

It is expected that a quorum of the Administration Committee, Board of Public Works, Common Council and Plan Commission will be attending this meeting, although it is not expected that any official action of any of those committees will be taken.

**CITY OF MENASHA**  
**Sustainability Board**  
**City Hall-140 Main St.-Council Chambers-3rd Floor**  
June 10, 2008

6:30 PM

**AGENDA**

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**1. CALL TO ORDER**

A. Call to Order

**2. ROLL CALL/EXCUSED ABSENCES**

A. Roll Call

**3. MINUTES TO APPROVE-MINUTES & COMMUNICATIONS TO RECEIVE**

**Minutes to approve:**

A. Sustainability Board, 5/13/08

[Attachments](#)

**Communications:**

A. Information for upcoming events pertaining to Sustainability:

[Attachments](#)

**4. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE CITY**

Five (5) minute time limit for each person

A. Public comments on matters pertaining to the Sustainability Board

**5. DISCUSSION**

A. Sustainability Board web page on City of Menasha website

B. Application of LEED ND prerequisites to Lake Park Villas phase III request for proposal

C. Natural Step-Future direction

**6. ACTION ITEMS**

A. Creation of a mission statement

B. Establishment of goals/project priorities

C. Set next meeting date

**7. ADJOURNMENT**

A. Adjournment

Menasha is committed to its diverse population. Our Non-English speaking population or those with disabilities are invited to contact the Clerk's Office at 967-3600 at least 24-hours in advance of the meeting so special accommodations can be made.

**CITY OF MENASHA  
Sustainability Board  
City Hall-140 Main St.-Council Chambers-3rd Floor  
May 13, 2008**

**MINUTES**

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**1. CALL TO ORDER**

Meeting called to order at 6:40 pm.

**2. ROLL CALL/EXCUSED ABSENCES**

**A. Roll Call**

Present: Mike Dillon, Linda Stoll, Trevor Frank, Roger Kanitz, Becky Bauer

Others Present: CDD Greg Keil, Mayor Merkes

**3. MINUTES TO APPROVE-MINUTES & COMMUNICATIONS TO RECEIVE**

**Minutes to approve:**

**A. Sustainability Board, 4/22/08**

Moved by Michael Dillon, seconded by Trevor Frank to approve Minutes of 4/22/08

Motion Carried on voice vote

Results:

**4. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE CITY**

**Five (5) minute time limit for each person**

**A. Public Comments**

No one spoke

**5. DISCUSSION**

**A. Sustainability Board web page on City of Menasha website (Mayor Merkes)**

Option "A" as presented by Mayor Merkes is preferred with the substitution of "Sustainable Menasha" for "Sustainability Board."

Discussion ensued about LaCrosse's website. The board discussed the inclusion of photos, mission statement, the city's sustainability resolution, news items/events, and a link to the Sustainability Board on the City of Menasha website.

Mike Dillon shared the status of the Town of Menasha and their purpose for creating a sustainability board, such as effectively dealing with complexity of issues, looking to root causes for solutions, working effectively across boundaries and being equitable across social and economic groups. Mike will email sustainability statement adopted by the town to Greg Keil.

**B. LEED for Neighborhood Development - Overview**

Lake Park Villas - LEED ND Prerequisites: It was the consensus of the board that although Lake Park Villas could not meet the locational prerequisites of LEED ND, the the other prerequisites should be followed to the extent practicable.

The board discussed the application of LEED ND guidelines to other sites and it was suggested that the city explore ways to incent developments to utilize LEED ND guidelines.

Market Study/Design RFP: Greg Keil outlined the purpose and desired outcome of preparing requests for proposals for market analysis and conceptual site design for the next phase of the Lake Park Villas development.

**C. Natural Step-Future direction**

Linda Stoll suggested that board members peruse the 1000 Friends of Wisconsin Website. She stated that in several communities Department Heads received training in the Natural Step.

The baseline studies in LaCrosse and Bayfield assessed the following paramaters: Energy, water, waste and recycling, habitat, parks, tree planting, sustainable agriculture/local food, green building/LEED out, measuring affordable housing, schools safe routes and locally grown food.

**6. ACTION ITEMS**

**A. Set next meeting date**

Next meeting will be held on June 10, 2008 at 6:30 pm in the Council Chambers, Menasha City Hall

**B. Creation of a Mission Statement**

It was the concensus to keep this item on the agenda for future discussion.

**C. Establishment of goals/ Project priorities**

Board members felt that the first step in the process should be to create a list of potential accomplishments.

**7. ADJOURNMENT**

**A. Adjournment**

Moved by Michael Dillon, seconded by Roger Kanitz to adjourn  
at 8:30 p.m.

Motion Carried on voice vote  
Results:

**DRAFT**

# Moving Toward Sustainable Communities

## Author Visit/Lecture/Workshop

SPECIAL EVENT



Wednesday evening,  
**June 18, 2008**  
6:00-8:00 pm



Presented by  
the award-winning authors of  
*The Natural Step for Communities:  
How Cities and Towns Can  
Change to Sustainable Practices*  
**Torbjorn Lahti and Sarah James**

For further information contact Reference and Information Services 832-6173  
Funded by the Appleton Library Foundation, ECOS-Fox Valley, Foth & VanDyke



Free and open to the public  
Appleton Public Library  
**Lower Level Meeting Room**  
225 N. Oneida Street / Appleton, WI 54911 / [www.apl.org](http://www.apl.org)

*Reasonable accommodations for persons with disabilities will be made upon request and if feasible.*



# Foth Conference On Sustainability:

## Balancing People, Planet and Profit

A Symposium for Government and Business Leaders



**Thursday, June 19, 2008**

Radisson Paper Valley Hotel and Conference Center—Appleton

Featuring Sarah James and Torbjorn Lahti,  
award-winning authors of *The Natural Step for Communities*,  
along with Bob Willard,  
author of *The Sustainability Advantage*



# About the Conference

Government and business leaders know their world is changing. There is growing pressure to be economically strong while simultaneously combating the effects of numerous global factors beyond their control.

Citizens and consumers are increasingly aware of how “going green” or “becoming more sustainable” fits with professional, personal and community goals. They exert influence on you and other leaders to adopt sustainable practices which collectively affect the environment, society and profitability in a positive way. Good leadership decisions, rooted in sustainable principles, can help deliver benefits to society, the economy and the environment.

Join us for the 2008 Foth Conference on Sustainability: Balancing People, Planet and Profit, and learn more about sustainability and how you can incorporate sustainable practices and policies into your organization. This hands-on interactive conference featuring award-winning authors and international sustainability experts can help you on your journey toward sustainability.

## Who Should Attend

The 2008 Foth Conference on Sustainability: Balancing People, Planet and Profit is tailored to chief elected officials, board members and department heads of local and regional units of government, and senior executives, directors and business leaders with responsibility for developing and implementing sustainability initiatives or related programs within organizations of any size.

## What to Expect

This hands-on, interactive conference will

- Define what sustainability is—what it is not.
- Offer specific examples of the positive benefits accrued to municipalities and businesses by adopting sustainable practices
- Explain how executives can increase the value and success of the organization by integrating sustainability strategies with business strategies
- Identify awakened market forces that could jeopardize companies’ intangible/non-financial value if they fail to be more environmentally and socially responsible
- Quantify seven potential financial bottom-line benefits of committing to sustainability strategies and behaviors
- Provide workshop opportunities for you to begin

identifying sustainable strategies and practices using The Natural Step process

- Learn how sustainability can play a central role in economic development
- Provide opportunities for you to meet and speak with international experts in small group or individual settings

## Agenda

- 8:00–8:30 ..... Registration/Continental Breakfast  
8:30 ..... Welcome—Tim Weyenberg, CEO, The Foth Companies  
8:40–10:15 .... Introduction to Sustainability and The Natural Step Process—Sarah James and Torbjorn Lahti  
10:15–10:30 .. Break  
10:30–11:30 .. The Business Case for Sustainability—Bob Willard  
Question & Answer Speakers’ Panel  
12:00 ..... Lunch  
12:30–2:15 .... **Concurrent Workshops:**
- 1 How to Bring Systematic Change to Your Business or Community Using the Natural Step Framework—Torbjorn Lahti & Sarah James
  - 2 How to increase the Understanding of Sustainability within Your Organization *and* The Marketing Edge Sustainability Offers—Bob Willard
- 2:15–2:45 ..... Bringing it Home—Applications in Industry and Local Government—Christine Kurtz, Environmental Engineer, Foth/Former Safety and Environmental Team Leader, Kimberly-Clark Corporation, Everett, WA  
Fred Schnook, MPA, Foth/Former Mayor of Ashland, WI, an Eco-Municipality

## About the Sponsors

**The Foth Companies** combine technical expertise with personalized service to solve planning, engineering, and environmental challenges for local governments and businesses throughout the U.S. Visit us at [www.foth.com](http://www.foth.com).

**Bay Lakes and East Central Regional Planning Commissions** are agencies that provide planning services on area-wide issues, represent local interests on state and federal planning program activities and provide local planning assistance to communities in the north-eastern and east central regions of Wisconsin. Visit them at [www.baylakerpc.org](http://www.baylakerpc.org) and [www.eastcentralrpc.org](http://www.eastcentralrpc.org).

# About the Presenters

**Sarah James and Torbjorn Lahti** are the co-directors of IEMEA, the Institute for Eco-Municipality Education & Assistance. They co-authored *The Natural Step for Communities: How Cities & Towns Can Change to Sustainable Practices*. Between them, they have worked with over 200 municipalities in community and sustainability planning since the 1980s.



James is a city and town planner with more than 25 years of experience in housing, planning, and community development. She specializes in participatory planning approaches and in planning for community sustainability. She is a co-author of the American Planning Association's Policy Guide on *Planning for Sustainability*, adopted by APA in 2000. She holds a Masters Degree in City Planning from the Harvard University Graduate School of Design.



Lahti is a planner and economist who has been working professionally with sustainable development municipalities and local communities in Sweden for the last 20 years. He began the first eco-municipality initiative in Sweden in the early 1980s, and is the founder of the Swedish eco-municipality movement consisting of over 25 percent of all the municipalities in that country. He founded and served as coordinator of SeKom—the National Association of Swedish Eco-municipalities from 1990 to 1995, and is currently affiliated with the The Natural Step Organization.



**Bob Willard** is a leading expert on the business value of corporate sustainability strategies. In the last five years, he has given hundreds of keynote presentations to corporations, governments, academics, and NGOs. Bob applies business and leadership development experience from his 34-year career at IBM Canada to engage the business community in proactively avoiding risks and capturing opportunities associated with sustainability issues.

He is the author of *The Sustainability Advantage: Seven Business Case Benefits of a Triple Bottom Line* which quantifies potential bottom-line benefits from using sustainability strategies, and *The Next Sustainability Wave: Building Boardroom Buy-In* which he shows how to convince senior executives to commit to sustainability strategies.

The conference takes place at the Radisson Paper Valley Hotel and Conference Center in downtown Appleton.  
333 W. College Avenue, Appleton WI 54911; (920) 733-8000

## Registration Form

Limited  
Seating  
Available!

Name \_\_\_\_\_  
Organization \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Registration Fee: \$50.00 (if received by June 12); \$75 after June 12  
Make checks payable to Foth Infrastructure & Environment, LLC

Please indicate the workshop you will most likely attend:  Workshop 1 or  Workshop 2

Send registration form along with registration fee to:

Jim Loreti  
Foth  
2737 South Ridge Road, Suite 600  
P.O. Box 12326  
Green Bay, WI 54307-2326



Co-Sponsors:



For more information, contact Jim Loreti at (920) 496-6740, or [jloreti@foth.com](mailto:jloreti@foth.com).

The Sustainability Boards of the Fox Valley would like to inform you of an *exciting opportunity* to attend a nationally renowned **Midwest Renewable Energy Fair** taking place June 20–22, 2008 in Custer, Wisconsin. It is billed as the Premier Energy Education Event in the Nation! It is just the ticket for us that are interested in issues of sustainability.

You can use this link to get more details on events, times and costs to attend.

[http://www.the-mrea.org/fair\\_online\\_registration.php](http://www.the-mrea.org/fair_online_registration.php)

# The 19th Annual Energy Fair

clean energy & sustainable living

Save on Gas! R  
Daily Bus from  
Green Bay and  
\$20 / round tr  
Save your seat at

Don't miss the premier energy education event in the nation!

## Featuring

- Over 200 workshops • Over 270 exhibitors
- Keynotes including Jim Hightower! • Entertainment including Paul Cebar!
- Clean Energy Car Show, Green Home Pavilion and Sustainable Tables Food and Garden Area

June 20 - 22, 2008  
Custer, Wisconsin 5 miles east of Stevens Point



[www.the-mrea.org](http://www.the-mrea.org) • (715) 592-6595

## **UNIQUE FEATURES OF FAIR**

**Green Home Pavilion ~ New in 2008:** New in 2008, the *Green Home Pavilion* is designed to help fair-goers find green, sustainable resources for their home. It

features exhibit spaces and a workshop area. Exhibitors will include green building materials, energy efficient products, and sustainable home products. The Green Home Pavilion workshops will cover different aspects of creating a green home.

**Sustainable Tables ~ New in 2008:** Sustainable Tables is a new area of the Energy Fair that brings sustainability to your dinner table and garden. It's an area designed to help connect community and family to what you eat. Sustainable Tables will feature our annual Farmers Market, sustainable food workshops, networking area, and daily chef demonstrations.

**Clean Energy Car Show ~ 4<sup>th</sup> annual:** A popular part of the Energy Fair, the Clean Energy Car Show will be back for its fourth year. The Car Show will feature sustainable transportation options through exhibits, workshops and demonstration vehicles.

Buses are running from Green Bay, Appleton, and other locations. If interested in more information about the bus schedule and other aspects of the fair, please click the link provided below.

[http://www.the-mrea.org/fair\\_online\\_registration.php](http://www.the-mrea.org/fair_online_registration.php)

**Please consider taking advantage of this opportunity available to us living here in the Valley!**