



**Conservation Committee  
Agenda  
Thursday, March 4, 2021  
7:00 P.M.  
Via teleconference**

Call information: 1-312-626-6799  
Meeting ID: 992 2112 5748  
Password: 624476

Video Link: <https://zoom.us/j/99221125748?pwd=Z1AzTWlsSXFTZzJmc25rK3BMZFk1QT09>

1. Call to order
2. Approve February 4, 2021 Meeting Minutes
3. Discuss Citizen Concerns
4. Staff Liaison Updates
  - a. Sustainability Scorecard
  - b. Grow Solar Greater Milwaukee Proposals Received
  - c. Organics Collection Program
5. Discuss Green Development Recommendations
6. Discuss Environmental Film Festival
7. Consider Proposed 2020 Annual Report and 2021 Future Initiatives
8. Discuss and Consider Climate Action Initiative
9. Subcommittee Reports
10. Upcoming Events, Member Topics & Suggestions
11. Adjournment

DATED at Shorewood, Wisconsin this 25<sup>th</sup> day of February, 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**  
**February 4, 2021 7:00 P.M.**  
Via teleconference

**1. Call to order**

The meeting was called to order at 7:02 p.m.

Members present: Joshua Liberatore, Henry Tomasiewicz, Bella Peaslee, Chuck Hagner, Pat Wilson, Elisabeth Witt, Meenal Atre, Linda Frank, Caroline Kuebler, Maggie Pipek, Donna Pollock and Matt McGovern

Others Present: Assistant Village Manager Tyler Burkart, Trustee Wesley Warren, Trustee Davida Amenta, Linda Laarman, Judy Winn

Not present: Kendra Carey

**2. Approve January 7, 2021 Meeting Minutes**

Ms. Pollock moved to approve the January 7, 2021 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 12-0 to approve the minutes.

**3. Discuss Citizen Concerns**

Ms. Pollock brought up the TIF Policy discussion. She wanted to make sure the sustainability green development practices worked on by the Committee to be incorporated in the TIF Policy. Mr. Burkart mentioned to the Committee ways they can voice their concerns to the CDA and the Village Board. Village Manager Ewald also plans to incorporate this discussion at the CDA level for their next meeting. Mr. Burkart will share the document with the Committee and setup a meeting with Mr. Hammond and Ms. Ewald to discuss further.

**4. Discuss and Consider Recommendation on Dog Waste Station Proposal**

Ms. Judy Winn and Ms. Linda Laarman were in attendance to present their proposal to the Committee on dog waste stations. The Committee discussed some of the problematic areas around the Village. The Committee also discussed some of the impacts if we used compostable bags versus plastic bags. There was one idea of using a QR code to signify the volunteers that the station is out of bags. Other ideas shared consisted of placing stations near other receptacles already present in the Village. Mr. Liberatore moves for support of the dog waste station proposal. Mr. Tomasiewicz seconds the motion. Motion approved by a 10-2 vote with Ms. Atre and Mr. Wilson opposing.

**5. Staff Liaison Updates**

Mr. Burkart provided an update on the Shorewood Short video series. He showed one of the three films to the Conservation Committee. Ms. Peaslee was one of two high school students who produced the films. The films will be shown in future Village communications. The Sustainability Scorecard will be completed for the March meeting. Village staff submitted the EIGP grant. Marek Landscaping is looking for volunteers to help maintain some of the vegetative improvements and remove the invasives during the last weekend in February. It is best to do some of these activities while the ground is still

frozen. Lastly, the Wisconsin Lakes and Rivers Convention is virtual, which could have some water resource training opportunities and serve as interest to Committee members. Those interested should contact Mr. Burkart.

**6. Discuss 2020 Annual Report and 2021 Future Initiatives**

Mr. Liberatore asked for some suggestions to highlight the Committee's accomplishments as well as some upcoming initiatives. The following are some of the accomplishments for the past year:

- Initiate the Sustainability Dashboard
- Coordinated the annual Environmental Film Festival
- Expanded Organics program to near 300 participants
- Completed a full year of the Sustainability Scorecard
- Discussion with the School District on plastic use and food waste
- Input provided to the CDA strategic survey, the Housing Study, and the Transportation analysis
- Install LED lighting in Village Center from the energy audit
- Conducted overview of North Shore and other Milwaukee County municipality waste collection programs
- Apply for Bird City Wisconsin recognition
- Assist with the North Shore Solar Now Steering Committee efforts

Some of the upcoming new initiatives are:

- Working on a resolution for the Village Board to pass on climate action
- Eliminate the Conditional Use Permit for solar installation
- Discuss adding electric vehicles to the Village fleet
- Taking the lead with Fin and Feather Festival – revamping based on feedback
- Modifying the Environmental Film Festival to go virtual

**7. Discuss 2021 Environmental Film Festival**

A trial run on February 17 with the first film in an attempt to go virtual. If the film goes well, then the Committee will promote the remaining two films at that time. From the Waste Up will be the film to be shown in February. The third Wednesday of each month will be when the films will be shown. Symphony of the Soil and Hometown Habitat are possibly the other two films. Mr. Burkart asked to upgrade the Vimeo account so we can screen to unlimited users. Mr. Tomasiewicz moved to approve the \$75 for the account upgrade. Ms. Frank seconded the motion. Motion approved by a 12-0 vote.

**8. Discuss DPW Downspout Disconnection Program**

Mr. Liberatore let the Committee know that MMSD is mandating all eligible downspouts in the combined sewer area be disconnected from the sewer line by January 1, 2025. DPW would like a dedicated liaison from the Committee to be involved with these efforts. Mr. Tomasiewicz expressed interest in serving as the liaison.

**9. Discuss Milwaukee City-County Task Force on Climate & Economic Equity**

Ms. Frank asks all Committee members to work with her in a subgroup to move forward with a resolution. The Milwaukee task force is moving ahead with initiatives and recommendations related to climate and economic equity. They are also tasked with finding funding sources to pay for these initiatives. The task force identified a 45% reduction in greenhouse gases by 2030 and carbon neutrality by 2050. These efforts should evaluate public energies and incorporating more sustainable practices as well as transportation. Shorewood should review the Milwaukee resolutions as the model and modify it to reflect actions for the Shorewood community. Wauwatosa passed a similar resolution. Community members drafted a resolution that is being reviewed and similar discussions are occurring in Whitefish Bay and Glendale. Ms. Pipek expressed interest. More members will consider the commitment as this will be discussed on a future agenda.

**10. Subcommittee Reports**

No reports.

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

No other events or topics.

**12. Adjournment**

Ms. Pollock moved to adjourn, seconded by Mr. Tomasiewicz. Vote 12-0 to adjourn. The meeting was adjourned at 8:41 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager



# Greening Shorewood Businesses

## Shorewood Conservation Committee Recommendations

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This document outlines green development considerations according to levels of priority, with an eye toward maximizing sustainability features in new development and major renovation projects. Each *level up assumes completion in the previous level plus additional features* from the lists provided.

### Site/Landscaping

#### GOOD

- Develop a construction waste management plan to maximize the amount of construction and deconstruction waste from construction projects that can be diverted from landfills and directed to alternative streams such as recycling or salvaged for reuse.
- Create an erosion and sediment control plan for site
- Promote infiltration and maintain natural stormwater flows by using one of the following strategies: Pervious paving, Bioswales, rain gardens, retention ponds, stormwater harvesting for reuse in irrigation or buildings, vegetated roof. Look for ways to provide openings in the curb to let water flow into boulevard bioswale/rain garden plantings so it can be retained and filtered/infiltrated rather than collected in the storm system.
- Develop a post-construction site maintenance plan and commit to using environmentally responsible snow removal, landscape and pest management
- To reduce mortality of night-migrating birds, reduce exterior building and site lighting, and adopt design strategies to reduce light trespass or spill light from buildings.

#### BETTER - all of the above, plus additional features from the following

- If trees need to be removed as part of construction, work with a tree management service so that the trees can be harvested and milled for timber rather than just being chipped.
- Soil disruption mitigation plan, using integrated soils and compost to minimize compaction and topsoil loss and improve porosity
- Implement measures to reduce light pollution, such as using cut-off fixtures and having lights on timers/programs. Minimizing night lighting also reduces bird strikes on glass.
- Develop a landscape plan that prioritizes native plantings to support native birds, animals and insects.

#### BEST - all of the above, plus additional features from the following

- Provide parking for energy-efficient vehicles or electric vehicle charging stations

- Support alternative transportation, encourage the use of bicycles by providing bike racks, shower/changing facilities and/or indoor bike storage. If there is a bus stop on the site, look for ways to incorporate a bus shelter into the site design.
- Maintain 2% land for green space on the site
- If trees must be removed during construction, offset removals by planting new trees in other areas of the project site to maintain overall canopy balance.

### Water Efficiency

#### GOOD

- Use fixtures (faucets, toilets, urinals, dishwashers, clothes washers, ect) rated EPA Watersense-certified or that meet equivalent flow standards
- Use native, drought-tolerant plants to minimize need for watering, mowing, and fertilization. When possible, select plants that require no additional water beyond the establishment period.

**BETTER** - all of the above, plus additional features from the following

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**BEST** - all of the above, plus additional features from the following

- If irrigation is needed, use efficient landscape irrigation strategies such as drip irrigation, micro misters, and moisture sensors.
- Use captured rainwater or greywater on site for irrigation. Do not use potable water for irrigation on site.
- Reduce total indoor water use by 30% over baseline

### Energy Efficiency

#### GOOD

- Purchase Green Power to offset building energy usage as part of Shorewood's 25x25 Resolution to achieve 25 percent renewable energy generation by 2025.
- Confirm that the building attic or roof and exterior walls are adequately insulated.
- All projects should work with a program such as Focus on Energy or other agency to conduct an energy audit of existing projects or evaluate energy efficient design strategies on new projects
- On new construction projects and major renovations improve building envelope performance by using energy star-rated doors, windows, skylights. Renovations projects should target increasing insulation levels to current code minimums and new construction to implement strategies for continuous insulation.
- Use weather stripping and properly insulate gaps around windows and doors.
- Confirm that old piping and water heater tanks are insulated properly.

**BETTER** - all of the above, plus additional features from the following

- Replace old HVAC systems with high-efficiency Energy Star-rated systems.
- Implement solar hot water technology for domestic hot water use, swimming pools or other hot water uses.

- Install programmable or smart thermostats (residential) or automated building systems
- Building project agrees to track energy usage and participate in Village benchmarking program

BEST - all of the above, plus additional features from the following

- Use LED fixtures or outfit existing fixtures with LED lamps
- Building is heated/cooled by biomass, geothermal, or solar technologies.
- For interior fixtures use occupancy sensors to control lights and for exterior light fixtures use motion sensors or timers
- Building is powered by on-site renewable energy, such as photovoltaic electric system (PV's).
- For the building envelope; use Energy Star-rated doors, windows, skylights, etc. (or meet the equivalent U-value for climate zone) and have continuous insulation on the exterior.
- Update old windows with energy-efficient alternatives with U-value performance criteria or Energy Star rating

### Indoor Environment Quality

GOOD

- Design/improve building to use natural day lighting in regularly occupied spaces.
- Provide temperature controls that can be adjusted by building occupants.
- Use low VOC finishes - Paint, stain, adhesive, sealants, and flooring materials
- Implement measures to reduce light pollution, including timers, photo-sensors, and infrared motion detectors to turn lights on and off.

BETTER - all of the above, plus additional features from the following

- Use composite wood products with no added Urea-formaldehyde

BEST - all of the above, plus additional features from the following

- Install light shelves at building exterior windows (recommended at 7'6") to push natural light deeper into occupant spaces.
- Purchase Greenguard Certified or other environmentally responsible furniture.
- Evaluate acoustics for exterior noise impacts and interior conditions
- Use operable windows for natural ventilation, and look at CO<sub>2</sub> sensors for densely occupied spaces that are linked to increased ventilation.

### Building Materials

GOOD

- Purchase used or repurposed furniture, shelving, or storage.
- Use products and materials made with recycled content.

BETTER - all of the above, plus additional features from the following

- Use local products and materials that are manufactured and /or harvested within 500 miles of the project site.
- Use products and materials made from renewable resources.



- To reduce the chances of bird-window collisions, use minimal glass in the design, place glass behind some type of screening, and/or use glass with inherent properties that reduce bird-window collisions.

BEST - all of the above, plus additional features from the following

- Use wood-based products and materials that come from Sustainably Managed Forests (FSC certified, etc.)

### Waste Management

GOOD

- Offer waste sorting stations with visual signage for recycling
- Provide on-site composting container whenever possible
- Encourage landscape practices that reduce extraction and debris removal

BETTER - all of the above, plus additional features from the following

- Use a compost collection service to maximize diversion of organic waste
- Train staff and residents in proper waste sorting and best management practices
- Develop a waste reduction plan with aggressive diversion targets and set benchmarks for measuring progress

BEST - all of the above, plus additional features from the following

- Commit to a zero-waste strategy with tiered diversion targets

**Village of Shorewood 2020 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:** Josh Liberatore, Chair

**Other Department Managers / Committee Members:**

Kendra Carey, Henry Tomaszewicz, Bella Peaslee, Chuck Hagner, Pat Wilson, Elisabeth Witt, Meenal Atre, Linda Frank, Caroline Kuebler, Maggie Pipek, Donna Pollock, Matt McGovern, Wesley Warren (Trustee Liaison), Tyler Burkart (Staff Liaison)

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

- Initiated Sustainability Dashboard communications on SHS digital sign and Library lobby video screen
- Coordinated the annual Environmental Film Festival
- Expanded curbside organics program to nearly 300 participants
- Completed a full year of the Sustainability Scorecard and continued second-year collection
- Continued discussion with the School District on plastic use and food waste
- Provided input to the CDA strategic survey, the Housing Study, and the Transportation analysis
- Installed LED lighting in Village Center from the energy audit
- Conducted overview of North Shore and other Milwaukee County municipality waste collection programs
- Applied for and received Bird City Wisconsin recognition
- Assisted with the North Shore Solar Now Steering Committee efforts

## Village of Shorewood 2020 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. Work on a resolution for the Village Board to pass on climate action	(1,3,4) An ecologically-responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability; access to facilities that promote clean air and water and personal health and wellness; lead the region in variety of desirable housing options and businesses
2. Eliminate the Conditional Use Permit for solar installation	(4,6) An ecologically-responsible and well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
3. Discuss adding electric vehicles to the Village fleet	(1,3,4) An ecologically-responsible community with an appreciation for the lake, river, and other natural areas and a commitment to sustainability; access to facilities that promote clean air and water and personal health and wellness; lead the region in variety of desirable housing options and businesses
4. Take the lead with Fin and Feather Festival – revamping based on feedback	(4,6) An ecologically-responsible and well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future
5. Modify the Environmental Film Festival to go virtual or hybrid	(4,6) An ecologically-responsible and well-governed community with leaders and citizens who value broad civic participation and maintain a long-range, disciplined view of the future