

# Green Ribbon Commission Meeting

Wisconsin Economic Development Corporation

201 W. Washington Ave.

Madison, WI 53703

Friday, August 4, 2023

9 a.m. – 5 p.m.

## COMMISSIONERS PRESENT:

- Masood Akhtar
- Pamela Boivin
- John Brogan
- Andy Buck
- Sara Conzemius
- Abigail Corso
- Sam Dunaiski
- Sandra Henry
- Kamaljit Kaur Jackson
- Sean Kennedy
- Montre Moore
- Mike Noreen
- Kara Pennoyer
- Nicole Rakobitsch
- Maria Redmond
- Ty Rohloff
- State Rep. Katrina Shankland

## COMMISSIONERS NOT PRESENT:

- Antonio Butts (intermittently online, but did not participate)
- Dean Warsh

### I. Welcome and Roll Call – 9:05 a.m.

- i. Welcome given by WEDC Secretary & CEO, Missy Hughes and WEDC Deputy Secretary & COO, Sam Ridders
- ii. Facilitator, Mark Webster
- iii. Green Ribbon Commission Timeline
  1. Late August – Meeting with Tribal Leaders
  2. Early September – Public Listening Session
  3. Late September – Green Ribbon Commission Closing Meeting
  4. Sept. 26 – Solar for All proposal due
  5. Oct. 12 – Clean Communities Investment Accelerator and National Clean Investment Fund proposals due

- 6. October – December 2023 – Establishing the Green Innovation Fund
    - 7. January – March 2024 – Capitalizing the Green Innovation Fund
  - iv. Commissioner introductions
- II. Commissioner Interview Review
  - i. See PowerPoint handout for findings
- III. Guiding Principles: Methodology
- IV. Guiding Principles: Small Groups
  - i. Group A (Bucks) (WEDC facilitator – Sam Ridders)
    - 1. Pamela Boivin, Sandra Henry, Sean Kennedy, Kara Pennoyer, Maria Redmond, and Ty Rohloff
  - ii. Group B (Bucky) (WEDC facilitator – Khadija Mims)
    - 1. John Brogan, Abby Corso, Sam Dunaiski, Kamaljit Kaur Jackson, Nicol Rakobitsch, and Rep. Katrina Shankland
  - iii. Group C (Brew Crew) (WEDC facilitator – Flannery Geoghegan)
    - 1. Masood Ahktar, Andy Buck, Sara Conzemius, Montre Moore, and Mike Noreen
  - iv. Rankings
    - 1. Group A
      - a. Bad grade in productivity, government-driven program – worried about efficiency; do we know each other – once we do, confidence may rise; strong commitment suggests we can over-perform; worried that input won’t have impact; understanding competitive landscape may help increase ability to bring home dollars
    - 2. Group B
      - a. Successful together; funding high; commitment to vision is high
    - 3. Group C
      - a. Recognize this will be hard; overall commitment to vision; optimistic; unique challenge; strategic – private-sector partnerships; cooperation between stakeholders
  - v. Goals
    - 1. Group A
      - a. Commission primary purpose: foundation, footprint, move needle, creating last structure, impactful investments, profitable (financial, social and natural), legacy, defining, adaptable, drive critical learning and design, potential to accelerate Wisconsin’s spot on the curve, equity and

diversity, If equity is part of our foundation then we'll be more able to shift funds and focus; IMPACT

2. Group B

- a. Objective – establish a framework/foundation/guardrail for sustainability to keep Wisconsin competitive; stand up a green bank that works for everyone in Wisconsin; define what success looks like
- b. Why excited to join the committee – diversity, equity, increase sustainability/commitment; the work being done will make a huge future impact; the expertise available for the work
- c. One word to describe the commission – diversity, energized, trust, different points of view/talents

3. Group C

- a. On Wisconsin!; Equitable across communities/state; building for the future; synthesize expertise that works for all Wisconsinites; Future – what does it look like: state, country, world; Accelerate – do this NOW; Promote Wisconsin – successful model for all; lean on strengths; common threads/commonalities; engage youth early AND older generation; stay power; meeting people where they're at – WORDS MATTER; bipartisan

vi. Focus Areas

1. Group A

- a. Inclusive; partnership; efficiency/ease of access; equity; accessing economic benefits of growing sector; opportunity cost

2. Group B

- a. Sustainability through structure/process (flexibility/nimbleness; strategic investments/metrics); equal (need clear definition of equal) access (deployment/distribution/effectiveness/efficiency) to meet needs; measurable environmental impact
- b. Sustainable Fund – long-term – provide additional resources NEEDED to be successful – with private sector engagement early on; education; Inclusive & equitable & accessible – building trust → address according to segments needs; Solutions oriented but flexible to solve problems that don't currently exist

vii. Success / Failure (whole group discussion)

1. Success – Deploy/execute/measure; ROI; longevity/legacy; move needle; statewide (especially those places not already on third base); bipartisan support; leveraging additional funds beyond IRA;

Messaging that capture goals; infrastructure to access fund; ease of access

2. Failure – status quo – again fail to serve people we target; don't bring home federal money; missed opportunities; hyperpartisan; failure to address need workforce

DOA Secretary Kathy Blumenfeld, stopped in on behalf of Governor Evers to thank the commissioners for their work and recognized the importance of the work being done.

## V. Guiding Principles: Drafting

### a. Purpose Pyramid

- i. Vision – groups drafted their statement, there was then discussion on each and then commissioners walked the room and edited each as they saw fit

1. Group A

- a. Wisconsin is the globally leading clean energy accelerator that benefits all people, business and communities

2. Group B

- a. A Wisconsin economy runs on clean energy and benefits all corners and all communities

3. Group C

- a. All Wisconsinites thrive in our clean economy

- ii. Mission

1. Group A

- a. Accelerate clean energy solutions to strengthen all Wisconsin businesses and communities

2. Group B

- a. Empower communities to develop and access clean energy solutions made in Wisconsin

3. Group C

- a. Foster education and engagement to accelerate investments in clean energy solutions

- iii. Strategies

1. Group A

- a. Partner-involved marketing and branding campaign
- b. Close financing gaps
- c. Leverage investments to sustain and grow the fund (evergreen)
- d. Remove barriers to equitable outcomes
- e. Coordinate funds/administration investments with partners to build and transition workforce

2. Group B

- a. Differentiated products that target specific segments/markets

- b. Creative and flexible financial structure (infrastructure)
  - c. Incorporate technical resources/assistance
  - d. Seamless/efficient application and administration process
  - e. Communication and outreach (culturally competent based on needs and interests)
  - f. Workforce training
3. Group C
- a. Get the federal money and leverage PPPs
  - b. Identify barriers and work to remove them
  - c. Engage & create partnerships with community organizations and stakeholders
  - d. Define community needs and provide support across Wisconsin
  - e. Investment in workforce development
- iv. Guiding Principles (not all groups got to this objective)
1. Group B
- a. Empower all corners, all communities in Wisconsin to realize (achieve) the benefits of clean energy solutions
  - b. Equitable deployment/distribution based on needs (priorities, impact)
  - c. Collaborations/partnerships with private/public
  - d. Financial and procedural sustainability to ensure generations can access these programs
  - e. Program agility to adapt to legislative policies
2. Group C
- a. Capitalize on deep history of manufacturing and agriculture
  - b. Consider those who have been historically marginalized

VI. Guiding Principles: Alignment

- i. Vision - All Wisconsin communities thrive in our clean economy
- ii. Mission - Accelerate clean energy solutions made in Wisconsin
- iii. Strategies – Mark will put together this list based on what has been discussed
- iv. Guiding Principles – Mark put together the following during breakout groups
  - 1. Generate support in all corners of the state and across all sectors
  - 2. Redefine green as economically and environmentally imperative
  - 3. Empower long term success and ensure sustainability
  - 4. Engage diverse voices and serve all communities
  - 5. Nurture a bias for action and get real results

VII. Adjourn – 3:35 p.m.