

CITY OF MONONA
Sustainability Committee
Thursday, July 9, 2020
Meeting Minutes – FINAL

1. Call to Order

6:40 PM – Meeting called to order by Alder Nancy Moore

2. Roll Call

Members Present: Alder Nancy Moore, Alder Molly Grupe, Teresa Radermacher, Pat Howell, Chris Conrad

Members Absent: Dan Costello, Sarah Smith, Sue Vogt

Staff Present: Brad Bruun, Elisa Guerrero

3. Approval of 3/12/2020 Meeting Minutes

The committee was unable to vote to approve minutes due to the internet outage/technical difficulties with Zoom and noticing requirements.

4. Appearances

None

5. Unfinished Business

A. Energy Campaign – How to proceed? Campaign Goals for 2020?

Brad explained that the outreach strategy for the Energy Campaign going forward would need to be adapted because of COVID-19 guidelines, pointing out that there is no longer the possibility of a big City event. Molly summarized the outreach strategies brainstormed at the Energy Campaign work group meeting, which included an article that Pat submitted to the Community Herald, an interview Sarah did with WVMO, potentially distributing the printed seed paper post cards with books checked out from the Library, and generally focusing on promoting seasonal tips for energy efficiency. Molly also mentioned that the campaign should include outreach for renters, and the possibility of a shared solar garden for residents.

Pat summarized the main points in her Herald article about the Renew Monona Loan program and said that the website page for the program should be updated. There was some discussion about the criteria for eligibility and Pat mentioned that the criteria might be updated soon.

Nancy said that Will Nimmow is interested in more sustainability related content for WVMO and suggested that committee members record more PSAs and consider doing some short interviews. Nancy also proposed the idea of creating a virtual biking or walking tour of Monona with stops at houses with sustainable features, similar to the walking tour of historical sites. Chris expressed his support of the idea, explaining that he is installing solar panels on his house, but suggested that there be a video tour component, since some sustainability features, like his solar panels, are not visible from the street. Molly said that the energy campaign work group could create an interactive map of the tour and that creating and promoting the map could be the scope of Energy Campaign outreach for the rest of the year. The committee agreed on this idea and decided that resident homes and other public projects, like rain gardens, solar panels, 'adopted' storm drains, etc. would be featured on the map. Elisa added that Energy Campaign programs and resources could be incorporated into the map. Elisa committed to making a document to collect information about places to include in the map.

B. Staff Update – LED Streetlight Retrofits, Renewable Energy Rider MGE, Tree Donation Policy/Forestry Challenge, and MSBI

Brad gave the Committee a brief overview of several staff projects. He explained that he is working on agreements with MGE for a 6-year streetlight maintenance plan to install LEDs and two options for Renewable Energy Rider agreements. He also briefly described the edits that Dan Streit, from Slipstream, has made to the MSBI survey and explained that Dan is now working on editing the toolkit.

Finally, Brad explained that there will have to be changes to the Forestry Challenge rewards for participants. He said that taxpayer dollars cannot be used to buy gift cards to specific restaurants, because the City cannot show favoritism in that way. Instead, he proposed that the Sustainability Committee funds be used to contribute \$25 for each \$100+ contribution to the Forestry Fund. Committee members asked some clarifying questions, then agreed that partially matching donations was a good alternative to providing gift cards as rewards.

6. New Business

None

7. Actionable Items

None

8. Adjournment - 7:21 PM

Next Meeting: To Be Determined

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