
**January 5, 2023 (3:30 – 5:00 p.m.)**  
**Drafted: January 6, 2023**  
**Approved: February 2, 2023**

**Members:** Sean Delehanty, Richard Milne, Matthew O'Connor, Sue Hughes-Smith, Mike Garland, Anna Yatteau, Lola D'Ascentiis, Michael Yudelson

**Absent:** John Botelho, Kate Walker

**Staff:** Clement Chung, Tina Stevens, Joe VanKerkhove, Pat Gooch

**Guests:** Loretta Morrell, John Steinmetz, Molly Gaudioso

**Attending via Zoom:** Alden Smith

**Welcome, Introduction and Announcements (Co-Chair O'Connor):**

Meeting called to order at 3:37 P.M. by Co-Chair O'Connor.

1. Matt O'Connor and John Botelho were scheduled to speak on the CAP at the December meeting of the Village Mayor's Association. That meeting was cancelled due to weather. Rick Milne, who extended the invitation on behalf of the group, said that the Mayors meet bi-monthly. Consideration will be given to a larger event with more in attendance.
2. Matt introduced the three youth members: Lola D'Ascentiis (Harvard University), Anna Yatteau (Penfield High School Senior) and Alden Smith (RIT).
3. Clem Chung was notified that the County had completed the last action item for Bronze Climate Smart Community Certification and that the DEC review of the application had been started.
4. Sue Hughes-Smith and Lola D'Ascentiis will be presenting to a group at School 12 on January 12 at 2:15 P.M. Materials will be provided by Bergmann from the existing presentation.
5. Clem stated that committee members who have questions for Bergmann reach out to him, and he will facilitate getting answers and making things happen.

**Approval of Minutes (Co-Chair Yudelson):**

Minutes from the December 1, 2022 meeting unanimously approved. Motion by Sue Hughes-Smith; seconded by Matthew O'Connor.

**Legislative Update (Legislators Yudelson, Hughes-Smith, Delehanty and Milne):**

1. Legislator Yudelson stated that the CAP enjoys broad support from the Legislature.
2. \$1 million in funding for various CAP Phase 1 initiatives was allocated and approved by the Legislature. Mike Garland will report at the February meeting the plans to access this funding in 2023/2024.

**Climate Action Plan Phase 2 (All):**

1. John Steinmetz and Molly Gaudioso from Bergmann recapped the Phase 1 plan for new members and provided next steps for Phase 2:
  - Clem Chung stated that an annual report will be authored every year and GHG inventory will be reviewed and updated every five years. These actions will provide accountability and flexibility.
  - With the scope of work complete and approved, the schedule for Phase 2 was presented.
  - First task is to have monthly meetings with CAP. It is anticipated the committee will play more of a direct role than it did during Phase 1.
  - Internal meetings with the County staff working group are held weekly, and will continue for Phase 2.
  - One of the goals is to align with other County long-range planning initiatives, such as Active Transportation and the Comprehensive Plan.
    - Three public workshops are being planned, with the detailed framework under development.
      - One workshop will be held in the near future to kick off the format
      - Second will be to touch base and update progress
      - Last will be a review of steps, action plan, and priorities
    - Project website and branding:
      - Seek to leverage virtual engagement tools that will correspond with outreach, surveys, etc.
      - Branding needs to be flexible and responsive to the project
      - Will be paired with public events, such as pop-ups and dovetail with the Comprehensive Plan and Active Transportation events to demonstrate connectivity – not fatigue the public
    - Scope of Phase 2 includes targeting demos and groups, stakeholder meetings
    - Compiling list of stakeholder groups to include "megaphone groups" that can reach others
    - Project will be heavy on communication with municipalities and student groups
  - Sean Delehanty asked how the project will balance the input from the community. Molly stated that Bergmann will not filter any feedback; they will work with staff to formulate within the plan.

- Matt O'Connor asked how information will be disseminated to municipalities and what the procedure was to collect feedback. Molly stated that strong messaging with a recognizable brand will raise public awareness. Marketing materials will include a baseline presentation deck that could be used with different groups.
- Mike Yudelson asked who will house the resources at the end of the project. Molly said that the County will be designating staff and resources to accomplish this. Mike Garland said the County is in the process of hiring a Sustainability Coordinator, who will be dedicated to this project.
- Tools will be developed for municipalities to use as part of the process. Clem stated it does not make sense to duplicate the work already being accomplished by groups throughout the county.
- Clem reminded the group that the County Executive has designated the CAPC to act as the County's Climate Smart Community Task Force.
  - One task the County could perform is to provide trainings to municipalities to become Climate Smart Communities.
- Molly stated that identifying overlapping actions within communities that "check the box" will also be accomplished.
- Discussion on branding:
  - Questions: tone, differentiators, importance/context; values, priorities, vision; give voice to the project.
  - Branding examples: Active Transportation, Plan Forward, Recovery
  - Branding elements: appearance, format, colors, text styles and meaning
    - Icons to identify sectors and color palettes were discussed
  - Sue Hughes-Smith asked that a justice component and accessibility be considered, along with languages and vision impairments (colors); Clem stated that the County's Department of Diversity, Equity and Inclusion can evaluate and be a resource for translations.
  - Lola D'Ascentiis spoke about cross-generational participation. Sue Hughes-Smith added that the current generation finds it frustrating to be left with a problem they did not create; Lola added that they find it frustrating that easy solutions they are given (shorter showers, turning off lights, etc.) will not solve this problem.
  - Discussion about incorporating design elements from Phase 1 into Phase 2
- At the February 2 meeting, Bergmann will present the date for the first public workshop, unveil a draft website design, and lay the groundwork for the basic communications plan. March 1 is target launch date.
- Molly stated the first meeting should be virtual, that way it can be recorded and posted to gain interest.
- Website: other County plans have connected page. Would be a standalone page, but housed and linked on the County page.
- Youth members will be available to help with Social Media – what is effective, impactful? A diverse stakeholder group can help with this.

**Public Forum:**

No comments or requests to speak were received.

Next meeting is Thursday, February 2, 2023 at 3:30 **in-person** at the Monroe County Fleet Center Building 1 Conference Room. Changes or updates to the meeting venue will be communicated to the committee via email.

Motion to adjourn by Sean Delehanty; second by Rick Milne. Meeting adjourned at 4:28 PM.