

**CITY OF MONONA**  
**Sustainability Committee**  
Thursday, February 13, 2020  
*Meeting Minutes – Final*

**1. Call to Order**

**6:35 PM – Meeting called to order by Alder Nancy Moore**

**2. Roll Call**

**Members Present:** Alder Nancy Moore, Sue Vogt, Dan Costello, Teresa Radermacher, Mark Buffat

**Members Absent:** Alder Molly Grupe, Pat Howell

**Staff Present:** Brad Bruun, Elisa Guerrero

**Guests:** Penny DePaola (Monona Library), Jerry Buss (Resident)

**3. Approval of 1.16.2020 Meeting Minutes**

Motion to approve: First - Mark, Second – Sue. Passed with no corrections.

**4. Appearances**

Penny DePaola, from the Monona Library, presented to the committee about the Library's Eco-Action Tuesdays calendar for the year. Penny handed out a list of all the topics for the year, and explained that the Library typically creates a timeline with the event themes in June of the year prior, and has planned the events by October. Brad said that if the Sustainability Committee wants to suggest any topics for 2021 events, they should discuss them at the May meeting. Dan asked Penny what participation is like at the events, and she responded that attendance is typically 20-30 people and that they have people attend from surrounding communities as well as Monona residents.

Resident Jerry Buss spoke to the committee regarding geothermal heating and cooling. Jerry suggested that the City should consider implementing geothermal systems for the city buildings, specifying that the geothermal pipes could run underneath Winnequah Park and service the buildings on the civic campus. Jerry explained that the constraint with building geothermal systems is typically a lack of horizontal space, but because the City owns the park, it provides ample space for a geothermal system. He pointed out that other cities are considering projects like this, and that Monona is a good location because of its high water table, which is beneficial for geothermal systems. Jerry also suggested that residents around Winnequah Park could connect to the system, creating a sustainable heating/cooling system for more people.

**5. Unfinished Business**

**A. Energy Campaign - (Sarah)**

Sarah shared the plan and budget for the Committee's Energy Campaign. The main items are door-to-door lit drops to be printed on seed paper, promoted Facebook posts, ads in the MESBA Monona Minute newsletter, and a poster display at the library. The total cost is \$1035, with \$850 for printing the seed paper, \$50 for the Facebook posts, \$125 for Monona Minute ads, and \$10 for tabletop printing costs. The committee members agreed that they liked the design of the marketing materials. Nancy mentioned that the banner ad for the MESBA newsletter should be tailored to business programs, considering the newsletter's audience. She and Brad said that programs like Recip, PACE and Focus on Energy might be more relevant to businesses. Dan shared his concern that such a large part of the budget was allocated to the seed paper handouts that would only reach 500 people. He asked if more people could be reached if they used recycled paper, instead of seed paper. Teresa agreed, and then the committee discussed ways to reach more people with that portion of the budget. Sarah said that she was in favor of reaching more people, but does not want the committee to print more flyers than they can reasonably hand out, saying that lit drops take lots of volunteer time. Teresa asked if there were ways that they could target people who are already interested in sustainability for the lit drop. People who are subscribed to the sustainability email list,

adopters of a storm drain, and other ideas were suggested. Brad mentioned that the City could print some of the flyers, to save on costs and reach more people, and suggested that the energy campaign materials be included in the City's Summer/Fall newsletter. The committee agreed that including the materials in the newsletter was the most effective way to reach the most people.

Brad brought up that staff would need to submit the sustainability pages for the City newsletter soon and asked the committee what items they wanted to include in the newsletter. It was decided that police hybrids, the anti-idling pilot, OEI grant and Adopt a Storm Drain would be included under progress made, and Earth Day event, the energy campaign, MSBI project and New Resident information would be included as future projects.

**B. Clean Energy for Residents/Businesses Outreach – (Nancy)**

Nancy showed the committee a story map example from Fitchburg that highlights sustainability projects in the city. The committee agreed that Fitchburg's map would be a good model for Monona's map. Brad suggested that the map be organized according to the themes from the Sustainability Plan, so that they are cohesive. The committee briefly discussed whether to include residential projects on the story map, but decided against it, because it would be difficult to implement well. Nancy clarified that City staff would be in charge of maintaining the spreadsheet used to populate the map, and Brad agreed to create a map template before the April meeting.

**6. New Business**

**A. MSBI – Brad**

This item was tabled for the next meeting.

**B. E-Cycling and E-Waste Earth Day Event**

Nancy reminded the committee of the idea to coordinate cross-promotion of events held by the City, Monona Library, Parks & Rec, and the Aldo Leopold Nature Center. She recapped the meeting between these partners, where they created a spreadsheet where they would collect event information and information about how each partner will be promoting events. She said that there should be a landing page on the Monona website for the week of events, and Elisa agreed to put together the webpage.

Teresa spoke with Resource Solutions and shared that they would handle e-waste at the Earth Week Monona Spring Clean event. The cost will be \$100-300, which would include all of their equipment, their staff time, and advertising. Brad shared that he had booked the Ahuska Park parking lot for the event on Saturday, April 25<sup>th</sup>. Mark asked if they had considered including a shredding truck at the event. The committee briefly discussed the scope of the event, including what types of waste to collect, and what other things to include at the event. The consensus was to include e-waste and Styrofoam recycling and to create educational materials to hand out about where to recycle other items, proper recycling for Advanced Disposal, etc. Dan suggested a set of educational posters that people would drive by while they are dropping items off, and Nancy suggested a flyer that people could take home with them. They also suggested having some prizes to give out to event attendees. Brad mentioned that they would need volunteers for the event, and suggested reaching out to groups like the girl and boy scouts, athletic teams, and high school classes. Dan suggested that the committee loop the school district in on the event communications, in case they are planning events that could also be promoted.

Nancy proposed another Earth Week event to the committee, which would be an 'Arbor Day'-related fundraising challenge. Because the City will have to remove many Ash trees from public land in the next few years, they have set up a donation fund for planting trees in their place. Nancy suggested creating a community challenge to encourage people to donate to the fund through promotion and some prizes or deals at local nurseries. The challenge could include social media posts about people who have planted trees or donated to the fund. The committee decided that this challenge could be a good way to inform residents

about all of the ash trees that need to be removed. The challenge could also pair well with Parks & Rec's Park Pride Day, which would include tree planting.

### **C. Discussion of Geothermal for Future Facilities**

Nancy explained that she met with Jerry and felt geothermal was a good topic for the committee to discuss, because they focus primarily on renewable energy and could benefit from educating themselves on geothermal energy. The committee then discussed the benefits and drawbacks of a geothermal system, including the cost, the City's budget concerns, and the energy savings this system could create. Dan asked if there were examples of other cities implementing similar programs. Brad suggested, and the committee agreed, that geothermal should be included in the request for proposals for the new public safety building. Including geothermal in the new building could be a good start. The committee also discussed the difficulties associated with letting residents connect to a geothermal system. The system could then be considered a utility, and would fall under regulation from the Public Service Commission, which would complicate the project. Nancy suggested that the City develop a 10-year plan for solar and geothermal infrastructure projects.

### **7. Actionable Items**

Brad will create a template for the Monona sustainability story map.  
Brad and Elisa will draft the information to be included in the City Newsletter.  
Elisa will make a landing page for the Earth Week events on mymonona.com

### **8. Adjournment**

**8:50 PM - Meeting Adjourned; Motioned by: First – Dan, Second – Mark.**

### **Next Meeting: Thursday, March 12th, 2020 at 6:30 PM**

Please notify Brad Bruun at (608) 222-2525 or bbruun@ci.monona.wi.us if you cannot make it.