



Conservation Committee Minutes April 7, 2022 7:00 P.M.

1. Call to order

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

Members present: Joshua Liberatore, Chuck Hagner, Maggie Pipek, Caroline Kuebler, Erin Povak, Elisabeth Witt, Donna Pollock, Matt McGovern, and Henry Tomasiewicz.

Others present: Residents Joe Shaffer and Terry Blair, Village President Ann McKaig, and Village Manager Rebecca Ewald and Assistant Manager Chris Anderson.

Not present: Natalia Stein, Meenal Atre, Linda Frank, Bella Peaslee, and Trustee Wesley Warren.

2. Consider Approval of March 3, 2022 Meeting Minutes

Mr. Hagner moved to approve the March 3, 2022 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 7-0 to approve the minutes.

3. Discuss Citizen Concerns

Mr. Shaffer presented on the merits of No Mow May, having read newspaper articles that circulated in the past few weeks, coming from the New York Times and other outlets, featuring Wisconsin communities. He became interested in the movement and began to research the different communities that have promoted this practice as a way of encouraging bees and other pollinators. He described how it could be promoted through various communication channels. He spoke with an alderman in Appleton who was quoted in the newspaper article and got a sense of the pushback and common complaints that the city has experienced. Appleton is now in its third year with this program. Mr. Tomasiewicz and Mr. Hagner both spoke up in favor of the program. Village Manager Ewald explained the staff perspective and outlined a process by which the Committee could pursue this formally for next year. President McKaig said she would include the interest in Shorewood adopting and its being studied by the Conservation Committee in her next President's report as a way of informing the board of a coming issue. Ms. Keubler referred to behavioral change best practices, indicating that beginning with a simple, clear "ask" such as No Mow May fits within a model of progressive behavioral change. Mr. Liberatore agreed to follow up with Mr. Shaffer after spring events and develop a plan for pursuing this more formally next year.

4. Staff Liaison Updates

A second DPW-led brush chipping event will be held at Atwater lakefront park on April 9; volunteers will meet at Plensa sculpture at 10 a.m. Turnout was very low at the similar March 26 event (held during spring break), so volunteers are actively encouraged to show up at this second opportunity. Assistance is requested in dragging brush from path to central location for chipping.

5. Discuss planning process for spring film screening and pollinator-themed event

Mr. Liberatore requested help from members in advertising upcoming events on social media. Ms. Witt volunteered to promote both events on Facebook. Manager Ewald offered to inform all Village committees of the upcoming film screening. Ms. Pipek and Ms. Witt volunteered to help pass out flyers at the event itself. The event itself is pretty simple. Brief introduction by Mr. Liberatore to greet attendees and set up the film, screen the film, tidy up and leave by 9:30 p.m. SHS staff will be on hand for audio/visual technical support. The main thing is to promote the film and get the word out to friends and neighbors. Ms. Keubler will contact Atwater principal, Ms. Pipek Lake Bluff, with Ms. Witt handling SIS and SHS principals. Volunteers were also secured for six slots for different tables and activities at the May 21 Pollinator Palooza event in Estabrook Park. It was agreed that the same group named above would handle communication/advertising with four schools for both April 22 film screening and May 21 Pollinator Palooza.

6. Approve funds for SHS auditorium rental fee and County Parks use fee for upcoming events

Mr. Liberatore moved to approve \$160 to cover the rental fee for the screening of Symphony of the Soil on April 22, seconded by Ms. Pollack. Motion carried 9-0. A second motion was made by Mr. Tomasiewicz, seconded by Mr. Liberatore, to cover the \$50 county park fee for the Pollinator Palooza event on May 21. That motion also carried with a vote of 9-0.

7. Shorewood Waters Pledge feedback and pesticide awareness initiative

Ms. Povak reported out on her recent conversation with Kae Donleavy of Shorewood Waters Project, who is developing a voluntary Pledge program for residents to commit to a minimum of five items from a list of suggestions regarding watershed protection efforts and sustainable landscape practices on Shorewood properties. Incentives will be offered, with the understanding that any plastic token items should be avoided. Ms. Povak will continue to provide feedback on the project and report back to the full Committee as needed. They are also collaborating on a Green Cleaning guidance that may also take the form of a public workshop. Ms. Povak volunteered to remain the lead on this liaison activity and to report back to the Committee as desired. She also described a follow-up activity implementing the Committee goal to gather baseline data on pesticide prevalence in residential neighborhoods, perhaps by conducting a walking audit of neighborhoods on particular dates, looking for pesticide signage in yards. She described some of the difficulties in designing an effective audit, given the unpredictability of applications and the short requirement for posting signage/flags. Ms. Povak will put together an outline for a Committee-led walking audit and submit through Mr. Anderson to the full committee for volunteer signups.

8. Subcommittee Reports

No reports.

9. Upcoming Events, Member Topics & Suggestions

Please consider joining former member Roland Schroeder for the annual garlic mustard weed out at Shorewood Nature Preserve on May 14. A guided bird walk will be incorporated ahead of the weed pull. Details are in this week's Manager's Memo.

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10. Adjournment

Ms. Pollock moved to adjourn, seconded by Mr. Tomasiewicz. Vote 9-0 to adjourn. The meeting was adjourned at 8:00 p.m.

Respectfully submitted by,

Chris Anderson
Assistant Village Manager