



Conservation Committee

Minutes

March 3, 2016 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: Izzie Tasse, Roland Schroeder, Chair Joshua Liberatore, Sue Murphy Yerkes, Donna Pollock, Chase Kelm, Carolyn Morse, Linda Frank (arrived at 7:05 p.m.) and Henry Tomasiewicz

Not present: Molly Burghardt, Kimberly Forbeck, Linda Beck, Maria Terres-Sandgren and Trustee Paul Zovic

2. Approve January 7, 2016 Meeting Minutes.

Ms. Pollock moved to approve the January 7, 2016 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 7-0 to approve the minutes.

3. Solar Shorewood Update

A total of 4 “Solar Power Hours” to take place in Shorewood while 10 will take place in Milwaukee. The Solar Power Hours will be occurring from July through August. The schedule is still loose but Mr. Kelm will confirm as dates firm up. Firm dates will be provided to Mr. Burkart for Facebook and Manager’s Memo. Mr. Kelm will assemble copy of RFP introduction and logo for Committee dissemination. Ms. Frank inquired about any articles provided in the Shorewood Today. Chair Liberatore will follow up with Mr. Burkart and Ms. Presto concerning deadlines for next issue. Committee will contact “Ripples” once dates are set and Tim Kenney at SHS for MREA. The RFP went out March 1 and responses are due March 15 with the goal to have contracts signed by August 30 with homeowners so that installations are completed from September through December. Mr. Kelm explained the Committee role throughout this process and proposed developing a one-page document and checklist for Shorewood residents. The Committee will be clarifying with MREA the availability of the federal tax credits. Committee will also clarify how age of roof factors into the advisability of the installation.

4. Conservation Fair Update

The event is scheduled for Saturday, July 16 from 9 a.m. to 12 p.m. at the usual location (Atwater Elementary School parking lot). MMSD collaboration did not work out this year but the Committee will try to coordinate with them again for next year. Goodwill, Restore and Digital Recycling are already booked by Ms. Murphy Yerkes. Goodwill has paper shredding but only at store; so Committee will follow up on whether they can send a receptacle. There was discussion about having a table there for Wilson Drive and organics collection initiatives to help community outreach. Ms. Frank mentioned the idea of promoting an environmental tour featuring different Village components such as natural landscapes, rain gardens, rain barrels, etc. Committee also ponders the idea of having a beekeeping table there to promote changes to ordinance. Other participants could be Friends of Estabrook, Bike and Ped Safety Committee, Library, Victory Garden Initiative, and tables promoting backyard hens and monarch gardens. Chair Liberatore

presented shredding quotes (Shred It \$750 plus travel, ProShred \$500), but given Committee skepticism that this is a necessary and crucial fair element, the Committee will check with Mr. Burkart about where the funds would come from to pay for shredding and how important it is to the Village Manager to continue this service. Instead of offering shredding at the fair, Chair Liberatore wonders if the Committee can just research other community shredding opportunities in the spring and promote them through the Village communication channels.

5. Monarch Waystation Project

The Senior Resource Center project has other Village partners to install monarch gardens throughout the Village. Currently DPW, Library and the Senior Resource Center met and settled on the Atwater bluff location. There was discussion of having representatives be at the conservation fair to talk further about the waystation. The Committee has agreed to help get the word out about the project.

6. Committee Updates

a. Bring Your Bag Shorewood

There are currently 76 members on the Facebook page and interest is growing. A member will send content to Mr. Burkart to insert in the Manager's Memo. Ms. Frank is meeting with Metro Market to ask about bag statistics and gather metrics on reduction effort. Metro Market offers a five cent rebate per bag. Ms. Frank has a meeting scheduled with the manager to discuss campaign. Mr. Kelm raised the idea of pitching the Green Leaf program to Metro Market at the meeting. There was discussion on collaborating with other communities on a website. The group will continue working on logo and branding for the campaign. Chair Liberatore agreed to follow up with Mr. Burkart on any Committee budget funds that may be available for marketing.

b. Fall Film Research

Ms. Early Macken will be following up on an idea and provide an update at the next meeting.

c. Green Leaf Program

Ms. Tasse will hit the streets next week to start talking with business owners about the Green Leaf program.

7. DPW Liaison Report

Ms. Frank reported on the organics collection/diversion negotiations with DPW. Public Works Director Leeann Butschlick says planning a new or ancillary program will not be feasible until RFP responses come in from haulers. The timing of Committee proposals should coincide with presentation of RFP results to Village Board this summer. Waste Management is currently permitted but not accepting food scraps mingled with yard waste at its facility. Ms. Frank and Chair Liberatore will continue working on these issues. Chair Liberatore will try to get a copy of the final RFP for Committee reference. Ms. Pollock recommends for the Committee to continue attending Village Board meetings.

8. Wilson Drive Project Update

The Wilson Drive Steering Committee met with the work groups for the first time. Many people expressed interest in completing a soil study and a traffic study. The environmental work group has some great expertise and Ms. Pollock is very pleased with the group. Chair Liberatore inquired whether the width of the road had been discussed. Some of the things they discussed include road building materials, environmental impact, access points to the Oak Leaf Trail, plantings and the width of the road.

9. Upcoming Events, Member Topics & Suggestions.

Chair Liberatore will be absent for the April 7 meeting and is seeking volunteers to manage the agenda and coordinate the meeting in his absence.

10. Adjournment.

Mr. Tomasiewicz moved to adjourn with a second by Ms. Morse. Vote 8-0 to adjourn. The meeting was adjourned at 8:30 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager