



**Conservation Committee
Agenda
Thursday, February 2, 2023
7:00 P.M.
Village Hall – Committee Room**

1. Call to order
2. Consider approval of the January 5 meeting minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
5. Discuss preliminary results of pesticide walking audit and evaluate next steps for further study and engagement
6. Consider letter of support to IPM Institute for No Mow May
7. Review 2021/22 annual report, begin brainstorming 2022/23 items, and discuss draft committee calendar
8. Subcommittee Reports
9. Upcoming Events, Member Topics & Suggestions
10. Adjournment

DATED at Shorewood, Wisconsin this 26th day of January, 2023.

VILLAGE OF SHOREWOOD
Toya Harrell
Village Clerk

Should you have any questions or comments regarding any items on this agenda, please contact the Manager's Office at 847-2701. 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 all individuals.



Conservation Committee Minutes January 5, 2023 7:00 PM

1. Call to order

The meeting was called to order at 7:02 PM

Members present: Joshua Liberatore, Joe Shaffer, Charles Hagner, Henry Tomaszewicz, Adelais Burkholder, Diego Murphy, Maggie Pipek, Matt McGovern, Meenal Atre, Linda Frank, Erin Povak, and Elisabeth Witt.

Others present: Shorewood Intermediate School Environmental Club (and parents), Sarah Kopplin (Shorewood Intermediate School Teacher/Club Sponsor), Kae DonLeavy (Shorewood Waters Project), DPW Director Leeann Butschlick, Village Manager Rebecca Ewald, Assistant Village Manager Chris Anderson.

Not present: Caroline Kuebler, Joey Sprague.

2. Consider approval of November 3 and December 1, 2022 meeting minutes

Mr. Liberatore moved to approve the minutes, seconded by Mr. Tomaszewicz. Motion carried 10-0 (approved before Ms. Witt was in attendance).

3. Discuss Citizen Concerns

Mr. Liberatore asked about the November meeting minutes and if the concrete issue was resolved. Ms. Povak mentioned she voiced this concern to the Department of Public Works after business hours.

4. Staff Liaison Updates

Assistant Village Manager Anderson discussed there would be a story in the upcoming Shorewood Today magazine focused on No Mow May. Members of the work group will be copied on a message connecting them to the Village's contracted content author.

5. Presentation from Shorewood Intermediate School (SIS) on Organics diversion program

The student members of the Environmental Club from SIS presented the background of the club's history and their recent initiative with organics collection. In the lunchroom, there were compostable materials that could have been captured. The club came up with a creative solution to educate and reinforce the proper use of each bin (garbage, recycle, compost) through a competition between the 7th and 8th grades. Mr. Liberatore asked about how to connect the program to other campuses since a goal is to get it to all campuses in Shorewood. The SIS Environmental Club president mentioned reaching out the school board to promote the initiative and contacting the elementary school principals. A school-wide lesson at the beginning of the year serves as a reminder to returning students and an orientation of sorts for students coming from elementary schools.

6. Discussion of Shorewood Waters program plan and Village Manager's Memo collaboration

Kae DonLeavy with the Shorewood Waters project and Director Butschlick from the Department of Public Works discussed the start of the Shorewood Waters program partnership, which came about by a Great Lakes initiative grant to support clean water and water quality efforts. Outreach and education efforts in the Village can be more dynamic by connecting folks to the topic so to change habits, so Ms. DonLeavy wished to present the program plan to the Conservation Committee. The goal of sharing this work plan is to collaborate between Shorewood Waters and Conservation Committee to leverage each other's efforts. The project plan for 2023 includes DNR collaboration, Community Education (Manager's Memo and Facebook posts), Events and Education, and Educational Programs and material. Ms. DonLeavy would like to work more closely with the Conservation Committee on stormwater and other projects focused on water. Ms. Frank asked about the biggest impacts in Shorewood. Ms. DonLeavy replied that Nitrogen and Phosphorus are the big issues because it produces green waters from algae. The toxins in our homes are also a culprit, so it should be educated to the public too since sewage treatment plants do not treat for these. Native planting is a big goal of the Conservation Committee- this goal can be leveraged with Shorewood Waters and collaborated between the two efforts. Content resources on the website is an important strategy. Flyers on how to make and use compost (for example) posted to the Shorewood Waters page was a recent helpful strategy. Director Butschlick added that the MS4 (municipal separate storm sewer system), which is permitted and regulated by the State- the DNR has been ramping up regulation for more educational requirements. This has been a game changer for local DPWs as it relates to storm water management. There are a certain number of outreach events now required year over year to report/document the activities of the Village. This collaboration between Shorewood Waters and the CC to fill out the annual permit tracking these metrics is important for the Village's purpose. Manager Ewald echoed the importance of consolidating messaging lines of logical symmetry is an important goal of the Marketing Committee. This supports the Village's Core services and ensuring the messaging of Village activities is adequately leveraged.

7. Subcommittee Reports

None

8. Upcoming Events, Member Topics & Suggestions

Text

9. Adjournment

Mr. Liberatore moved to adjourn, seconded by Mr. Tomasiewicz. The motion to adjourn carried 11-0. The meeting was adjourned at 8:05 PM.

Respectfully submitted by,

Chris Anderson
Assistant Village Manager



AT THE EDGE OF THE CITY AND
THE HEART OF EVERYTHING

January 20, 2023

Fund For Lake Michigan
247 Freshwater Way, Suite #210
Milwaukee, WI 53204

Dear Ms. Vicki Elkin,

The Shorewood Conservation Committee is extremely pleased with the work of Ryan Anderson's team at IPM Institute/Midwest Grows Green in helping to organize and communicate No Mow May 2023 for the metro Milwaukee area, of which Shorewood is a part.

The No Mow May Milwaukee group has extended invitations to each village and town in the metro area to join in the project, as well as many other local environmental organizations. Ten communities have joined the effort to date. Many local organizations are also participating, including Metropolitan Milwaukee Sewerage District, Milwaukee Zoological Society, Hummingbird, Reflo, and Urban Ecology Center.

The project work is well underway for 2023, including the marketing plan, web page design, plans for social media and traditional media, and yard signs and other graphic materials. These resources will aid each community in launching and promoting their local No Mow May programs, as well as providing a regional marketing effort from which local communities will benefit.

We encourage the Fund for Lake Michigan to continue funding the efforts to build awareness and approval for No Mow May across metro Milwaukee for 2023 and in the coming years. We greatly appreciate the support and resources of IPM Institute and Fund for Lake Michigan in aiding pollinators and building sustainable landscapes in our community.

Best wishes,

Josh Liberatore

Chair, Shorewood Conservation Committee



Village of
Shorewood
CONSERVATION
COMMITTEE

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Best wishes,

Josh Liberatore

Chair, Shorewood Conservation Committee

Village of Shorewood 2021 Annual Report

VILLAGE OF SHOREWOOD DEPARTMENT / COMMITTEE ANNUAL REPORT

Instructions: To help inform the Village Board on the annual operations, services and activities being performed by all areas of the Village, the Village Manager is asking each department and citizen committee to complete the following report. Please contact the Village Manager's Office if you have any questions about the report.

Name of Department / Committee: Conservation Committee

Name of Department Head / Committee Chair: Joshua Liberatore

Other Department Managers / Committee Members:

Meenal Atre, Linda Frank, Chuck Hagner, Caroline Kuebler, Matt McGovern, Maggie Pipek, Erin Povak, Donna Pollock, Natalia Stein, Henry Tomasiewicz, Elizabeth Witt, Student Rep. Bella Peaslee, Trustee Liaison Wesley Warren, Staff Liaison Tyler Burkart

Identify your most significant department / committee services and activities performed in the past year.

1. Updated content for website with "Shorewood Loves Birds" article
2. Submitted Public Service Commission grant application for energy efficiency upgrades
3. Completed two river cleanups with Friends of Estabrook Park/MKE Riverkeeper
4. Supported successful Solar Group Buy with MREA - hosted two public sessions/Power Hours
5. Continued ongoing Yard survey data collection initiative
6. Provided feedback for dog waste bag stations and supported with Committee motion
7. Continued ongoing work with Sustainability Scorecard data collection initiative
8. Completed and shared Green Development checklist with other Village stakeholders (CDA and Village Manager)
9. Completed "midterm" reporting to Village Board on two main Vision 2025 goals
10. Continued "dashboard" public awareness initiatives with SHS sign and library information board
11. Hosted first "virtual" film screening in April showing "From the Waste Up"

Village of Shorewood 2021 Annual Report

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

Department / Committee Initiative(s)	Relationship to Vision 2025
1. Pursue bird collision avoidance for little buildings at Atwater/Lake Bluff elementary schools	(4) An ecologically-responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability
2. Continue feedback on Lake Drive reconstruction inquiry/engineering analysis	(1) Strong multi-modal transportation infrastructure that meets transportation [and sustainability] needs
3. Continue education on residential pesticide use with multiprong initiative	(4,6) An ecologically-responsible community with an appreciation for sustainability and a well-governed community that values broad civic participation
4. Review facility condition assessment on Village Hall and DPW building	(5) A financially responsible community with suitable and well-maintained public buildings and infrastructure, strong property values, a competitive tax rate, and a commitment to public service excellence
5. Continue to liaise on downspout disconnection program	(4) An ecologically-responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability
6. Plan and host a spring event celebrating pollinators and hometown habitats	(4,6) An ecologically-responsible community with an appreciation for sustainability and a well-governed community that values broad civic participation
7. Host a February film screening of “Symphony of the Soil” for the public	(4,6) An ecologically-responsible community with an appreciation for sustainability and a well-governed community that values broad civic participation

Village of Shorewood 2023 DRAFT Initiatives

Identify your department / committee proposed initiatives that you hope to perform or implement in future years. Initiatives are significant subjects such as service delivery changes, capital items, programs, or studies that require Village resources and time to execute. Each initiative listed should link to one of the six vision statements in [Vision 2025](#) on pages 6-8. Include the vision number(s) in the “Relationship to Vision 2025” column corresponding with the vision statement(s) that best relates to the initiative along with a brief explanation. For each initiative, please complete the “Request Execution of New Village Initiative” form to complete this section. For citizen committees, please utilize your staff liaison to complete this form.

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2. Continue feedback on Lake Drive reconstruction inquiry/engineering analysis	
3. Continue education on residential pesticide use with multiprong initiative	
4. Review facility condition assessment on Village Hall and DPW building	
5. Continue to liaise on downspout disconnection program, and water quality projects with the Shorewood Waters program	
6. Plan and host a spring event celebrating pollinators and hometown habitats	
7. Host a spring film screening	
8. Continue recycling improvement/education initiatives and explore ways to boost the recovery rate	
9. Initiate and monitor “No Mow May” pilot program	
10. EV charging station at Village Hall?	
11. Monitor sustainability scorecard elements and metrics.	

Committee Calendar and Communication Themes

§ 16-16 Powers and duties.

The Committee shall inform and educate the public as to matters related to conserving energy and recycling materials to accomplish the goals of attaining a healthier and safer environment in which to live and of protecting and conserving our valuable natural resources. The Committee shall recommend the adoption of policies, programs and projects to accomplish its goals and objectives.

SOLAR and Other Renewable Energy (☀️)

HEALTHY Landscapes (🌳)

BIRDS and Pollinators (🦅)

WASTE REDUCTION and Resource Recovery (🌍)

January

Event Notes/Reminders

Bird City Application/Renewal Due Jan. 31 🦅
Schedule Film Screening
Reserve County Park Space for Pollinator Palooza 🌳

Communication Themes

Road Salt 🌍
Promote Curbside Compost Program (New Year's Resolution) 🌍
Promote MMSD Spring Rain Garden Plant Sale 🌳

February

Event Notes/Reminders

Quarterly Data Collection (Complete Previous Year)

Communication Themes

Compost Program Signup 🌍
Bird Strike Avoidance 🦅
Great American Bird Count 🦅
Shoveling vs. Snowblowing 🌍

March

Event Notes/Reminders

Communication Themes

Hometown Habits 🌳
No Mow May 🦅
Gas Removal From Snow Blowers 🌍

April

Event Notes/Reminders

Film Screening Near Earth Day Weekend
Confirm Participants for Pollinator Palooza 🦅
Quarterly Data Collection

Communication Themes

No Mow May 🌳 🦅
Green Cleaning 🌍
Avoiding Mulch Volcanoes 🌳

May

Event Notes/Reminders

Pollinator Palooza (Third Saturday) 🦅
Garlic Mustard Removal at Shorewood Nature Preserve 🌳

Communication Themes

No Mow May 🌳 🦅
Pesticide and Fertilizer Awareness 🌳
Rain Barrels/Rain Gardens 🌍
Native Plant Gardens 🌳 🦅
Education on Decline of Insects and Birds 🦅

June

Event Notes/Reminders

Grow Solar Group Buy 

Communication Themes


Promote Adopt a Drain
Rain Barrels/Rain Gardens 
Promote Curbside Compost Program 
June 20-26 WI Pollinator Week promotion ([UW Extension Horticulture site](#)) 

July

Event Notes/Reminders

Quarterly Data Collection
New Native Garden Contest? 

Communication Themes

River Cleanup 
Go Native Plant and Rain Barrel Workshop by the Waters Project

August

Event Notes/Reminders

River Cleanup 

Communication Themes

Promote Compost Program Signup 
Bird Strike Avoidance 

September

Event Notes/Reminders

Communication Themes

Leave the Leaves/Mulch in Place/Keep Out of the Street 🌳🌍

Don't Trash Your Pumpkins 🌍

Gas Removal From Lawnmowers and Garden Equipment 🌍

Promote Curbside Compost Program 🌍

Water Walking Tour by the Waters Project

Green Cleaning and Water Care Workshop by the Waters Project

October

Event Notes/Reminders

Quarterly Data Collection

Communication Themes

Fish and Feather Festival by the Shorewood Waters Project

Compost Your Pumpkins 🌍

Plant Stems as Solitary Native Bee Homes 🌳

November

Event Notes/Reminders

Communication Themes

Promote Adopt a Drain

Avoiding Food Waste Around Holidays 🌍

December

Event Notes/Reminders

Christmas Bird Count 🦅

Communication Themes

Road Salt
Sustainable Holiday/Gift Guide 