



Conservation Committee

Minutes

November 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 7:00 p.m.

Members present: Chair Joshua Liberatore (arrived 7:40 p.m.), Carolyn Morse, Henry Tomasiewicz, Sue Murphy Yerkes, Roland Schroeder, Chase Kelm, Linda Beck, Linda Frank, Caroline Kuebler, Meenal Atre, Donna Pollock, and Isabella Wilson

Not present: Izzie Tasse and Trustee Paul Zovic

2. Approve October 6, 2016 Meeting Minutes.

Mr. Kelm moved to approve the October 6, 2016 minutes. The motion was seconded by Ms. Pollock. Vote 9-0 to approve the minutes with one abstention.

3. Consider Film Festival Schedule Dates, Venues, etc.

Ms. Murphy Yerkes informed the committee the film will be Friday, February 3 for Racing to Zero at the Shorewood High School. It was discussed about possibly having other films throughout the year at the Library and other venues to introduce topics. The committee was supportive of the idea. Ms. Pollock mentioned the idea of having one of the films on Earth Day. The committee determined hosting the movie quarterly to begin and evaluating the frequency after the first year. Ms. Murphy Yerkes will take film suggestions and check in with the Library to see what would be available. Ms. Frank mentioned "Cowspiracy" would be available for showing. Mr. Tomasiewicz mentioned the idea of reaching out to other sites to see if a film is available there to borrow.

Ms. Murphy Yerkes also introduced the idea of the committee purchasing rights to showing the movie Damnation. Ms. Beck moves to purchase the rights to show the movie Damnation. Ms. Murphy Yerkes seconds the motion. The motion was approved by a 10-0 vote.

4. Discuss New Project Pitches

Mr. Tomasiewicz mentioned the idea of a Conservation Quiz online as another method of distributing information. The idea is to have the quiz as part of the manager's memo and then have a link that takes people to the website. Ms. Beck volunteered to work with Mr. Tomasiewicz to develop a plan towards implementing the Conservation Quiz.

Ms. Frank introduced the discussion of what the Village currently has to encourage developers to incorporate green initiative components in construction within the Village. Mr. Kelm mentioned the Sustainability Plan may have some language on best practices for green initiatives in regards to development. Chair Liberatore will follow up with the Planning and Development Director Ericka Lang to see if the Village has any more information on this particular item.

Mr. Liberatore introduced the idea of a pesticide ordinance change to stop using pesticides on Village owned properties and possibly within the public right-of-way. This will be a future agenda item for a future meeting. Mr. Kelm expressed an interest on ways to publicize metrics continuously in a public location. Mr. Liberatore and Mr. Kelm will discuss more with DPW Director Leeann Butschlick and Mr. Burkart.

Lastly, Ms. Frank mentioned the idea to work on an article for Shorewood Today to inform residents on tree replacement and why trees are being replaced in the Village. Mr. Burkart will reach out to Shorewood Today about this as an article idea for their next edition.

5. Discuss Banner and Sign Options for Committee

Mr. Burkart introduced the topic and some of the option. The committee discussed either using Velcro to the current sign to place the committee name to it or purchasing a new sign for the committee. A new sign could possibly be a popup sign to place on a table standing up or a sign that can hang on a table. Ms. Atre moves for staff to get a quote to design a sign around 4' by 6' that can set in front of the table for future public events. Ms. Frank seconds the motion. The motion passes 10-0. Mr. Burkart will provide a draft of the design and pricing at the next meeting.

6. Discuss Bird/Bee City USA Designation

Mr. Tomasiewicz introduced the topic of pursuing renewing the Bird City designation as well as pursuing Bee City designation. The committee discussed some of the requirements needed for the designations. Mr. Tomasiewicz will put together some recommendations on actions to complete for the designation applications. Mr. Burkart will include Mr. Tomasiewicz's recommendations for the December meeting. The committee also expressed support for applying for the Bee City designation. Ms. Frank suggested the committee working on the Bird City designation first before working on the Bee City application.

7. Bring Your Bag Shorewood Update.

Ms. Frank mentioned an event on Tuesday, November 22 to distribute stickers at Metro Market and Sendiks. The committee will need volunteers to hand out stickers. Those that bring in their own bags will get a sticker. Ms. Murphy Yerkes mentioned the idea of passing out any leftover reusable bags. There was some discussion as to which individuals should receive a reusable bag. There was the idea to have people eligible to win a bag by either joining the Bring Your Bag Shorewood Facebook page or signing up for the Managers Memo. Ms. Frank will talk with the committee and respond back to Mr. Burkart.

Ms. Frank moves to purchase stickers for Bring Your Bag Shorewood for a total amount of \$63.86 pending Mr. Burkart working out reimbursement details with the Finance Director. Mr. Chase seconds the motion. The motion was approved 10-0.

8. Green Leaf Program.

No report.

9. Update on Possible Organics Collection Pilot

Mr. Liberatore summarized a meeting between Ms. Butschlick, Tr. Amenta, Ms. Frank and himself about a potential organics collection pilot program. There will be some from the committee that will continue working on some of the details and structure to implement a separate organics collection pilot. More information will be provided to the committee. A subgroup will attend an upcoming Public Works standing committee or potentially the Village Board to present on the pilot program.

10. Wilson Drive Project Update.

No report.

11. Upcoming Events, Member Topics & Suggestions.

No other items.

12. Adjournment.

Mr. Tomaszewicz moved to adjourn, seconded by Ms. Murphy Yerkes. Vote 11-0 to adjourn. The meeting was adjourned at 8:36 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager