

Earth Summit Steering Committee Minutes
April 24, 2008

Members Present: Ann Piasecki, Sr. Rosemarie Burian, Sr. Sheila Kinsey, Sr. Gabe Uhlein, Doug Kasper, Karen Tornberg (new—interested in plying professional marketing skills to assist in promoting the Earth Summit, Lois Sheridan and Donna DeFalco. Connie Schmidt of the Sierra Club forwarded her information concerning updates. Kay McKeen had previously offered follow-up suggestions, including a variety of green initiatives for cities and other municipalities, including the Greenest Region, the mayors; Climate Control Act, Clean Air Counts, Partners for Clean Choice and Cool Cities.

At the meeting the idea of Earth Summit Advocate Action Sheets, designed to keep track of activities and actions made in the planning of the Oct. 11, 2008, event was introduced. Steering committee members are asked to turn them in after each meeting or as soon as possible.

Possible new members for the steering committee, include Lisa Stock, dean of learning resources at the College of DuPage, and possibly an adult member of the environmental group from St. Francis High School, Wheaton.

Discussed copy for brochure going out to the public, seeking volunteers for the numerous committees. Sr. Gabe prepared several logos---the steering committee selected one and together created a mantra:

Earth Summit: A United Nations Earth Charter climate change event hosted and coordinated by Wheaton Franciscans and Friends.

Begin at Home

The committee decided to have an ad book and a T-shirt designed for the occasion. The back of the T-shirt would advertise our sponsors (gold, silver, bronze level) who substantially contributed funds or donations to make the event successful.

Other coordinated promotional campaign pieces include a poster contest for elementary schools to highlight what aspect they are involved in (recycling, riding bikes instead of seeking car rides, dialing down the thermostat, consistent use of ecology bags...) as it concerns the environment; petitions put out to a variety of schools for science projects, essays, whatever way that the environment can be addressed within the total curriculum; find a committee member to oversee school connections and artistic participation.

Marketing plan or letter for businesses in the county and nearby...contact the Chambers of Commerce for info.

Throughout the day of the actual event, we will announce perhaps the donors and sponsors and then maybe announce the sale of raffle tickets and eventually announce the winner.

Radio (WBBM), newspaper (sun, daily Herald, Tribune...give and take exchange (refer to paper or radio station as a donor) for ads announcing the Earth Summit), cable television and network television coverage requested.

Entertainment: Donna achieved an agreement with Carolyn Fincer, a storyteller who intends to donate some time at the Earth

The need to get a lecture or presentation coordinator was mentioned: a broad range of opportunities, practices and issues need to be addressed, such as measuring one's carbon footprint, environmentally friendly lawn care, roof top gardening, advocacy issues at the state, federal and international levels, Terry McGuire on sound environmental practices employed at WFHC hospitals (coordinate that presentation to involve surrounding hospitals). Doug Kasper (on Just Matters along with his house building and solar power experience for Kenyan families) and Seth Dibblee are slated for presentations, want to attract Arboretum or Forest preserve personnel as well, maybe a discussion on sustainable communities from a representative of the National Catholic Rural Life Center in Des Moines, maybe one of Al Gore-trained students.

Other activities: A Collaborative Ministries Walk around the Peace Path, coordinated by Sr. Gabe and friends, invoking images of Mother Earth, Sister Peace, Brother Air...)

Logistics: Reserve the third floor of the parking garage for Earth Summit volunteers on that day, and reserve the facilities on campus for Earth Summit presentations.

Seek out biodegradable cleanup bags (for pet blessing)/maybe some eco bags.

THE NEXT MEETING DATE IS MAY 22 @ 7 PM. IN THE ROBERT MAKOWSKI ROOM AT OUR LADY OF THE ANGELS MOTHERHOUSE ON THE CAMPUS OF THE WHEATON FRANCISCANS, 26W171 ROOSEVELT ROAD, WHEATON. FOR INFORMATION, CALL SUZ AT 630-909-6635.