



**Conservation Committee
Agenda
Thursday, May 2, 2019
7:00 P.M.
Village Hall**

1. Call to order
2. Approve April 4, 2019 Meeting Minutes
3. Staff Liaison Update
 - a. Community Survey
 - b. Lighting at SIS Tennis Courts
 - c. Update on Milwaukee County Library Paper
4. Discuss Citizen Concerns
5. Update on Solar Now/Village energy efficiency initiatives
6. Discuss Proposed Resident Survey on Pesticide/Fertilizer Use
7. Reflect on 2019 Film Festival
8. Finalize and Consider Annual Report and Upcoming Priorities
9. Discuss 2019 Q1 Sustainability Scorecard
10. Subcommittee Reports
11. Upcoming Events, Member Topics & Suggestions
12. Adjournment

DATED at Shorewood, Wisconsin this 25th day of April, 2019.

VILLAGE OF SHOREWOOD
Sara Bruckman, CMC/WCMC
Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Manager's Office at 847-2705.

It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice.

Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals.



Conservation Committee

Minutes

April 4, 2019 7:00 P.M.

Village Hall Committee Room

3930 N. Murray Avenue, Shorewood, WI 53211

1. Call to order

The meeting was called to order at 7:01 p.m.

Members present: Chair Joshua Liberatore, Roland Schroeder, Donna Pollock, Sue Murphy Yerkes, Maggie Pipek, Henry Tomasiewicz, Chase Kelm, Linda Frank (arrived at 7:04 p.m.), Caroline Kuebler (arrived at 7:04 p.m.), Abigail Widell, and Greta Maierle

Others Present: Assistant Village Manager Tyler Burkart

Not present: Meenal Atre, Matt McGovern, Elisabeth Witt,

2. Approve March 7, 2019 Meeting Minutes

Ms. Pollock moved to approve the March 7, 2019 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 8-0 to approve the minutes.

3. Staff Liaison Update

Mr. Burkart informed the Committee the Parks Commission selected Mika to be the mascot for the Shorewood Loves Dogs campaign. Mika will attend public events and be the face of the campaign educating residents about the harmful impacts of dog waste in our waterways as well. Mika will also be on campaign materials informing community members about Village ordinances related to dogs. The community survey link is now live. Residents are able to respond to the survey between now and mid-May. The question related to a refuse utility is part of the survey. Lastly, Mr. Burkart updated the Committee about his talks with the school district. The district is only paying roughly \$200 per year on energy costs related to the lights at the tennis courts. There are options to install a button for roughly \$2,500 but it would take 15 minutes for the lights to turn on again. The costs related to LED lighting are too expensive to retrofit all the lighting and poles to accommodate that technology at this time. The school district did send Mr. Burkart and Ms. Pollock a summary of the Honeywell report. The Committee expressed support for having a button at the tennis courts.

4. Discuss Citizen Concerns

Ms. Pollock advocated for a future article about a student who is cleaning out the sewer crates on her block. Mr. Burkart will inform the idea with the Shorewood Today editorial board and perhaps run in article in the Village Manager's Memo. Mr. Liberatore provided a brief updated on how this program relates to Shorewood Splash and the Shorewood Waters Project.

5. Update on Solar Now initiatives

Mr. Kelm mentioned a guest speaker from Solar Now may be in attendance next month to talk more about this opportunity for the Village and potentially working with the school district. Village staff can help by contacting We Energies to encourage

discussions on this program to occur sooner. Mr. Kelm will send an email to Village Manager Ewald. Mr. Liberatore reported Ms. Witt's comments prior to the meeting about the desire to send a letter to the School Board encouraging them to invest in solar in their facilities. Ms. Pipek would have interest along with Ms. Widell and Ms. Maierle representing the environmental student organization at the high school. The Committee would like to discuss at a future date incorporating a 2020 (or future year) budget request for solar panels and other green infrastructure suggested in the energy audit reports.

6. Update on 2019 Film Festival

Last film will be on April 12. There are individual handouts for the last film. Ms. Murphy Yerkes and Ms. Frank provided a summary on the film and guest speakers who will be in attendance.

7. Discuss Annual Report and Upcoming Priorities

Mr. Liberatore facilitated a discussion to review last year's annual report and priorities.

8. Subcommittee Reports

No reports.

9. Upcoming Events, Member Topics & Suggestions

Blues Egg will be having an egg plate charity where \$1 for each egg plate charity selective foods will be donated to the Friends of Estabrook. The charity is for the entire month of April. The garlic mustard weedout will be later on May 11 at the Nature Preserve. Mr. Schroeder will put together some content for promotion (i.e. Manager's Memo).

10. Adjournment

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Pollock. Vote 10-0 to adjourn. The meeting was adjourned at 8:29 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

Spring Survey: Shorewood Conservation Committee

Audience

Shorewood Residents, Maybe be more specific? Shorewood Homeowners

Goals for the survey

- To understanding around why Shorewood homeowners use pesticides to help us inform a campaign around reducing their use
- To understand what Shorewood homeowners think about their yards, the benefits they get from them
- To understand some of the barriers/problems Shorewood homeowners face in doing work/activities on their yards

Survey Title: Springtime Shorewood Yard Survey

Survey Intro

Shorewood is a village known for its walkability and sustainability. And while we have several lovely parks and a great beach, one of the nicest places to walk is through the neighborhoods. We have lots of sidewalks, lovely trees, diverse architecture and a community cares for their yards.

We are also a community that cares about sustainability, as outlined in [the 2025 vision for Shorewood](#). The vision includes:

- An ecologically responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability
- A healthy community with clean air and water; access to excellent medical services; and businesses, facilities, spaces, and programs that promote personal health and wellness

In this survey, we are interested in learning what Shorewood homeowners enjoy about their yards, what are some of the barriers they face in maintaining their yards, and how the Shorewood Conservation Committee can develop programs that can increase the sustainability of our community.

Survey Questions

Are you a (select one):

- Homeowner in Shorewood
- Renter with a yard in Shorewood
- Renter without a yard in Shorewood
- I don't live in Shorewood

What is your favorite activity to do in your yard? (Select one)

- Gardening
- Enjoying nature
- Bird watching
- Reading
- Cooking
- Sports/Playing with kids
- Relaxing
- Other

On average throughout the spring to fall season, how much time, per week, do you spend in your yard doing these activities?

- Less than 1 hr
- 1-2 hours
- 3-5 hours
- 5+ hours

What do you have in your yard? (select all that apply)

- Grass/lawn
- Flower garden
- Patio or deck
- Vegetable garden
- Fruit trees
- Native plants
- Rain garden
- Plants for wildlife
- Feeders/water for wildlife
- Hammock/outside furniture
- Grill or fire pit

What types of yard work do you do? (select all that apply)

- Mowing
- Weeding
- Planting
- Watering

- Other

How much time do you spend doing yard work (during an average spring/summer/fall week)?

- Less than one hour
- 1-2 hours
- 3-5 hours
- 5+ hours

What is the one thing that keeps you from doing more in your yard?

- Time
- Money
- Health
- Don't enjoy yard work
- Mosquitos
- Other

What do you have problems with in your yard?

- Insects
- Weeds/Invasive Species
- Fungus
- Animals
- Other

How do you deal with these problems?

- Pesticides (chemicals used to control insect, fungus or weeds)
- Fertilizer
- Lawn service
- Physical removal/weeding
- Ignore them
- Other

Do you use a lawn service to care for your yard?

- Yes
- No

If yes, what type of services?

- Mowing
- Weeding
- Pesticide treatment of your lawn
- Fertilizer treatment of your lawn
- Landscape design
- Planting
- Tree trimming

- Other

In the last year, have you used pesticides (chemicals used to treat insects, fungus or weeds) or fertilizer in your yard?

- Yes
- No

What did you use the pesticides for? Select all that apply.

- Ants
- Yellow jackets/wasps
- Caterpillars
- Aphits
- Dandelions
- Thistle
- Buckthorn
- Garlic mustard
- Other

In the last year, what pesticides (include both insecticides and herbicides) did you use? Type name(s) here:

In the last year, what fertilizers did you use? Type name(s) here:

How confident are you with using pesticides (include all chemicals for insects, fungus or weeds)? Select confident, somewhat confident, not confident.

- I was using the correct pesticide
- I was using the proper concentration
- I was using the proper tools to apply
- I did not apply too much in my yard
- I use proper safety precautions to protect myself, my family and my community
- I properly disposed of left over pesticides
- I have access to resources I need to use pesticides safely

Are you aware of Shorewood Vision Plan 2025 as it relates to sustainability?

- Yes
- No

Are you interested in learning about what you can do in your yard to help Shorewood achieve its 2025 sustainability goals?

- Yes
- No
- Don't know

How would you be interested in learning more?

- Workshops
- Demonstration sites
- Walking tours led by local experts
- Self guided walking tours
- Hands on training
- Brochures or
- Online videos
- Website
- Email
- Information at Shorewood events

What would you be willing to commit to doing in your yard to achieve Shorewood's sustainability goals?

- Learning more about sustainable yard practices
- Planting native plants
- Creating a rain garden
- Using less pesticides
- Using non-toxic alternatives to addressing pests, fungus and weeds
- Setting your lawn mower to its highest setting
- Using compost to keep your soil healthy
- Creating butterfly habitat
- Installing and maintaining a rain barrel
- Creating wildlife habitat in your yard for birds and other animals
- Using less fertilizer

For use later:

Pesticide Use

Pesticide use in the United States has increased dramatically over the last 20 years. Non-agriculture use of pesticides on lawns and in gardens has seen some of the largest increases during this time period. Today pesticides, particularly the neonicotinoid (neonics) class, are applied to seeds and store bought plants, where the neonic is present in all tissues of the plant, even the flowers, where they are toxic to pollinators. This is one cause of the drastic reduction seen in the native bees, butterflies and other pollinators over the last several decades.

Misuse and overuse of pesticides can pose a serious threat to human health, especially to children and pregnant women. Because most homeowners do not have formal training in the proper use and disposal of pesticides, and the directions describing the proper use of pesticides is often not easy to understand, the Shorewood Conservation Committee has put together the following survey to gauge the need for education and direction in the proper use of pesticides by Shorewood residents. In the survey pesticide refers to both insecticides and herbicides.

Village of Shorewood 2018-19 Annual Report

VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

Name of Department / Committee: Conservation Committee

Name of Department Head / Committee Chair: Josh Liberatore, Conservation Committee Chair

Other Department Managers / Committee Members:

Roland Schroeder, Donna Pollock, Sue Murphy Yerkes, Maggie Pipek, Henry Tomaszewicz, Chase Kelm, Linda Frank, Caroline Kuebler, Abigail Widell, Greta Maierle, Meenal Atre, Matt McGovern, Elisabeth Witt, Assistant Village Manager Tyler Burkart (staff liaison), Trustee Davida Amenta (Village Board liaison)

Identify your most significant department / committee services and activities performed in the past year.

1. Organics collection program made permanent following 17-month pilot program. Expanded to 250 subscribers. Over 35 tons diverted from landfill.
2. Consulted with staff, Trustees, and community on snow removal alternatives to Wilson Drive. Prepared memos outlining recommendations.
3. Continued developing revised Green Development guidelines, soliciting Village staff and CDA feedback.
4. Successful annual Environmental Film Festival, screening three films over February, March, and April, with excellent attendance & post-film discussions.
5. Launched partnership with Parks Commission on Milwaukee Riverkeeper's Adopt-a-River program, with first-ever Shorewood river cleanup in October.
6. Partnered with Franklin Energy to conduct two comprehensive energy audits on Shorewood Library and Village Hall at no cost to Village.
7. Renewed annual Bird City designation, with aspirations to achieve "High Flyer" status in 2019 in partnership with DPW.
8. Explored revision/expansion of suspended Neighborhood Loan Program to provide financing support for energy efficiency updates/solar installations.
9. Launched the Sustainability Data Project to collect and analyze Village metrics in collaboration with staff departments.
10. Explored contacts with counterparts in White Fish Bay, Waukesha County, and Fox Point to share best practices and opportunities for collaboration.

Village of Shorewood 2018-19 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Continue to explore and consult with staff on expansion/reinstatement of Neighborhood Loan Program to include financing support for energy efficiency updates/solar installations by residents.	
2. Continue consultations with Village staff and Trustees on opportunities for solar panel installations and energy efficiency projects on municipal buildings (e.g. Franklin audit action items, WE Energies “Solar Now” program).	
3. Continue working with Finance/DPW on possible waste reduction scheme to meet Vision 2025 targets, with proposed a. shift to solid waste utility for collections funding; and b. new waste service options to include smaller trash carts, variable pricing.	
4. Initiate residential pesticide/fertilizer data collection process to learn barriers/benefits and target educational/behavior change campaign (and elevate Bird City status).	

Shorewood

VILLAGE OF SHOREWOOD
REQUEST EXECUTION OF NEW VILLAGE INITIATIVE

Summary: This form is used for departments, citizen committees and officials to propose new significant initiatives such as service changes, programs, studies, capital items and other requests to be considered for the annual vision planning and prioritization process. The goal of this form is to help staff, residents and officials identify the resources, steps and time involved in executing an initiative. It allows a formalized process for the Village to recognize proposed initiatives and request the Village Board to consider an initiative before investing more resources. Complete the following information and hand in to the Village Manager for the request to be considered.

Name: **Date:**

Department / Committee:

Initiative:

Description and Goal: Include a short summary of the initiative and the goal/desired outcome.

Time Sensitivity: Identify any time constraints or deadlines associated with the initiative.

Estimated Staff Time Needed to Execute: Include estimated hours and staff/persons involved.

Estimated Costs: Materials, contractual services, equipment, etc. Indicate annual vs. one-time.

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Implementation Steps for Execution: Include approvals, collaboration with other groups, etc.

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2019 Shorewood Sustainability Data

Month	Energy and Fuel				Total fuel - vehicle fleet	Village renewable energy	Water		MSW	Landfill - DPW residential route	Recyclables diverted			
	Natural gas - Village buildings		Electricity - Village buildings				Water - Village buildings							
January	10847	therms	73244	kwh	1824.7	gals.		%		kgals.	256.57	tons	82.44	tons
February	9894	therms	75608	kwh	2275.6	gals.		%		kgals.	200.39	tons	69.5	tons
March	6530	therms	66996	kwh	1482.6	gals.		%		kgals.	193.42	tons	80.51	tons
April		therms		kwh		gals.		%		kgals.		tons		tons
May		therms		kwh		gals.		%		kgals.		tons		tons
June		therms		kwh		gals.		%		kgals.		tons		tons
July		therms		kwh		gals.		%		kgals.		tons		tons
August		therms		kwh		gals.		%		kgals.		tons		tons
September		therms		kwh		gals.		%		kgals.		tons		tons
October		therms		kwh		gals.		%		kgals.		tons		tons
November		therms		kwh		gals.		%		kgals.		tons		tons
December		therms		kwh		gals.		%		kgals.		tons		tons
TOTALS		therms		kwh		gals.		%		kgals.		tons		tons
Average		therms		kwh		gals.		%		kgals.		tons		tons

