



**Conservation Committee  
Agenda  
Thursday, January 2, 2020  
7:00 P.M.  
Village Hall**

1. Call to order
2. Approve December 5, 2020 Meeting Minutes
3. Staff Liaison Update
  - a. MMSD's Combined Sewer Service Area Green Infrastructure Project in River Park
  - b. Transportation and Parking Study Draft Report
  - c. 2020 Citizens Academy
4. Discuss Citizen Concerns
5. Consider Committee's Response to the CDA/Village Board Strategic Planning Survey
6. Discuss 2020 Film Festival Planning
7. Discuss and Possibly Consider Bird City Application
8. Subcommittee Reports
9. Upcoming Events, Member Topics & Suggestions
10. Adjournment

DATED at Shorewood, Wisconsin this 27th day of December, 2019.

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

**December 5, 2019 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 7:02 p.m.

Members present: Joshua Liberatore, Chase Kelm, Linda Frank, Henry Tomasiewicz, Meenal Atre, Pat Wilson, Donna Pollock, Maggie Pipek, and Caroline Kuebler

Others Present: Assistant Village Manager Tyler Burkart, Trustee Wesley Warren, Bella Peaslee

Not present: Travis Blomberg, Elisabeth Witt, Matt McGovern

## **2. Approve November 7, 2019 Meeting Minutes**

Ms. Pollock moved to approve the November 7, 2019 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 9-0 approve the minutes.

## **3. Staff Liaison Update**

Mr. Burkart shared the 3<sup>rd</sup> quarter sustainability scorecard. There is a difference in how DPW measures the recovery rate than how some on the Committee expected as they don't incorporate yard waste as part of the formula. The Committee asked Mr. Burkart to follow up with DPW about the salt per lane mile metric below it seems significantly low. The CDA and Village Board is working on a joint Strategic Planning survey and asking all volunteer committees to submit one response on behalf of the committee. It is recommended to formulate a sub-committee to put together a response for the whole Committee to review during their January meeting. Ms. Pollock, Ms. Kuebler, Mr. Wilson and Ms. Pipek will help with a response. Mr. Burkart will send the PDF to the subcommittee. The Transportation and Parking Analysis draft report was published yesterday. Mr. Burkart summarized some of the recommendations and encouraged members to review the report. Any feedback should be submitted through the online portal on the Village website.

Mr. Burkart reached out to Bryan Davis to learn more about their recycling procedures. Lunchrooms have recycle bins that are taken out daily after lunch, classrooms each have their own bins which are transferred to the large bins in the hallways typically each day, either by students in some of the younger grades or custodians. Once the larger bins are full they are then taken outside, traded out for empty ones, and the bins are picked up by Waste Management once a week, each location. Larger boxes and such are placed in the recycling "dumpster" and also picked up once per week, each location. If there is food contamination or other non-recyclable materials such as dirty tissues, the bin will be tossed into the trash. Custodial staff does not sort or pick through the bins and Waste Management is extremely particular about us not putting non-recyclable material in the bins and has issued fines for doing so when this happens. Contamination in the recycle bin is not a common occurrence but the biggest contaminants are usually from food

containers that have not been rinsed out or food contaminated cardboard such as pizza boxes and milk cartons.

Mr. Burkart informed the Committee applications are now available for the 2020 Citizens Academy. There is no maximum number as to how many people can apply. Community members can decide to register for one or all five sessions if they so choose. Applications are due January 10. Lastly, the Village will be hosting a gathering for interested Village Board candidates on December 19 at 5 p.m. in Village Center.

**4. Discuss Citizen Concerns**

Ms. Atre expressed concern about the amount of vehicles idling outside of the schools for pick-up. There were questions about whether the Village has an idling ordinance and signs to be posted outside to inform motorists to not idle. Ms. Atre, Ms. Pipek, and Ms. Kuebler will review research already done on this issue and possibly pursue other research.

**5. Discuss 2020 Film Festival Planning**

Ms. Kuebler summarized the survey results to select films for the 2020 film festival. Ms. Kuebler proposed some options within the Committee's budget. After discussion, the Committee decided to go with Awake: A Dream from Standing Rock, A Symphony of Soil, and Just Eat It. Ms. Frank moves to appropriate \$550 for the films. Ms. Kuebler seconded the motion. The motion passed by a 9-0 vote. Ms. Kuebler moves not to exceed \$200 for design and publicity for the films. Mr. Liberatore seconds the motion. The motion passed by a 9-0 vote. Mr. Burkart asks Ms. Kuebler and the subcommittee to send the movie information to him to initiate the design of the posters and order the movies.

**6. Plastic/Waste Reduction Initiatives with Schools and Other Organizations**

Ms. Atre informed the Committee that SIS created an Eco Club. She shared the goals with the Committee and some of the strategies they have in place to execute. Their goals include composting, garlic mustard weedout, river clean-up, and reducing the use of plastic water bottles. The Club is also doing an audit of all activities related to waste at the school. The letter approved at the last meeting was sent to Atwater PTO. Ms. Pipek will send the letter to the Lake Bluff PTO. Ms. Frank and Ms. Atre will send questions to Mr. Burkart to find out about what recyclables are being taken. Ms. Frank and Mr. Blomberg will also setup a phone call with Mr. Burkart to identify a date to meet with the Public Works Standing Committee to talk about plans for a solid waste utility. Ms. Atre summarized the plastic straw ban in Milwaukee and inquired if this should be considered by the Committee and make a recommendation to the Village Board. This will be added to a future agenda for consideration.

**7. Subcommittee Reports**

A grant request for invisible tape for birds was passed for Atwater Elementary School. The Committee will also look to get tape for Lake Bluff, too. There is traction growing for a North Shore solar group buy.

Conservation Committee  
December 5, 2019 Minutes

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

The Committee decided the next meeting will take place January 2.

**9. Adjournment**

Ms. Pollock moved to adjourn, seconded by Mr. Tomasiewicz. Vote 9-0 to adjourn. The meeting was adjourned at 8:32 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager

## Economic Development Programs

1. Would you like to give feedback on the Village's economic development activities and priorities?

1. Yes
2. No

### 2. Economic Development – Strengths

What do you think are the Village's greatest strengths when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1

Strength of business district.

2. Strength #2

Density of offerings.

3. Strength #3

Special events in business district.

### 3. Economic Development – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to economic development? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1

Business variety.

2. Issue/Challenge #2

Backfilling empty business/retail spaces.

3. Issue/Challenge #3

Attracting and retaining stable businesses.

### 4. Economic Development – Actions

1. What is the most important thing the Village should start doing as relates to economic development?

Institute green/sustainable development guidelines as recommended by the Conservation Committee.

2. What is one thing the Village does related to economic development which it needs to do better?

Insist on commitment to sustainable development goals and green infrastructure improvements when it comes to development opportunities in the Village.

3. What is one thing the Village does related to economic development which it should stop doing?

### 5. Economic Development – Outcomes

1. What is the most important economic development outcome that you would like to see the Village achieve in the next 1-3 years?

- A Village-endorsed commitment to sustainable development practices and green infrastructure improvements, including renewable energy incentives.
- Integration of green infrastructure/building guidelines into economic development projects, esp. new construction.

2. What is the most important economic development outcome that you would like to see the Village achieve in the next 4-10 years?

More focus on renewable energy installation and other energy efficiency measures in the business district.

### Housing Programs

6. Would you like to give feedback on the Village's housing activities and priorities?

1. Yes
2. No

7. Housing – Strengths

What do you think are the Village's greatest strengths when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Strength #1  
Architectural variety and integrity.
2. Strength #2  
Preserving housing stock value.
3. Strength #3

8. Housing – Issues and Challenges

What do you think are the biggest issues or challenges facing the Village when it comes to housing? In the spaces below, please provide a brief description of up to three of your ideas and observations.

1. Issue/Challenge #1  
Relative high cost of housing.
2. Issue/Challenge #2  
High property taxes and values may lock out certain income groups.
3. Issue/Challenge #3  
Preserving historic architecture while integrating modern improvements (e.g. energy use and efficiency).

9. Housing – Actions

1. What is the most important thing the Village should start doing as relates to housing?

Promote energy efficiency improvements/green development principles in renovation and construction projects.

2. What is one thing the Village does related to housing which it needs to do better?

3. What is one thing the Village does related to housing which it should stop doing?

10. Housing – Outcomes

1. What is the most important housing outcome that you would like to see the Village achieve in the next 1-3 years?

Integrating a energy efficiency/renewable energy financing incentive into Neighborhood Loan Program.

2. What is the most important housing outcome that you would like to see the Village achieve in the next 4-10 years?

Demonstrate a more vigorous commitment to energy efficiency/renewable energy installation in residential properties through expanded incentive programs and active promotion by Village.

#### 11. Communications

1. How can the CDA communicate most effectively with you and your stakeholder group?

Establish liaison with committee through mutual meeting attendance or email correspondence.

2. How would you prefer to provide comments and feedback to the CDA going forward?