

**CITY OF MONONA**  
**Sustainability Committee**  
**Thursday, May 14, 2020**  
***Meeting Minutes – FINAL***

**1. Call to Order**

**6:36 PM – Meeting called to order by Alder Nancy Moore**

**2. Roll Call**

**Members Present:** Alder Nancy Moore, Alder Molly Grupe, Teresa Radermacher, Pat Howell, Dan Costello, and Sarah Smith

**Members Absent:** Mark Buffat, Sue Vogt

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

**3. Approval of 3/12/2020 Meeting Minutes**

Motion to approve: First – Pat, Second – Teresa. Passed with no corrections.

**4. Appearances**

None

**5. Unfinished Business**

**A. Earth Week Recap – Workgroup**

Nancy summarized the outreach efforts that the Earth Week workgroup completed, including PSAs on WVMO, social media outreach, creating and promoting recycling resources, and starting the Forestry Challenge. Elisa and Brad shared how many people have viewed the recycling resources and social media posts since Earth Week. Nancy mentioned that all Earth Week related information first lived on the Earth Week page, and has since been migrated to have a permanent home on the Sustainable Monona web page. Nancy said that the Earth Week PSAs will continue to run throughout the year, and that Community Media director Will Nimmow would like the committee to continue recording other sustainability related PSAs that he can air. Nancy has recorded one PSA encouraging people to mow their lawns less frequently. The committee agreed to brainstorm more PSA topics, and Nancy mentioned that each PSA should encourage residents to take an action and highlight an action that the City is taking to promote the PSA topic.

Nancy encouraged the committee members to share information about the Forestry Challenge, explaining that people can participate by donating to the City forestry fund, or planting a native tree in their own yard. Pat asked if people could purchase trees to be planted in City parks and Nancy answered that the City will with people who donate \$250 (the cost of one tree) to decide on a location to plant the tree whenever possible. Teresa suggested that creating commemorative plaques for trees, to allow people to dedicate the tree they purchase, would be a good way to incentivize donations and create more investment in the community. Nancy said she liked the idea and would bring it up to Bryan Gadow or to the City Council, but said that it might be logistically difficult and more expensive.

Dan asked if there is a donation goal for the challenge, either in terms of money raised or trees planted. He said that creating goals like that helps people understand the impact of their donation and encourages donations. Nancy answered that the current goal is 50 trees overall, either by individual plantings or donations, and that that could be translated into a monetary goal. The committee agreed that tracking progress towards the goal

would be helpful and could be shared with the public throughout the year. Elisa will create a graphic or mechanism to track progress towards the goal.

Pat asked if there is any possibility of the e-waste collection event being rescheduled, and Brad and Nancy answered that the committee can consider having an e-waste event next year, provided that COVID-19 guidelines around social distancing have been lifted by then.

## **B. Energy Campaign Update and Next Steps**

Brad shared that he had paid for the seed paper postcards and Sarah said that she had picked them up. The committee brainstormed ways to safely distribute the postcards while following social distancing guidelines, after Brad mentioned that high contact areas like bulletin boards and flyer displays have been removed from City buildings. Nancy suggested sending a post card and thank you note to Forestry Challenge participants, MadiSUN participants and others who have participated sustainability projects. Dan suggested that the committee could partner with local restaurants to hand out the post cards with take-out orders, and Nancy said that they could also be handed out at the Farmer's Market. Sarah said she thought the bulk of distribution would have to wait until summer, but liked the idea of distributing cards through restaurants. Nancy asked if the seeds have a shelf life limit, which would inform how quickly the committee distributes the postcards. Sarah will reach out to the manufacturer about the shelf life. The committee agreed that the Energy Campaign workgroup could decide how to best distribute the post cards.

## **C. MSBI – Staff Update**

Brad shared that the City has signed a contract with Slipstream to improve the MSBI survey and toolkit as much as possible within the allotted \$750 budget. Slipstream has yet to start work on the survey, but staff are working to schedule a meeting with Slipstream about the work. He said that it would likely be better to push off rolling out the survey until social distancing guidelines are relaxed and more businesses are open, to improve survey response rates.

## **6. New Business**

### **A. 2019 Green Tier Legacy Community Annual Report – Staff Update**

Brad shared the City's 2019 GTLC Report with the committee, highlighting the sustainability projects accomplished that year. Brad also mentioned that he is part of a group working to revise and improve the current GTLC scorecard, saying that they are looking for ways to make the scorecard points more objective, to allow fairer comparisons between participating communities. He shared that the City achieved a score of 56% this year, and that next year's goal would be 65%. Dan asked where the most significant gains happened in 2019, and Brad answered that the Pedestrian and Bicycle Improvements plan, LED upgrades and the new police hybrid vehicles were all items that raised the score.

Brad explained that the scorecard items and goals, coupled with reports like the one from the OEI grant, can be used to direct City projects related to sustainability in the future. He said that this year, the City would like to research and implement sustainable edits to the City's zoning code and ordinances. After Teresa asked if the GTLC scoresheet is circulated to other City department heads, the committee discussed ways that they could best advocate for sustainable projects within other City departments. Teresa said that the items on the scoresheet could generate ideas for sustainable projects in other departments. Nancy said that the Sustainability Committee should take a more active roll in advocating for other committees to spearhead projects that align with the scorecard, and Brad added that advocating at City Council meetings would be most effective. With the 100% Clean Energy Resolution, there is support behind sustainability initiatives, but other departments and committees need support to turn the sentiment of the resolution into

concrete actions and projects. Dan cautioned that the Sustainability Committee should be careful not to make their advocacy sound like they're telling others what to do and said that having a roadmap for others to follow would be helpful. Nancy and Brad agreed, saying that Brad is planning to turn the OEI report into a roadmap for projects the City should implement in the near future, which will help implement changes. Molly said that the committee can advocate most effectively during budget season. Nancy mentioned that she wants departments to mark funds specifically for sustainability projects in their budgets, so that they are planning for these projects in advance, and added that the alders and people on multiple committees are in good advocacy positions.

Dan asked how the City's budget would be affected by reduced revenue due to COVID-19 and what stimulus funds would be available for the City. Nancy and Brad said that the capital projects budget would be decreased, and that City Council is already discussing what to do with additional stimulus money. Dan said that, given the increases in food and housing insecurity, the committee might want to shift focus to address those issues, instead of focusing solely on energy and waste. He reminded the committee that the City's mission around sustainability includes supporting economic and social needs of the community.

#### **B. Discussion of Contract with RENEW for 2020 MadiSUN Program**

Nancy explained that the City has not yet signed a 2020 contract with RENEW for the MadiSUN program. She explained that, given social distancing guidelines, RENEW is planning to shift more focus to promoting the program and will host webinars, instead of in person information sessions. She asked the committee members if they still felt it was a good idea to continue the contract for the MadiSUN program. Teresa asked what program participation was like last year, and Nancy answered that about 30 people had their homes evaluated, while only 2 people ended up participating. Dan said that, while he likes the program, it probably wasn't the highest impact use for the committee's funds, since the economic conditions brought about by COVID-19 would likely disincentivize people from participating. The other committee members agreed with Dan.

Motion to cancel the committee's commitment to RENEW for the 2020 MadiSUN project: First – Dan.

Second – Teresa. Passes.

#### **7. Actionable Items**

None

#### **8. Adjournment**

**8:10 PM – Motion to adjourn: First – Molly, Second – Dan.**

#### **Next Meeting: To Be Determined**

Please notify Brad Bruun at (608) 222-2525 or [bbruun@ci.monona.wi.us](mailto:bbruun@ci.monona.wi.us) if you cannot attend the meeting.