



# Conservation Committee

## Minutes

**April 7, 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 7:05 p.m. Members present: Izzie Tasse, Roland Schroeder, Sue Murphy Yerkes, Donna Pollock, Chase Kelm, Kimberly Forbeck, Linda Beck, Carolyn Morse, Henry Tomasiewicz, Linda Frank and Trustee Paul Zovic (7:17 p.m.)

Not present: Chair Joshua Liberatore, Molly Burghardt, Maria Terres-Sandgren,

### 2. Approve March 3, 2016 Meeting Minutes.

Chase Kelm will serve as the temporary chair for the meeting. Ms. Morse moved to approve the March 3, 2016 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 10-0 to approve the minutes.

### 3. Solar Shorewood Update

Mr. Kelm provided an update on Solar Shorewood. The website for it is up and active. Four locations have been finalized. Mr. Kelm will reach out to MREA to see if there are any others that would like to be involved. Mr. Kelm asked the committee to approve \$180 for 25 yard signs to promote the Solar Shorewood program around Shorewood. Other promotions for the program include an article in Ripples, press releases, an article in Shorewood Today magazine, a display in the library and articles in the manager's memo. Mr. Kelm approves funding \$180 for 25 yard signs, seconded by Ms. Pollock. Motion carried 10-0. Mr. Kelm will send Mr. Burkart updated content for the upcoming manager's memo. Ms. Tasse will inform the committee when the next Ripples issue will come out. Residents who live outside the area can still participate in the program. Mr. Tomasiewicz will take a closer look to see about promotion opportunities in Swim Club. Tr. Zovic recommended doing a brief presentation with the BID about the program. Mr. Burkart will contact Mr. Kelm about the specifics of the BID's next meeting.

### 4. Conservation Fair Update

Ms. Murphy Yerkes reminded the committee about the participating agencies and the event will take place July 16 from 9 a.m. to 12 p.m. at Atwater Elementary School. Mr. Schroeder also informed the committee about a potential opportunity about recycling paint. Other informative ideas include beekeeping, composting, monarch waystations, plastic bag education, Solar Shorewood, other initiatives that may come up and a Wilson Drive task force update. Ms. Forbeck will forward to Ms. Murphy Yerkes the contact information of a potential bee expert to be present for the fair. Mr. Burkart will work with the marketing group about updating the promotional materials and will keep Ms. Murphy Yerkes informed on the progress with the goal to have the materials finalized in the next two weeks. Ms. Frank discussed the idea of a survey to further educate and present composting and organics collection at the conservation fair. Ripples can be another communication tool for promoting the conservation fair.

**5. Committee Updates**

**a. Bring Your Bag Shorewood**

Resident Ms. Early Macken gave an update on Bring Your Bag Shorewood. They have been having subcommittee meetings working with Wauwatosa and others on creating a statewide website. Approximately 75 members are on the Facebook educational site. Committee members are encouraged to sign up and like the page. The subcommittee is proposing to create posters for the educational campaign. The Conservation Committee will need to approve the design and funding for the posters at the May meeting along with Village Board approval to endorse the campaign, tentatively scheduled for the Village Board's May 2 meeting.

**b. Fall Film Research**

Committee members are encouraged to continue sending film ideas to Mr. Liberatore. There may be potential for a film festival in Chicago to also occur in Milwaukee.

**c. Green Leaf Program**

Ms. Tasse has been reaching out to businesses about the Green Leaf program. There has been some positive interest from businesses to participate in the program.

**6. DPW Liaison Report**

Ms. Frank informed the committee about the collections RFP sent out by DPW. There are several options for contractors to provide pricing for so that the Village Board can weigh those options to make a final determination about the collections program. Surveys at the conservation fair will provide residents an opportunity to react and provide input towards organics collection.

**7. Wilson Drive Project Update**

Ms. Pollock provided the committee a spreadsheet which the Wilson Drive Environmental subgroup is using to develop and compare initiatives that could be used for the Wilson Drive project. Ms. Pollock encourages the committee to forward more ideas to the subcommittee. A few members from the workgroup will be walking up Wilson Drive to brainstorm more environmental initiatives to incorporate in the engineering of the design. Tr. Zovic informed the committee that the committee can utilize Ms. Pollock to voice environmental initiatives for each of the potential engineering designs or concepts. Mr. Burkart will work with Mr. Liberatore in developing an agenda that will allow more time to talk about the Wilson Drive environmental issues. Committee members should email Ms. Pollock about feedback and other environmental topics that need to be considered.

**8. Upcoming Events, Member Topics & Suggestions.**

Bird City designation given to the Village of Shorewood. Tr. Zovic asked for that to be included in the next Village Board meeting. Mr. Tomasiewicz reported that April 23 is going to be the next river clean up date.

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**9. Adjournment.**

Mr. Tomaszewicz moved to adjourn, seconded by Ms. Pollock. Vote 10-0 to adjourn.  
The meeting was adjourned at 8:32 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager