

## **Green Ribbon Commission Introductory Meeting**

### **Microsoft Teams Meeting**

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Conference ID: 666677202#

**Meeting**  
**Monday, July 10, 2023**  
**3 p.m. – 4 p.m.**

Present: All 19 commissioners; WEDC Secretary Missy Hughes, WEDC Deputy Secretary Sam Ridders, WEDC CLO Jennifer Campbell, WEDC CFO Khadija Mims, WEDC Communications Director David Callendar, Mark Webster – facilitator, WisEye

- I. Welcome
  - a. Sam Ridders
    - i. Thank you to everyone for making the time to be here today, on behalf of Governor Evers and Secretary Missy Hughes
    - ii. In April 2022, Governor Evers launched the Clean Energy Plan and created strategies to ensure that all electricity consumed by the state is carbon free by 2050
    - iii. Jennifer Campbell, CLO, to provide brief overview of open meetings & open records
      1. Meetings are open to the public and we have to provide advance notice and agenda
      2. Public records – all of the work for the commission are subject to public records request
- II. Framing
  - a. Deputy Secretary Sam Ridders
    - i. Sam walks through the balance of the meeting agenda
    - ii. Introduced Mark Webster, who will help facilitate the commission
- III. Introductions
  - a. Moderator – Mark Webster
    - i. Name and one thing they want the commission to accomplish
      1. Abbey Corso – would like a green bank that works; accelerate goals
      2. Andy Buck – would like to ensure workers are involved
      3. Sandra Henry – accelerate climate work especially in marginalized communities
      4. John Brogan – would like meaningful climate-change impacts

5. Pamela Boivin – mindful, Mother Earth, sustainability
6. Kamaljit Jackson – ensure small businesses are impacted
7. Ty Rohloff – would like to make sure farmer and food suppliers are part of the conversation
8. San Dunaiski – would like to build a renewable future
9. Montre Moore – would like to ensure black and brown people are a part of the conversation
10. Masood Akhtar – would like bipartisan solutions
11. Rep. Katrina Shankland – would like to think big and ensure the green bank is a household make across state stakeholders
12. Sean Kennedy – would like to accelerate climate change
13. Kara Pennoyer – would like to share the PSC view and the role utilities play
14. Maria Redmond – would like to be strategic and innovative helping make the transition to a clean economy
15. Dean Warsh – would like to create family-sustaining careers and retain and retrain workers who will be displaced from fossil fuel transition
16. Antonio Butts – would like to accelerate to a culture of high transparency, trust. None of us have to lose for all of us to win
17. Nicole Rakobitsch – would like to help farmers implement climate smart practices
18. Sara Conzemius – would like to address barrier that prevent expansion and adoption of clean energy that allows all people and business to recognize those efforts
19. Mike Noreen – develop methods to engage utilities in goals and plans

#### IV. WEDC Updates

##### a. Deputy Secretary Sam Ridders

##### i. Fund at WEDC (Vision)

1. WEDC is a quasi-public organization and with that comes relationships with businesses, nonprofits, funding agencies, state and federal agencies, etc. but there are still gaps
2. Looking for the commission to provide guidelines for the fund
3. Moving forward hopeful for funding through philanthropic, state government funding
4. Currently our eyes are on the dollars through the Inflation Reduction Act and EPA's Greenhouse Gas Reduction Fund

##### ii. Things in motion

1. Solar for All program was announced recently

- a. Introduction of Flannery Geoghan, heading policy at WEDC and will lead the team on writing the application for this opportunity

V. Logistics/Next Steps

- a. Deputy Secretary Sam Ridders
  - i. Week of 7/17 - 1:1 Meetings with Mark
    - 1. Mark will organize different perspectives to make the Aug. 4 meeting productive
  - ii. Aug. 4 – All Day Meeting @ WEDC
  - iii. Week of 8/7 – Virtual Meeting with Tribal Leaders
  - iv. Week of 8/14 – Broad Virtual Stakeholder Meeting
  - v. Week of 9/11 – Guiding Set of Green Innovation Fund Principles – Ready to be shared

VI. Questions

- a. Pamela Boivin – Is there a message we should provide if asked by press or general public?
  - i. Sam Ridders – we hope this is a safe space and until the work is complete WEDC will not comment on the work being done other than that we're working hard and would hope that this would be the commissioners response, as well
- b. Montre Moore – The urgency of the moment and work WEDC is doing, can that be shared?
  - i. Sam Ridders – WEDC has spent a ton of time looking at how other states have taken this path. WEDC is not positioned to be a direct lender but capitalize a network of partner lenders across the state (organizations that have relationships at the ground level).
- c. Masood Akhtar – Has the fund size been decided?
  - i. Sam Ridders – There is the \$7 billion Solar for All competition that is in front of us now. We need to put together a competitive application, but we aren't aware of what the funding would be.
  - ii. Maria Redmond – Greenhouse Gas Reduction Fund is from the EPA and the total amount is \$27 billion. \$7 billion is for Solar for All, focused on community, low-income, disadvantaged communities. The \$20 billion is for establishing green banks or provide capital to already established green banks.
  - iii. Sam Ridders – For this commission, we're looking for guidance on how the GIF operates going forward as an evergreen fund.
- d. Antonio Butts – Any thought put in to where the money actually lands so that we're ensuring equity as to where the money actually lands?
  - i. Sam Ridders – The dollars that we'll pursue through the EPA come with goals and restrictions and we'll want to structure our fund in a way that

helps us harness and deploy the dollars as quickly as we can. It's tough for the state out of Madison to make the investments well and quickly, and it requires us to leverage relationships in communities throughout the state.

- ii. WEDC Secretary Missy Hughes – WEDC just had the experience of deploying U.S. Treasury funds which came with rules and regulations about making sure the dollars are deployed to underserved communities. We need the commissions help to understand how the rules and regulations work for Wisconsin.
- e. Kamaljit Jackson – Are outcomes something the commissioners are going to be developing?
  - i. Sam Ridders – There are metric requirements that we'll need to develop to comply with the funding procured and we'll want to develop them for Wisconsin so that in the future they can be looked back on for guidance moving forward.
  - ii. Maria Redmond – We want this fund to work into perpetuity. Over time, funds will be drawn out and there'll be new funding opportunities, so we want to position this initially for a way to draw funds and then overtime draw funds from various sources.

VII. Closing comments from WEDC Secretary Missy Hughes

- a. Thank you all for taking the time today and into the future.
- b. The WEDC team is here to support and help you in any way. Please reach out with any questions or topics of discussion you'd like to discuss.

VIII. Adjourn