



**Conservation Committee
Agenda
Thursday, September 3, 2020
7:00 P.M.
Via teleconference**

Call information: 1-312-626-6799

Meeting ID: 924 3443 9290

Password: 863693

Video Link: <https://zoom.us/j/92434439290?pwd=UWxlcHdvYmROR3FuVk0vZmJLd3hZZz09>

1. Call to order
2. Approve March 5, 2020 Meeting Minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
 - a. Future Scheduling of Conservation Committee Meetings
 - b. 2021 Village Budget
5. Consider Memorandum to Board on Vision 2025 Report
6. Discuss Education Program on Reducing Recycling Contamination
7. Discuss 2020 Sustainability Scorecard and Future Dashboard
8. Discuss Rescheduling of 2020 Environmental Film Festival
9. Discuss and Consider Chair for future meetings
10. Subcommittee Reports
11. Upcoming Events, Member Topics & Suggestions
12. Adjournment

DATED at Shorewood, Wisconsin this 27th day of August, 2020.

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

March 5, 2020 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: Joshua Liberatore, Henry Tomasiewicz, Maggie Pipek, Elisabeth Witt, Meenal Atre, Caroline Kuebler, Bella Peaslee, Chase Kelm, Linda Frank, Matt McGovern, and Pat Wilson

Others Present: Village Trustee Wesley Warren, Trustee Davida Amenta

Not present: Donna Pollock, Travis Blomberg

2. Approve February 6, 2020 Meeting Minutes

Mr. Tomasiewicz moved to approve the February 6, 2020 minutes. The motion was seconded by Ms. Kuebler. Vote 9 - 0 approve the minutes.

3. Discuss Citizen Concerns

None offered.

4. Staff Liaison Updates

Mr. Liberatore updated the Committee on a few items on the behalf of Assistant Village Manager Tyler Burkart. The Committee discussed how to proceed with scheduling future Conservation Committee meetings starting in April. It was agreed to begin a trial of 7 – 8 p.m. meetings in Village Center, with subcommittee time reserved 6:30 – 7 p.m. A reminder will be sent out next month. Mr. Liberatore will endeavor to shorten the agenda so that enough time is allotted for items. Members of the Committee are invited to the March 10 Parks Commission meeting to talk about the green infrastructure project at River Park. The Village Board approved the new North Shore Grow Solar Group-Buy program. In February. Lastly, the 2019 Sustainability Scorecard is included in the packet materials.

5. Discuss 2020 Sustainability Scorecard

Mr. Liberatore presented the information from Village Departments for final quarter, noting the new water metrics recommended by Mr. Burkart. The Committee provided feedback on whether this and other metrics were useful to collect data on going forward. The revised 2020 scorecard was also presented, with new features highlighted to reflect ongoing Committee projects and priorities. Trustee Warren asked about the refusal rate for recyclables and whether it includes DPW collection yard plus residential.

6. Discuss 2020 Film Festival

Ms. Kuebler updated the Committee on plans for the two remaining films of the 2020 series, reminding members to come to help set up before the March 13 screening. A very sizable attendance of 85 was recorded for the first film, with an excellent post-screening

discussion organized by Ms. Frank and Ms. Atre. The speakers for the March 13 panel were reviewed, with a call for suggestions ahead of the final, April 3 screening of “Symphony of the Soil”. Members were asked to help promote the film screenings through social media and word of mouth to keep attendance levels high. Ms. Atre will reach out to a dumpster diving group to see if they can send a representative for the speaker panel. Ms. Peaslee is encouraging the chair of the SHS Eco club to come attend or send a representative. Ms. Kuebler proposed the idea of awarding the SIS Eco club with a certificate to help elevate the group’s excellent work.

7. Discuss and Consider 2019 Annual Reporting and 2021 Future Initiatives Process

Mr. Liberatore asked the Committee to review the draft report and solicited suggestions for improvement. Mr. Liberatore received a few additions to the 2019 highlights section of the report. Ms. Frank explained the proposal of Shorewood adopting a “climate action resolution” following the example set by other communities, including Milwaukee. Guest resident Julie Enslow spoke briefly in support of the “climate action resolution” and explained that Shorewood is already included in MKE County’s resolution. Mr. Kelm asked for clarification on how a climate action resolution would have more success than the already approved goal of 25% by 2025 set in 2015. Many seemed in favor of the climate action process as outlined but encouraged concrete actions to be listed and advocated as part of any general resolution so that it does not become another lofty yet ignored target. If any additional new initiatives are desired, forms will need to be submitted directly to Mr. Burkhart. Mr. Liberatore moved to approve the report. The motion was seconded by Mr. Tomasiewicz. Vote 8–0 to approve the report. The annual Committee Chairs meeting will be held next week Monday, March 9, at 6 p.m., in the Committee Room. Mr. Tomasiewicz will attend to represent Mr. Liberatore who will be out of town. Other members were encouraged to attend to learn about what other committees are doing and pursue possible collaborations.

8. Subcommittee Reports

The final North Shore Solar Permitting summary was submitted to the Village Manager’s office with Shorewood rated as a “Red” (not favorable). Although the Plan Commission lowered the conditional use permit fee in 2016 and later, the Village got rid of the public hearings and moved application review to staff level, the subcommittee still feels that imitating a community like Brown Deer or Milwaukee (or even Glendale) would put Shorewood in the ranks of solar leaders. It would greatly facilitate our participation in the next round of Grow Solar, which is in the works now with MREA. The conditional use permit (with neighbor notification) and associated wait-time are a barrier, so if that could be changed to a simple building permit only if structural reinforcement work is needed (as it is in Milwaukee) and have the fees further lowered or better yet waived, that would be the suggested direction. Brown Deer, for example, considers a solar installation in the same category as an AC compressor. Permitting is simple and cheap. A similar spreadsheet is being prepared for the various ways of handling waste and recycling across North Shore communities. When it is complete, Mr. Liberatore will share with the Committee.

9. Upcoming Events, Member Topics & Suggestions

Roland proposes a Garlic Mustard Weedout at the Shorewood Nature Preserve either May 16 or 23. Mr. Tomasiewicz reminds us that May 23 is part of Memorial Day weekend, which might favor May 16. Ms. Atre expressed disappointment that the smoking/vaping ban did not pass the Village Board, at a vote of 3-3. Ms. Atre will see about trying again this summer. March 17 County Parks Commission will take up the issue of banning single-use plastics from County-owned buildings and banning single-use plastics from County-level contracts. Ms. Atre will ask Mr. Burkart to circulate the information so that Committee members can contact Supervisor Wasserman's office in support of this initiative.

10. Adjournment

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Frank. Vote 7-0 to adjourn. The meeting was adjourned at 8:40 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

To: Village Trustees, Village Manager, Assistant Manager, and Relevant Staff
From: Conservation Committee
Re: Vision 2025 Goals - Midterm Report on “The Year of Reckoning”

As the Conservation Committee plans projects and proposes new initiatives, foremost in our minds are the two principal sustainability goals set forth in the [Vision 2025](#) plan developed by the community and approved by the Village Board in 2015. These are:

- **Reach 25% renewable energy use by 2025** ([see page 27](#))
- **Decrease solid waste by 25%, increase recycling by 25%** ([see page 29](#))

The purpose of this report is to update Village leadership on progress made in connection with those and other sustainability goals. We are calling 2020 the “year of reckoning” in acknowledgment of the fact that we are already halfway to 2025. We have made a lot of progress, but there are some concrete steps the Village should take to make greater strides.

Let’s start by [celebrating some sustainability achievements](#) in Shorewood:

- Piloted and instituted a curbside kitchen/organics [collection program](#), with nearly 300 subscribers diverting 6 tons monthly
- Established universal cart service for [residential recycling](#) collection
- Initiated ongoing data collection and analysis by Conservation Committee on sustainability metrics
- Organized successful 2016 [Solar Shorewood](#) group-buy program, the largest in Wisconsin to date, installing 52 kw on local homes
- Lobbied North Shore Fire Station toward inclusion of solar panels on renovation work to Shorewood fire house
- Facilitated and organized comprehensive energy audits at two Village buildings: [Library](#) (January) and [Village Hall](#) (March)
- Approved Shorewood participation in 2020 Grow Solar North Shore intercommunity group-buy program

Now let’s look at where we can do more to target the two above goals more directly:

25% renewable energy by 2025

- Remove the conditional use permit requirement (and waive associated fee) for residential solar
- Consider a revamped Neighborhood Loan Program (“Energize Shorewood”) providing financing support for energy efficiency or solar projects
- Continue to fund/implement energy audit items for Library and Village Hall
- Pursue solar installations for Village buildings through Solar Now or Village-owned projects
- Adopt a Climate Action resolution to guide future decision making and policy

25% waste reduction by 2025

- Consider alternative payment models to incentive waste reduction: pay-as-you-throw, volume pricing (variable cart sizes)
- Invert collection schedule favoring recycling (weekly) and landfill (biweekly)

The Conservation Committee is committed to continuing a constructive and honest conversation about how Shorewood will meet these goals, and if they can’t be met, communicating shortfalls to the community. Our monthly meetings are on the first Thursday in the Village Center at 7 p.m. Join us.

