



**Conservation Committee
Agenda
Thursday, May 6, 2021
7:00 P.M.
Via teleconference**

Call information: 1-312-626-6799
Meeting ID: 926 2370 8265
Password: 718071

Video Link: <https://zoom.us/j/92623708265?pwd=THJzSXo2V211ZHV6TE1NZzFIQ0hqdz09>

1. Call to order
2. Approve April 1, 2021 Meeting Minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
 - a. Grow Solar Greater Milwaukee Program
 - b. Dog Waste Station Program
 - c. EIGP Grant Application
 - d. Volunteer Committee Reappointments
5. Discuss strategy and planning for 2021 initiatives
6. Consider additional reporting opportunities to Village Board and staff on previous vision plans
7. Subcommittee Reports
8. Upcoming Events, Member Topics & Suggestions
9. Adjournment

DATED at Shorewood, Wisconsin this 29th day of April, 2021.

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

April 1, 2021 7:00 P.M.

Via teleconference

1. Call to order

The meeting was called to order at 7:05 p.m.

Members present: Joshua Liberatore, Henry Tomasiewicz, Linda Frank, Caroline Kuebler, Donna Pollock, Kendra Carey, Pat Wilson, and Matt McGovern

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

Not present: Bella Peaslee, Chuck Hagner, Elisabeth Witt, Meenal Atre, and Maggie Pipek

2. Approve March 4, 2021 Meeting Minutes

Ms. Pollock moved to approve the March 4, 2021 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 8-0 to approve the minutes.

3. Discuss Citizen Concerns

Ms. Pollock mentioned a few people approached her about the dog waste stations. Those concerns include the general maintenance of the stations and the type of bags. Tr. Warren mentioned the program was approved only if the stations used compostable bags. Other concerns can be discussed with Mr. Burkart.

4. Staff Liaison Updates

Mr. Burkart mentioned the Grow Solar Greater Milwaukee Program has selected Arch Electric. Additional information will be provided in the next 1-2 months. A total of three proposals were received. The organics collection program is beginning with their new fee program and carts. Mr. Burkart answered the question about cart sizes and rates for new participants. Lastly, Mr. Burkart reminded the committee that the Village Board approved the proposed dog waste station program with the amendment of using compostable bags for the program. Tr. Ircink volunteered to do the research and find a bag that could be properly used for the stations.

5. Consider Village Board Memo on Baseline Vision 2025 Goals

Mr. Liberatore presented the final draft of the memo on Baseline Vision 2025 goals and quantifying the metrics for committee consideration. Mr. Burkart will be sending the memo to the Board via email for an update on behalf the committee. Ms. Pollock moved to approve, seconded by Ms. Kuebler. Mr. Liberatore clarified that the only goals covered in the memo were the ones originally discussed in the initial presentation in Vision 2025 with the Village Board. Ms. Kuebler suggested to be straightforward in the memo by acknowledging the Village will not be meeting the 2025 goals based on the current trends and lack of time to implement significant improvements. Links to previous surveys are included in the memo. Ms. Frank recommends adding a footnote referencing other goals listed in the Vision 2025 plan. Mr. Burkart informed the committee that the Village Board will be considering a facility condition assessment RFP on the April 5

agenda. There was another suggestion of referencing the organics program and highlighting savings not put into the waste stream. The committee discussed how 2020 may be an outlier year due to ecommerce impacts during the pandemic. Another idea was to use more of the Village's communication channels to discuss the current trends related to the goals established in Vision 2025. Original motion was approved by a 8-0 vote.

6. Update on 2021 Film Series and Hometown Habitat Pricing

Mr. Liberatore learned the film would be shown through a shared link for a 72-hour period. A Zoom meeting would then be setup for a further community discussion. Mr. Liberatore shared the pricing breakdown of \$100. The committee talked about whether it would be worth the time and investment to share the film this way versus scheduling a film in the fall to present in the high school auditorium. Several expressed the desire to wait and do an event in person rather than coordinate another virtual film.

7. Discuss and Consider Climate Action Initiative

Ms. Frank provided an update on the Climate Action Initiative. Ms. Frank along with Mr. Liberatore and Ms. Kuebler met with Mr. Burkart and Village Manager Rebecca Ewald to discuss how to proceed with this initiative. A group from the committee would review the Vision 2025 Plan and the Sustainability Action Plan to update and bring forward to the Village Board for their recommendation. Once this review would be completed, bringing forward a resolution would be a more appropriate timing. Ms. Frank shared Wauwatosa passed a resolution on climate back in 2020. Mr. Liberatore will do a write up and share with the committee to begin reviewing and updating them.

8. Subcommittee Reports

No reports.

9. Upcoming Events, Member Topics & Suggestions

Mr. Wilson announced the Victory Gardens Mix will be having a fun program happen coming up in May. Mr. Tomasiewicz mentioned the impacts of consumption and resources to learn about those impacts could be shared at future events.

10. Adjournment

Ms. Pollock moved to adjourn, seconded by Ms. Casey. Vote 8-0 to adjourn. The meeting was adjourned at 8:23 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager

Shorewood Conservation Committee
2021 Planning and Strategy

On our 2020 report, we listed the following new initiatives (with updates and notes):

1. Work with Village Board on **passing climate action resolution** (since converted into [review/analysis](#) of 2012/2015 vision statements for further reporting)
2. **Eliminate the Conditional Use Permit** for solar installation - check status of this, need a committee lead
3. Discuss **adding electric vehicles to the Village fleet** - check status, schedule, need committee lead
4. Take the lead on **planning Fin and Feather Festival**, revamping based on feedback - should begin planning, subcommittee work, committee leads already assigned, liaise with DPW
5. Modify **Environmental Film Festival** for 2021 (Feb. virtual screening of *From the Waste Up*, fall auditorium screening of *Symphony of the Soil*) - need to reach out to SHS on scheduling, committee lead assigned

Other ongoing projects:

1. Sustainability dashboard components - SHS/Library digital displays, committee leads assigned
2. Data collection from Village departments on metrics - committee lead assigned
3. Downspout disconnection program - committee lead already assigned
4. Yard survey results/analysis - check status, committee leads already assigned
5. River cleanups partnership with Parks and Public Spaces - need to see about planning next one
6. Bird strikes - work with BID and other stakeholders on bird strike mitigation measures, committee leads assigned
7. Green development goals/levels - “finished” draft sent to Village Manager for review, work toward publication on Committee page or Sustainable Shorewood, liaise with BID

New ideas:

1. Explore partnerships with Shorewood library: start an environmental-themed book (or podcast) club/discussion group, themed craft days with Ms. Heide, etc.
2. Perform comprehensive website review: [Sustainable Shorewood](#) page and [Committee](#) page, with suggestions for updates, new content, improvements
3. Pursue additional reporting opportunities to staff/VB based on comprehensive review of 2012 sustainability [implementation plan](#) and [Vision 2025 plan](#) - divide up by sections/areas (energy, waste, etc.)
4. Expand Manager’s Memo/FB/Shorewood Today communications - feed new material from metrics analysis, dashboard work, other initiatives

5. Partner with schools on [calendar days](#) for environmental themes - one per month or quarterly, leading up to Earth Day - post to committee page/Sustainable Shorewood
6. Conduct review of [street tree inventory/dashboard](#), liaise with DPW arborist - post to committee page/Sustainable Shorewood
7. Track carbon footprint [using apps](#), launch social media campaign to encourage [tracking](#), etc.

Sustainability Action Plan (board approved 2012)

<https://www.villageofshorewood.org/DocumentCenter/View/1536/Sustainability-Action-Plan-PDF?bidId=>

Vision 2025 (adopted in 2015)

<https://www.villageofshorewood.org/DocumentCenter/View/3237/Vision-2025-Implementation-Plan-PDF?bidId=>

(see pages 25 - 31)

Opportunities for future reporting to board/staff:

1.

Opportunities for future messaging to community at large:

1.

Possible Shorewood Today Infographic:

Title: Not on track for achieving our 2025 Vision Goals

1. Bar chart that shows the 2015 monthly tonnage number (213), where we are in 2020 (247) and then compare with 159.75 (the goal of reducing that 25% of the 2015 number)
2. Same for the recycling numbers: 2105 - 92.6 average monthly tons; 2020 - 96; goal - 115.75
3. Same for the renewables: 2015 - 4.6% as renewables; 2020 - 5.5% and then the goal of 25%

Then a call out box: "What we can do to pick up the pace" with maybe 2-3 suggestions on what we could do to pick up the pace to try and achieve those goals.