



## PUBLIC AWARENESS COMMITTEE -- MINUTES

October 6, 2023  
 Portillos Roseville  
 11:00 am - 12:30 pm

### In attendance:

Chuck Schwartz	X	Cara Geheren		Lauren Letsche		Brian Schreurs	-
April Crockett	X	James Hauth		Kevin Kielb		Tyler Johnson	
Bob Moberg		John Rodeberg		Alan Offerman	-	Jessa Trboyevich	X
Tyler McLeete		Jennifer Selchow	-	Russ Matthys	X	Blake Hansen	-
Mackenzie Grunig	-	Emily Steinweg		Jordan Labat		Monica Heil	

### Minutes taken by:

1. Introductions
2. 2023 SCSC Science & Nature Conference
  - a. October 24, 9:00 am – 1:30 pm
  - b. Gustavus Adolphus College, St. Peter, MN
  - c. App. Deadline: August 22
  - d. Audience: Grades 3-4, 5-6, or 3-6 combined
  - e. Activity: **Asphalt Cookies**
  - f. Volunteers: Gunnar and Chuck
3. National Society of Black Engineers
  - a. 2601 Minnehaha Avenue, Minneapolis, MN (Holy Trinity Ethiopian Orthodox Tewahedo Church)
  - b. Participants (1-2) - ?
    - i. **100 kids 5-8 graders**
    - ii. **All types of Engineering**
    - iii. **Groups of 10 for 20 minutes**
    - iv. **Goal to find volunteers with similar ethnicity to the participants.**
    - v. **5-10 minute Presentation**
      1. **CE and PW Perspective**
      2. **Russ to work on presentation preparation**
      3. **Chuck to track down Enviroscares for event**
      4. **April and Jessa to discuss with coworkers in participating in the event.**
4. Science Museum of MN
  - a. KAYSC and Ideal Center
  - b. Russ and Chuck met with Rich, Thulani, Joey, and Aki
  - c. Social Justice
  - d. Workforce Development
    - i. Look for alternative pathways (not just 4-year degree)
  - e. 6-25 year olds

- f. KAYSC
    - i. Works with underrepresented youth
    - ii. See. Say. Do. Initiative
      - 1. Field trips opportunities
    - iii. Partnership with businesses. Objective:
      - 1. Where to work
      - 2. How to work
      - 3. What they need to do to get the work
  - g. Ideal Center
    - i. Works with adults (corporate leadership) on how to attract and retain underrepresented youth
    - ii. Help employees learn how to train themselves
    - iii. Potential to have them participate in Spring Conference if DEI perspective desired.
  - h. Discussed how to engage additional PAC/STEM Volunteers
    - i. How do we figure out the barriers to Volunteering?
    - ii. APWA Fall Conference
      - 1. Create a board/use stickers to seek input from APWA Fall Conference attendees.
      - 2. Chuck to discuss Menti meter questions with MSA HR.
      - 3. Chuck to reach out to Jenifer Selchow about updating calendar/signup board.
      - 4. Show examples of what we do.
5. Past Events:
- a. SBC January Events
    - i. Interchange Activity requested for 2024
  - b. STEMLink (Grades 5-8)
    - i. April 21, 2023 – Hennepin Tech (Grades 5-6)
    - ii. May 12, 2023 – Normandale (grades 5-8)
  - c. Discover STEM
    - i. July 27, 2023 – U of MN (grades 3-6)
  - d. State Fair
    - i. August 24, 2023
6. Community Festivals
- a. Under-represented Community Festivals
7. 2023 Goals
- a. Advocate for Public Safety
  - b. Enable a Viable Workforce
  - c. Facilitate Public Advocacy/Funding
8. Committee Liaisons and/or Initiative Updates
- a. Committee
    - i. Government Affairs Committee – Bob Moberg
    - ii. Communications – Cara Geheren
    - iii. Conference Planning – April Crockett
    - iv. Diversity and Inclusivity - Kevin Kielb & Cara Geheren
    - v. Education & Training – Bob Moberg

- vi. Environment – Tyler McLeete
- vii. History –
- viii. Mn2050 - April Crockett & Russ Matthys
- ix. Membership – Jennifer Selchow
- x. Outstate – John Rodeberg
- xi. YP – Christina Orlowsky
- xii. Asset Management – Russ Matthys

9. Open Forum

10. Next Meeting

- a. November 3, 2023 – Shake Shack Roseville
  - i. Chuck to send out invite.

11. Adjourn