

**Meeting Notes April 20, 2017 - Monthly Meeting
Palouse Region Chapter, Citizens' Climate Lobby**

5:30-7:00pm, Umpqua Bank Meeting Room, 225 N. Grand Avenue, Pullman

Present: Mary DuPree, Judy Meuth, Deb Olsen, Amelie Schmolke, Marilyn Von Seggern, Al Poplawsky, Steve Flint, Mac Cantrell

Review of Minutes – No changes.

Announcements

- Mary encouraged all ID members to send comments by April 26 regarding keeping climate science in the ID curriculum standards. Details are in the meeting announcement email that she sent.
- Deb reported that the film series *Years of Living Dangerously 2* has arrived at Neill Public Library. She noted that Neill is very good about purchasing requested items.
- Mary sent the CCL media packet for Earth Day to the *Daily News* and the *Lewiston Morning Tribune*.
- March for Science – April 22nd, 1:00 pm. Al and Mac will carry our new CCL banner at the march. Marilyn, Deb, Amelie, and Judy also will attend.
- Growing Your Green Future (sponsored by UI Sustainability Center) – April 27, 5:30-8:30. Mary will table at the event.
- Climate March (PESC sponsored) - April 29, 10:30 am. Meet at Friendship Square for opening events and speakers. At 11:30, march to East City Park for more speakers beginning at 12:30. Judy announced areas where PESC needs help the day of the march and asked for volunteers. She will send an email reminder about the march and also ask for volunteers to march and/or table with CCL and our new banner.
- Citizens' Climate International Conference and Lobby Day, June 11-13, Washington DC.

Reports

CCL Eastern WA Tour – The tour is beginning to shape up. Audubon is working with CCL on the tour. It will likely be take place over 10-12 days during the first two weeks of November and will visit 11 communities including our rural Palouse area. Pete Haug will arrange an event in Colfax, and Charlotte Omoto will possibly arrange one in Palouse. Judy asked for suggestions on additional Palouse communities to visit and contacts in those areas. Several people were suggested as contacts.

CCL-Palouse Treasury – Our treasury is down to about \$70 after paying for our new banner for tabling and marching. We don't collect dues, and have thus far relied on any donations members would like to give. If you would like to contribute \$5, \$10, or any amount to our treasury, please put extra money in the pizza jar at a meeting or send a check made out to Citizens' Climate Lobby Palouse to Pat Rathman (219 N. Lieuallen, Moscow 83843).

Action Items and Updates from Interest Groups

We've been busy this past month!

- Presentations
 - Pete - Palouse Asian-American Association
 - Mac – Moscow High School Environmental Club
 - Mac and Judy – WSU Civic and Environmental Engineering Class
 - Judy – Palouse Audubon Society
 - Lobbying at Town Hall Meetings
 - Sen. Crapo’s (ID) Lewiston Regional Director – Steve, Al, Mac, and Adrienne met with him.
 - Rep. McMorris Rodgers’ staff in Dayton – Ginny
 - Rep. McMorris Rodgers’ staff in Colfax – Judy
 - LTE’s
 - Ginny - 1 letter each in *Daily News*, *Spokane Spokesman Review*, *Lewiston Morning Tribune*
 - Pete – *Daily News*
- REMINDER: Also report to Marilyn all personal letters or postcards to Congress that you mailed or delivered and letters sent by webform via a Congressperson’s website.

National Call

Mary reported that CCL’s Mark Reynolds opened the call by outlining CCL’s six core values: focus on passing carbon fee and dividend legislation, non-partisanship, optimism, building relationships, personal power, and integrity. Once we achieve our goal of carbon fee and dividend, we will move on to the next most impactful goal.

Guest speaker Katherine Hammack was Asst. Secretary of the Army for Installations, Energy and Environment in the Obama administration, where she focused on Net Zero (energy, water and waste), resiliency and sustainability for all of the Army’s installations worldwide. Hammack suggested talking about “resiliency” with people who are not yet supporters of climate change action. The military, for instance, is concerned with resiliency and therefore with climate change since it negatively impacts resiliency.

National Actions for the Month:

Directions for two action items were handed out: 1) Write to members of Congress, 2) Practice communications skills exercise.

Endorsement Letter Planning

Mary and Judy reported on their call with a Wisconsin endorsement letter organizer and CCL online endorsement campaign seminars. We discussed a summary handout of the strategy advice from those sources (see end of these minutes). Mary introduced a draft email for the first contact with potential endorsers. If possible, we will send the emails from a member known to the potential endorsers. Our next steps are to add to the potential endorser spreadsheets for WA and ID. Mary reported that additional ID CCL chapters will work on the letter endorsement campaign and that there are new CCL chapters forming in Sandpoint and Hailey/Ketchum that can help gather signatures. In our WA congressional district, our Palouse group is currently the only chapter; we will contact people who were in the former Spokane and Walla Walla groups about getting involved in this campaign. Marilyn

will look into our CCL group joining the Pullman Chamber of Commerce as a way of connecting with businesses. We broke into ID and WA groups to discuss letters, endorsers, and strategy.

Review of Action Items from this meeting

- Al and Mac will carry the CCL banner at the Science March, April 22. Marilyn, Deb, Amelie, and Judy will attend.
- Mary will table at Growing Your Green Future, April 27.
- Judy will send a reminder about the Climate March on April 29.
- Judy will inform CCL Eastern WA Tour of our suggestions.
- Marilyn will investigate CCL-P joining the Pullman Chamber of Commerce.
- Mary will finalize the initial email to potential endorsers for the letters to members of Congress.
- **All** please add to Google spreadsheets with potential endorsers for the letters to members of Congress.
- **All** please consider donating to CCL-Palouse treasury.
- **All** - send Marilyn actions/links so she can report them to national CCL (kvs21@frontier.com). Also send published items to Paul to post on CCL-P website (paul-spencer@pullman.com)

Next meeting May18, 5:30-7pm, 1912 Center Senior Center, 412 East 3rd St., Moscow

Endorsement Letter Strategy/ Information

Goal: Get stated support for action on climate change from businesses, organizations, and community leaders and members to Congressional Representatives and Senators.

Time frame: 3 to 4 months.

Strategy (suggested):

Research and construct letter to MOC.

Determine wide range of potential endorsers, from more influential entities to “low-hanging fruit”.

Use the term “Leaders’ Letter” rather than “Endorsement” Letter with potential signers?

Meet as a group to determine how to do campaign, practice with each other if desired.

Members choose endorsers to contact. Include some known endorsers (personal contacts more successful). Research endorsers if necessary.

Build relationships with endorsers. Realize that multiple contacts will likely be necessary. Be persistent and respectful. Always follow-up.

Go for easy signers first. Don’t hesitate to ask people you meet serendipitously (librarian).

Make it personal – say why action is important to you.

For each time an endorser is contacted, **let them know what you want** them to do, for example:

- Sign.
- Help find other endorsers.
- Take public position on climate change action.
- Add climate change action to their organization's/business' priorities.
- Join a meeting with a member of Congress.

Initial Contact and Follow-ups by Email

- Week 1: Initiate contact with every endorsers via an introductory email with Leaders' Letter attached. Send email from a known contact if possible. Ask for an endorsement, an email or call back, or a meeting.
- Week 2: Send second email as a follow-up; include requests.
- Week 3: Send third email as a follow-up; include requests.

Phone calls

- Follow-up with phone calls; refer to email, letter. What does endorser think of letter? Ask if endorser would like to have more/different info and/or to meet. Restate requests.
- Follow-up with more phone calls.

Meetings

- Intro self and CCL.
- Say why climate action is personally important to you. Take a photo of your child/grandchild.
- Say why it is important for you to be talking to endorser, [for instance: endorser has wellbeing of city at heart (mayor or council member), endorser wants businesses in area to thrive (chamber of commerce), endorser has MoC's ear].
- Listen to/learn about endorser.
- Acknowledge endorser's main concerns (jobs, business viability, human health...) and present concept that climate change is a multiplier for whatever concerns the endorser has.
- Introduce a climate action market option like CFD. [For conservatives, can also rely on Rex Tillerson's words. There are YouTube recordings of him speaking on climate change and solutions. For progressives, could talk about Paris accord, give list of corporations in favor of climate action.]
- Mention other leaders who have signed.
- Ask for signature. If "no", ask what additional information can help explain climate change/action, ask for additional meeting.