



# Conservation Committee Minutes

February 6, 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, Pat Wilson, Donna Pollock, Maggie Pipek, Travis Blomberg, Elisabeth Witt, Meenal Atre, and Caroline Kuebler

Others Present: Village Trustee Wesley Warren

Not present: Bella Peaslee, Chase Kelm, Linda Frank, and Matt McGovern

## 2. Approve January 2, 2020 Meeting Minutes

Ms. Kuebler moved to approve the January 2, 2020 minutes. The motion was seconded by Ms. Pollock. Vote 8 – 0 approve the minutes.

## 3. Discuss Citizen Concerns

Ms. Kuebler brought up the idling concern again. The Sherwin Williams truck idles frequently, a nuisance to neighbors. Mr. Liberatore reviewed the ordinance update process and encouraged a subcommittee to take it to the committee for review, approval, then check with Mr. Burkart for the next steps to gauge if any relevant Village Board committees might want to weigh in before it goes to the Board. Tr. Warren mentioned that Public Safety Committee might be interested in reviewing.

## 4. Discuss 2020 Film Festival Planning

Ms. Kuebler encouraged members to come early to help set up tomorrow evening for the first screening of AWAKE. Chair setup begins at 6:25 p.m. The panel of speakers was reviewed. Ms. Kuebler also reminded the committee of the second and third titles and solicited ideas for future speakers. Ms. Atre will approach Kathy Papineaux and the sustainability director for Outpost to see if they want to join the panel discussion for “Just Eat It”. Melissa Tashjian of Compost Crusader is confirmed for the March 13 event. A local beekeeper or possibly the owner of Blue Ribbon Organics are among the ideas put forward for the April 3 screening of “Symphony of the Soil”.

## 5. Discuss Solid Waste Utility, Recovery Rate Reporting, and Recycling Marketing Collaboration with Public Works Committee

Mr. Liberatore and Mr. Tomasiewicz presented their report on “recovery rate” as part of the sustainability data gathering project. Recovery rate is primarily an internal indicator of diversion success, but does not include yard waste or electronics (and other “optional” items). Shorewood data on DNR-mandated per capita recycling capture is just above the standard. The Conservation Committee resolved to work toward improving recycling quality, boost enrollment in the organics program, and explore other ways to reduce waste and improve recovery. The subcommittee researching moving toward a waste utility model to add price/service sensitivity and incentives to the collection program met

with the Public Works committee of the Village Board on February 3 and noted a somewhat lukewarm reaction. There is quite a bit of concern about the perception of such a fee-based approach as “regressive”. Of the options presented, the one that offered a pay-by-setout system for residents garnered the most interest. The Conservation Committee was asked to prepare a lengthy education/outreach campaign to inform residents on the benefits of such a shift, ahead of future proposals or board action.

**6. Discuss Battery Recycling Program**

Mr. Liberatore was informed Village staff removed the battery recycling collection box from Village Hall due to improper materials such as syringes being dumped in the container. In addition, costs for battery recycling have dramatically increased. Village staff recommends that the Committee to promote the MMSD’s collection sites or commercial alternatives for batteries and other hazardous materials moving forward. Mr. Tomasiewicz recommends placing our handout for available disposal at the location of the removed receptacle.

**7. Discuss Transportation and Parking Study Report and Housing Study Report**

Tr. Warren reports that the Transportation and Parking meeting showed the consultant report being “accepted,” with no Board commitment as yet to implement specific recommendations. Various parking scenarios were discussed, as well as simplifying parking ordinances. Board is “bucketing” out various recommendations. For Housing, an updated zoning coded was recommended, as well as a further analysis of Shorewood’s housing stock, focusing on what types of housing were needed to balance the mix better, in particular adding more affordable housing. Public comment is encouraged on both studies as the Board’s review continues.

**8. Discuss New Opportunities in Solar Energy for Village Buildings and Residents**

The subcommittee working on solar permits and fees presented their findings comparing procedure and regulations for each North Shore community and comparable municipalities. The idea of developing a rating system was put forth, and a mechanism for rating each community was discussed. Mr. Liberatore explained that the MREA (working with Peter Murphy) is hoping to launch a North Shore-wide solar group buy in 2020 and participated in a conference call with Murphy, his colleague Marta, and Village Manager Ewald and Assistant Manager Burkart on January 27 to help inform staff of the group-buy program. MREA’s standard program information has been shared with other North Shore Village Managers and Presidents. Fox Point is aiming to take the lead in this endeavor. The Committee role will be – as in 2016 – to help promote the program, communicate with neighbors on PowerHour sessions, and work toward lowering the barriers for solar installation in Shorewood proper, bringing it into line with Milwaukee and Brown Deer, for example. Mr. Liberatore and others will share our findings with the Development and Planning Director and gauge Village interest in improving our accessibility for residential solar. Finally, as with some other long-term committee goals like waste reduction, the Committee will take 2020 as a look-back year and revive a conversation with staff and Board about the Vision 2025 target of 25 percent renewable energy by 2025. The subcommittee spoke with MKE ECO Director Erick Shambarger about Milwaukee’s approach to calculation and it seems like a good fit for Shorewood.

## **9. Discuss 2019 Annual Reporting and 2021 Future Initiatives Process**

Assistant Village Manager Tyler Burkart is asking the Committee to begin the annual reporting process. The Committee took a few minutes to identify the 2019 projects and initiatives performed. Committee members are asked to think about any further projects and initiatives to add to the 2019 report. In addition, Committee members should complete the future initiatives form for any proposed ideas to Mr. Burkart by February 24. Future initiatives should be items to be included in the 2021 budget or items the Committee would like to work on in 2020-2021. Proposed initiatives will be discussed and voted on during the March meeting. 2019 highlights are as follows:

- a. Promoting the expansion of the organics program to nearly 300 households participating.
- b. Elevating the issue of snowmelt and helping to support the identification of an alternative location for business district snow.
- c. Encouraging/supporting the transition at the Shorewood Library away from phenol-based receipt paper, triggering a system-wide adoption of an alternative product.
- d. Initiating a single-use plastic reduction outreach/effort at district schools.
- e. Upgraded river cleanup events (to include two) in conjunction with MKE Riverkeeper and Parks Commission.
- f. Effective promotion of a solar installation to be included as part of North Shore Fire Station renovation project.
- g. Engagement with school board and district on solar opportunities and energy efficiency projects in conjunction with school renovations ahead.
- h. Completed and disseminated a comprehensive yard survey for residents to further pesticide and salt use education and awareness campaign.
- i. Promoted Solar Now program of WE Energies to Village leadership for city properties and liaised with Village Manager on available opportunities.
- j. Proposed cigarette disposal receptacles at Atwater Beach.
- k. Completed successful annual events: Environmental Film Festival with three screenings in the winter and Fish and Feather festival in October
- l. Continued to promote positive environmental behaviors through website and Manager's Memo: e.g. removing gas from lawn mowers/snowblowers, responsible pumpkin disposal, etc.
- m. Continued sustainability data gathering coordinating with Village departments and researched comparable communities on recovery rate and DNR on recycling data.
- n. Collected solar panel installation requirements for all North Shore communities and comparable municipalities as part of an effort to lower barriers.

## **10. Subcommittee Reports**

Ms. Atre reported out on an effort to remove more single-use plastics from County Parks by looking at vendors/contractors supplying park facilities. The County is also looking at single-use plastic reduction in County properties. Phase 2 would also include requiring contractors/vendors to be in compliance. She is also working on a grant proposal for Village consideration on some additional beach cleanup equipment that would be funded

through the GLRI fund (EPA). She also reports that SIS has received district approval to add a compost collection service through Compost Crusader.

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

The Parks Commission will meet on March 10 at 5:30 p.m. to discuss MMSD proposed storm water and green infrastructure improvements in River Park for 2021. Conservation Committee members are invited to attend to provide additional feedback before a formal proposal goes forward to the Village Board. February 22 at the Domes MKE Riverkeeper will be discussing salt use on roads at 1 p.m.

**12. Adjournment**

Mr. Tomasiewicz moved to adjourn, seconded by Ms. Pollock. Vote 9 – 0 to adjourn. The meeting was adjourned at 8:41 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager