



# Conservation Committee Minutes

**August 1, 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, Maggie Pipek, Donna Pollock, Chase Kelm, Henry Tomasiewicz, Meenal Atre, Matt McGovern, Elisabeth Witt, and Travis Blomberg

Others Present: Trustee Wesley Warren

Not present: Pat Wilson, Caroline Kuebler, and Linda Frank

## **2. Approve June 6, 2019 Meeting Minutes**

Ms. Pollock moved to approve the June 6, 2019 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 8 to 0 approve the minutes.

## **3. Staff Liaison Update**

Mr. Burkart was not able to attend tonight's meeting. He wanted to inform the Conservation Committee that the Village Board did not recommend to include parkland and beach area in the recent banning of smoking and vaping in public buildings at this time to allow for more public dialogue around the topic. This was based on the Parks Commission recommendation established a month ago. The Village will continue to review this topic and work with the North Shore Health Department on receiving more public feedback. As a reminder, there are still days remaining in September to sign up and be present at the community table for the Farmers Market. The Committee should discuss dates and what materials to present. Lastly, the 2<sup>nd</sup> quarter Conservation Committee Scorecard is attached. This includes the latest report from Compost Crusader.

There was some discussion of the recovery rate formula and how it incorporates buildings/properties not served in Village collection routes. Mr. Liberatore agreed to follow up with DPW staff about the calculation of the recovery rate formula, what it includes, and to whom it is reported. He also agreed to follow up on the missing data points for monthly fleet fuel totals and recycling rebate figures.

## **4. Discuss Citizen Concerns**

Representatives from MKE Tobacco Free Alliance presented a proposal to install 3 – 4 cigarette butt receptacles at Atwater Beach, focusing at the top of the park and entrance areas. Nearly 40 percent of beach trash is made up of tobacco-related products, butts and paraphernalia. The local Surfrider Foundation chapter got involved in making these recommendations and is in full support of installation. It is suggested that reducing the tobacco-related trash is an excellent way to reduce debris generally at beachfronts and could also support a larger effort to make the beach smoke free. Maintenance of these receptacles is very simple and infrequent (est. every other month). McKinley, Atwater, South Shore, and Bradford Beach were selected as pilot locations for this grant-funded

project. Several locations were discussed as possible good spots for installation. An example receptacle was shown, its features discussed. The Committee proposed writing a memorandum (in possible collaboration with the Parks Commission) recommending installation of these receptacles in conjunction with the public discussion of smoke-free parkland and beach spaces. A beach cleanup is scheduled for Saturday, August 24, 7:30 – 8:30 a.m. in conjunction with the planned Surf @water event that day. Mr. Liberatore will follow up with Mr. Burkart and DPW staff on the best way to expedite permission and installation of these donated receptacles.

**5. Discuss 2020 Environmental Film Festival**

Mr. Liberatore reminded the Committee that the festival should be planned later this fall ahead of February, March, and April screenings, calling for a volunteer to take the lead on this project following the departure (due to term limits) of the longstanding film series coordinator. The work involved was discussed, including listing films for consideration, completing purchase with Mr. Burkart or securing other copies, helping design/edit the poster and promotional materials, and coordinating the panel discussions. Mr. Liberatore invited Committee members to submit film ideas at any time. Ms. Atre and Ms. Pollock expressed interested in staying involved with the execution of these screenings.

**6. Discuss River Cleanup with Parks Commission**

Mr. Tomasiewicz reviewed the MKE Riverkeeper cleanup of Saturday, July 27, which saw double the turnout from last October's cleanup; at least 19 people showed up to help out. Areas focused on were the east bank of the river south of Estabrook toward Hubbard. Mr. Kelm mentioned seeing a lot of trash by the bus stop on south side of Capitol by the steps that lead to the riparian trail and wonders if a second trash receptacle could be sited there. Mr. Tomasiewicz is looking into getting some data on trash yields from these cleanups so that we can quantify and promote the results. Next cleanup is scheduled for October 5 in conjunction with Fish and Feather, likely 9 – 11 a.m.

**7. Discuss Great Lakes Restoration Initiative Grant Opportunity with Shorewood**

Two grant opportunities were discussed, one through the Federal Great Lakes Restoration Initiative (GLRI), the other through the Fund for Lake Michigan. For both of these, preproposals are accepted as part of the grant-making process. Lots of ideas were offered about equipment purchases, community education opportunities, enhanced volunteer cleanup efforts (through the use of cleanup kits for checkout at the beach). DPW will be consulted on what equipment is already in the fleet, how often it is being used, and to what effect. Mr. Blomberg offered the idea of acquiring a second Big Belly receptacle, a solar-powered trash compactor for Atwater Beach, and highly recommended prevention efforts. The Committee agreed to look at the grant opportunities more closely and possibly submit applications in conjunction with DPW, Friends of Atwater, or Surfrider Foundation.

**8. Subcommittee Reports**

Mr. McGovern reported on the different proposals the Village has received on possible solar installations for the North Shore Fire Station (\$55,000 upfront, 12.5 year payback) and secondarily, the Police Station. He also reviewed the Solar Now opportunity for both

buildings and others in the Village suite or properties. It was proposed that the Conservation Committee could get involved in pursuing funds through Shorewood Foundation, if the North Shore Fire Station declines to purchase its own solar installation. Mr. Kelm suggested that such an effort focus on the Police Station, since the firehouse will likely be sold anyway. The Police Station and Fire Station are also both in the Solar Now queue, per Village Manager Rebecca Ewald. The MREA organization is also doing another group-buy program for the entire Milwaukee area. Their Solar Power Hour schedule has been circulated in the Manager's Memos in recent weeks. Shorewood has contributed 2 out of 10 households with signed contracts in the program so far. September 30 is set as a deadline for participating in the program. The Committee would like to continue to help promote this program and any opportunities the Village has to add renewable energy to the local power mix.

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

Shorewood Water's Project Fish and Feather festival is currently scheduled October 5, with a time slot still in discussion. Mr. Liberatore will circulate a signup sheet later in the month for 1.5–2 hour shifts to lighten the burden on volunteers. The Committee plans to staff a Committee table for survey collection, literature, conversation with participants, and also the bee habit activity. Other activities are welcome.

Ms. Atre reviewed the effort by the Plastic-Free MKE organization to coordinate with Mayor Tom Barrett and the MKE Eco office on pushing for a waste-reduction target at the 2020 DNC. Some members submitted a letter of support in mid-July, writing as residents. It was suggested that an enhanced version of the letter be added to an agenda in September or October for a full vote and Committee approval. The Plastic-Free organization is looking to promote local groups in support of their lobbying efforts, adding names/logos of these organizations to their website. Mr. Liberatore will follow up with Mr. Burkart about the feasibility of adding the Committee name on an organization's website.

**10. Adjournment**

Ms. Pollock moved to adjourn, seconded by Mr. Tomasiewicz. Vote 8-0 to adjourn. The meeting was adjourned at 8:37 p.m.

Respectfully submitted by,

Tyler Burkart  
Assistant Village Manager