



Conservation Committee Minutes

October 3, 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 7:01 p.m.

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

Others Present: Trustee Wesley Warren

Not present: Travis Blomberg

2. Approve September 5, 2019 Meeting Minutes

Ms. Pollock moved to approve the September 5, 2019 minutes. The motion was seconded by Mr. Tomasiewicz. Vote 11–0 approve the minutes.

3. Staff Liaison Update

Mr. Burkart asked Mr. Liberatore to give an update on the organics collection program, as follows: “Data from Compost Crusader: 9 residents have dropped the program. We currently have 241 residents on the route and a waiting list of 33 residents.” No data were available at the time of meeting concerning why these residents were dropped. The Conservation Committee will draft a “best practices” notice for the Manager’s Memo explaining the recent change in collection policy. Ms. Kuebler suggested putting together a memo item that features Conservation Committee members/subscribers talking about how they have managed the change in their households. The sustainability scorecard for the third quarter will be updated for the November meeting. Mr. Liberatore will follow up with Mr. Burkart/DPW on the salt item numbers to see if our collection is meaningful for that metric.

4. Discuss Citizen Concerns

Ms. Atre brought up bird strike risk at kindergarten building at Atwater. Apparently, teachers have noticed 3-4 strikes per week just at this one building. Ms. Pollock recommends Chuck Hagen’s idea of hanging strings from the window frame to reduce bird strike risk. Ms. Kuebler will share materials she has so that the Committee can put something together for either PTOs or building staff. Ms. Atre will submit a grant application for bird strike mitigation at Atwater. Mr. Wilson described a situation where a resident was fined by the Village for having planted flowers on the parkway, for which special permission is needed. Oct. 3 Manager’s Memo addressed this very issue. Visibility, drainage, safety concerns, tree roots, utility lines, and sewer laterals are all possible reasons the Village may have an interest in keeping plantings/permanent structures from the public right of way.

5. Discuss Fish and Feather Festival

Ms. Atre has a canopy she will bring. The water level is very high right now. Waders won't be available for use. Forecast is not great, with a high likelihood of rain. Positions were reviewed for the three table activities the Conservation Committee has planned, in two shifts. The river cleanup is on as scheduled. Mr. Tomasiewicz is undeterred by weather reports.

6. Update on Solar on Public Buildings and Consider Committee Letter of Support

Mr. McGovern reported the positive news that North Shore Fire Department staff will be recommending that solar be included in the construction budget proposal, on which the NSFD board will vote October 8 at 7:30 a.m. Bayside President Village Sam Dickman reached out to Mr. McGovern and indicated that he would be willing to meet but that the Conservation Committee concerns had now been met. Mr. McGovern proposed writing a thank you letter to Chief Whitaker/NSFD and Rebecca Ewald for their positive work in accomplishing this goal. The Shorewood Police Station is in the Solar Now queue for WE Energy's rent-a-roof program and may provide an opportunity to use the same techniques to drive the conversation for the Police Department building and other Village properties. Mr. Kelm inquired about the goal set by the Village of 25 percent renewable energy by 2025 and whether any discussion had been put to how success will be measured: Village properties only, Village buildings plus residential, WE Energy's proportional use in the Village boundaries, etc. Ms. Kuebler wondered about a report card for Shorewood. The Conservation Committee has an opportunity to ask for clarification from staff about its own understanding of the goal and how progress will be measured. If the goal can't be reached, then the Village could use it as an opportunity to make a statement about why the goal wasn't met (Vision 2025, p. 29).

7. Discuss 2020 Film Festival Planning

Ms. Kuebler lead the discussion on film festival planning by beginning with a brainstorm on goals for the film festival with an eye toward identifying some themes which will inform the film selection process. Ms. Atre mentioned doing more community engagement to expand the reach of the films. Ms. Frank emphasized the goal of getting younger viewers to attend the films. Ms. Witt encouraged continuing to invite and promote local organizations that are involved in the issues being screened. Mr. Wilson recommended always having a take-away list of resources to equip viewers with follow-up opportunities. Ms. Kuebler then turned to an active brainstorm on possible themes for the film choice selection (underlined items as the highest vote getters): energy, carbon footprint, waste reduction, smoking/vaping, watershed health, birds, plastic, pesticides/fertilizers, urban initiatives, environmental justice, and environmental education. A vote was taken on prioritizing these themes.

8. Discuss New Subcommittee Proposal on School Liaison Activity

Ms. Atre would like to propose a new subcommittee-level engagement with the schools on the issue of waste, possibly exploring a formal waste audit program. Working through PTOs and possibly staff, the subcommittee would look at classroom practices, cafeteria behaviors, school supply lists, and events. Referendum money will be applied to dishwashing equipment at SIS to reduce use of disposables. TerraCycle has a lot of

opportunities for school- and classroom-level recycling. She proposes drafting a letter for PTO inclusion in future parent communications for offering guidelines on a variety of topics: school supply lists, classroom habits, and classroom parties. Focus will be on parents for now and thinking later about staff- or school-level involvement later on. Such a letter will come to committee review in November.

9. Subcommittee Reports

Mr. Tomasiewicz reported on the final version of the yard use survey which will be available at the Fish and Feather Festival. Mr. Kelm reviewed the draft proposal that the Conservation Committee has put before Planning and Development and indicated that the CDA will possibly be looking at the Neighborhood Loan Program as part of its overall housing study, which is ongoing. There will be opportunities for public input in the coming months. The CDA is undertaking a comprehensive look at housing in the Village and how different housing options, including Village loan programs, might be improved. Ms. Frank reported on the draft proposal for a solid waste utility that the Committee has been working on this year. Mr. Blomberg has provided some feedback, particularly with respect to documenting the waste reduction goal for each of the options being considered. Ms. Frank has updated information from Roehrig Pacific on the equipment costs associated with converting to a pay-by-setout model.

10. Upcoming Events, Member Topics & Suggestions

Ms. Atre mentioned that the City of Milwaukee is considering a city-wide ban on plastic straws, which are not covered by the statewide restriction on local plastic bag/container ordinances. Individuals with disabilities and senior care centers would be exempt, so restaurants would still be able to carry plastic straws for limited use. Ms. Atre also described the Lake Friendly business certification that is offered by the Plastic-Free MKE organization (Cloud Red and Draft & Vessel are local recipients), which earns a business a door or window cling advertising the achievement. Criteria are reusable tableware, no Styrofoam, proper recycling practices, marine degradable straws and stirrers, no plastic bags for to-go orders, and degradable or recyclable alternatives for take-outs.

11. Adjournment

Ms. Witt moved to adjourn, seconded by Ms. Pollock. Vote 10–0 to adjourn. The meeting was adjourned at 8:31 p.m.

Respectfully submitted by,

Tyler Burkart
Assistant Village Manager