

**CITY OF MENASHA
SUSTAINABILITY BOARD
Council Chambers
140 Main Street, Menasha**

Tuesday, June 15, 2010

DRAFT Minutes

A. CALL TO ORDER

The meeting was called to order by Mike Dillon at 6:34 pm.

B. ROLL CALL/EXCUSED ABSENCES

Present: Chris Bohne, Mike Dillon, Roger Kanitz, Sadie Schroeder, Linda Stoll, Kathy Thunes

Excused: Becky Bauer, Jill Enos, Trevor Frank

Also Present: Earl Gustafson, CDD Greg Keil, PP Amy Kester

C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD (five (5) minute time limit for each person)

None.

D. MINUTES TO APPROVE

1. Sustainability Board minutes, 4/20/10

Chris Bohne made and Roger Kanitz seconded a motion to approve the minutes of 4/20/10. The motion carried.

E. COMMUNICATIONS

1. Safe Routes to School update from Melissa Kraemer Badtke

PP Kester explained that CDD staff had attended training for the upcoming Safe Routes to School and Transportation Enhancement grant cycles. Deadlines for the programs are in July and August, respectively. More information will be forthcoming to the Sustainability Board.

2. Best Practices of Sustainability Decision-Making and Planning for the Municipal Sector from Linda Stoll

There was no discussion.

F. DISCUSSION

1. Develop list of ordinances, policies, and plans and assign work items

Discussion items one and two were discussed concurrently. Please see discussion item #2.

2. Project Planning: Goals for energy (8-1-6, 8-1-7, 13-1-82, 13-1-83, 13-1-84), transportation, waste management, purchasing

Board members reviewed the city's existing ordinances for grass length and noxious weeds, solar, and wind. PP Kester explained that the next step would be to assign board members to research the topic areas, including identifying model ordinances. Mike Dillon expressed concern about taking on new projects when past projects have not been finalized at the Council or administrative levels. He inquired about the status of the green procurement policy, the memo sent to the Mayor requesting that the city set energy consumption reduction

goals, and the Active Community Transportation Act of 2010 that was forwarded to the Council. The Board members agreed to not move forward on any new items pending finalization of past activities. It was requested that these past items be placed on the next agenda for follow up reports.

3. Open meetings law requirements as related to Board member interactions – CA/HRD Pamela Captain (Postponed until July 20, 2010 meeting)

This item will be held over until the July 20, 2010 meeting.

4. Municipal recycling collection (Kathy Thunes)

Kathy Thunes explained that she proposed this discussion item due to her concerns that recycling collection on a once a month basis would decrease recycling rates due to inadequate container space. Information regarding the costs of twice a month curbside collection be provided at the next meeting. PP Kester explained that when the city moved to single stream recycling, there was an analysis conducted. Issues such as additional costs, municipal capacity, gas consumption, recycling revenue, and increased levels of pollution should be considered. Kathy expressed concern regarding the option of three week collection cycles due to the perception of inconsistency and potential confusion. CDD Keil reported that since the city began single stream recycling, curbside collection amounts have increased by 33%. He also explained that residents can set out an additional container alongside their automated cart for overflow. This option has not been well publicized and will be included in the next Public Works mailing. Members suggested that an educational article on how to reduce household wastes should also be provided.

5. Request for Direction to New North Sustainability Committee (Linda Stoll)

Linda Stoll explained that she is a member of the New North Sustainability Committee which is a regional group focused on promoting sustainable, livable communities. Linda requested input on what the role of the Sustainability Board could or should play with New North. Kathy Thunes suggested that support for existing local groups would be helpful for facilitation and back up in overcoming organizational and related barriers to sustainability. The group could serve as a repository for best practices and model ordinances. Mike did not think it should be the role of the regional group to provide support in overcoming local barriers. He stated that the Board needs to monitor and advocate within our own community. Advertising and marketing was suggested as an appropriate role. Kathy Thunes suggested that collecting regional data would be helpful. Sadie Schroder discussed the need for regional education on sustainability with an emphasis on regional and local markets. Roger Kanitz suggested sponsoring a website, regional issues, and sharing information.

G. Action Items

1. None

H. Reports

1. “Do Not Mail” Resolution (Earl Gustafson)

This item was originally placed on the agenda to consider a “Do Not Mail” resolution and the organizational position of Forest Ethics supporting its adoption. Earl Gustafson, representing the Wisconsin Paper Council and the Sustainable Forestry Initiative, provided information in opposition to a “Do Not Mail” registry based on the projected negative impacts to the paper industry. Earl distributed handouts relating to the following:

- “Forest & Paper Industry At A Glance - Wisconsin” and “Green Building Rating Systems” from the American Forest & Paper Association
- “Facts About Advertising Mail” from the organization “Mail Moves America”
- Paper recycling data from the Paper Industry Association Council
- Information on forest certification programs (the Sustainable Forestry Initiative and the Forest Stewardship Council) and green building rating systems from the sustainable Forestry Initiative Inc.

Earl explained that the “Do Not Mail” registry would hurt paper industry employment in Wisconsin and the economy. Advertising mail is reported to utilize paper from sustainably managed forests and does not utilize old growth wood sources. There was discussion regarding forest management, clear cutting, and forest certification.

2. Education of Municipal Staff (Greg Keil)

There was not activity to report.

3. Baseline Study (Greg Keil)

PP Kester explained that the baseline study has been worked on by several people and has now been handed over to her. After review of the data, it was determined that sorting the data by calendar month would pose problems with data analysis since bills are not issued on that basis. The department is working with the Menasha Utilities to obtain raw data based on billing cycle and account number.

4. Local Food Initiatives

a. Farmers Market (Greg Keil)

PP Kester reported that the market had a successful launch on Thursday, June 10, 2010 under the management of Kristin Sewall.

b. Community Gardens

There was no activity to report.

5. Transportation

a. Community Walk/Bike Committee (Linda Stoll)

Linda Stoll explained that there was no activity to report. She stated that she was uncertain how her idea for this committee concept should move forward. She explained that her vision was for a citizen-based group that would advocate for walking and biking in the community. The group discussed whether this should be a citizen or city led effort. Linda was unclear how organizing meetings would relate to open meeting laws. PP Kester suggested that this could be tied to the upcoming meetings that would be scheduled for the Safe Routes to School grant applications. Linda thought the scope should be broader to include all forms of transportation. CDD Keil explained that bicycle and pedestrian plans did exist within current city planning documents. Linda thought it would be helpful to call a meeting and have the existing planning documents presented. It was concluded that open meetings issues would be addressed at the next meeting and that Linda would further develop the purpose and function of the group and how the process could move forward.

b. Safe Routes to School (Greg Keil)

See Item E-1.

c. Public Transit (Roger Kanitz)

Roger Kanitz reported that Valley Transit is implementing cell phone usage policy for drivers and that the City of Appleton discussing it for police etc. Valley Transit is also conducting a survey of ridership which should be completed with a final report scheduled for June 23 at Appleton City Hall. The Appleton School District is working with Valley Transit to provide free bus passes for students. Students can use their school IDs to get free bus rides around the community. Valley Transit is also utilizing social networking sites such as Facebook to promote ridership. Kathy Thunes described “tripper buses” which are utilized as set routes for students for transportation to and from school. Roger reported that the trolley system in central Appleton business district operates at a cost of only \$67.50 an hour. This could be considered as an option for the Menasha business district.

6. Economic Development

a. First Impressions (Linda Stoll)

There was no activity to report.

7. Stormwater Management

a. Rain Garden Project (Greg Keil)

PP Kester reported that the planting materials had been installed in the Ahnaip Street Rain Garden by volunteers, including Sustainability Board member Sadie Schroeder and employees of East Central Wisconsin Regional Planning Commission. An invoice and rain garden signage requires follow up action.

8. Energy

a. Energy Conservation Challenge (Roger Kanitz)

Roger Kanitz reported on the progress made in moving forward the Energy Conservation Challenge. A beta website for the challenge is under development and should be up and running by July. He has also met with CDD Keil, PP Kester, and Mary Bach who administers the city’s housing programs to discuss how to facilitate the economics of lower income household energy improvements. He explained that the primary issue is the upfront funding for energy audit. There is currently no financing mechanism in place. Roger is also researching the PACE program.

I. Adjournment

1. Kathy Thunes made and Chris Bohne seconded a motion to adjourn at 8:05 pm. The motion carried.

Respectfully submitted by Amy Kester, Principal Planner