

It is expected that a Quorum of the Personnel Committee, Board of Public Works, Plan Commission and Administration Committee will be attending this meeting: (although it is not expected that any official action of any of those bodies will be taken)

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

**Tuesday, November 17, 2009**

**6:30 PM**

**AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD  
(five (5) minute time limit for each person)
- D. MINUTES TO APPROVE
  - 1. Sustainability Board minutes, 10/20/09
- E. COMMUNICATIONS
- F. DISCUSSION ITEMS
  - 1. Sustainability Board input on Comprehensive Plan Review
  - 2. City wide energy efficiency planning (25x25 Plan)
  - 3. [Clarify 2010 action item list \(refer to Sustainability Board volunteer form\)](#)
- G. ACTION ITEMS
  - 1. Set next meeting date
- H. REPORT OF COMMISSIONERS & STAFF
  - 1. Valley Transit Update (Roger Kanitz)
  - 2. [Sustainability Action Summit \(Linda Stoll\)](#)
  - 3. [Sustainability Concepts meeting with Paul Burdon \(Roger Kanitz & Linda Stoll\)](#)
  - 4. Report on Demonstration projects - Stormwater/Water quality, natural landscaping
  - 5. Department TNS presentations/Sustainability training
  - 6. EECBG Grant Application
- I. ADJOURNMENT

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

**Tuesday, October 20, 2009**

**Minutes**

**A. CALL TO ORDER**

**B. ROLL CALL/EXCUSED ABSENCES**

Present: Linda Stoll, Becky Bauer, Mike Dillon, Roger Kanitz, Sadie Schroeder

Excused: Trevor Frank

Others Present: Paul Burdon, CDD Greg Keil, Jill Enos

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

Paul Burdon, a guest of Roger Kanitz spoke on Sustainability initiatives in the United Kingdom.

Specific topics included:

- Volume/weight based trashed collection fees
- reclamation/repair/reuse of unwanted items
- home delivery services reducing reliance on automobiles
- minimizing packaging/disposable bagging of consumer goods
- vehicle licensing based on Carbon dioxide emissions
- required wind power generation for large scale commercial development
- elimination of zoning requirements for residential wind/solar installations
- community gardens

**D. MINUTES TO APPROVE**

1. Sustainability Board minutes, 9/15/09

Motion made by Mike Dillon and seconded by Becky Bauer to approve minutes as amended.  
The motion carried.

**E. COMMUNICATIONS**

1. [Sustainability in Your Community, WPPI Energy](#)
2. [VHBA invite to Green building meeting \(Linda Stoll\)](#)  
CDD Keil to attend event on November 17, 2009.

**F. DISCUSSION ITEMS**

1. Downtown Market, Marina Place Market & Farm Market Surveys

Board members suggested changing question #4 on the Farm Market Survey from a 5 to a 4 point rating system. Mike Dillon will distribute CFL's to those who complete Farm Market Survey. Becky Bauer offered to assist with the survey administration.

Board members reviewed the prototype Downtown Market and Marina Place Market Surveys created by the Wisconsin Main Street Program and discussed potential changes. Staff is to prepare draft surveys specific to the Marina Place Development and Downtown for the board's future consideration.

## 2. Wind Energy Ordinance

CDD Keil reported that wind energy systems are permitted as a special use under the existing zoning ordinance. Commissioners discussed elimination of permit requirements for “small” systems and the comparability of the City of Menasha and Town of Menasha ordinances.

Mike Dillon reported that the installation of four 20 KW turbines was approved at SCA’s Town of Menasha site and that SCA is doing a wind assessment at SCA’s City of Menasha site.

## 3. Salt usage for deicing city streets (Sadie Schroeder)

Public Works Director Mark Radtke prepared a memo concerning the City’s salt use practices and the DPW’s initiatives to reduce the utilization of road salt. Commissioners expressed interest in making Geomelt available for purchase by city residents.

## 4. [MJSD Sustainability Proposal \(Becky Bauer\)](#)

Becky Bauer reviewed a memo she had prepared requesting school board to adopt a sustainability committee. She will continue to work with the administration in putting together a “Green Team” to develop a sustainable plan.

## G. ACTION ITEMS

### 1. Set next meeting date

Next meeting date set for November 17<sup>th</sup> at 6:30 p.m.

## H. REPORT OF COMMISSIONERS & STAFF

### 1. Valley Transit Update (Roger Kanitz)

Roger Kanitz reported that Valley Transit hired a planner to develop and evaluate route options. A new furnace was installed in the transit garage.

### 2. Report on Demonstration projects - Stormwater/Water quality, natural landscaping

CDD Keil reported that the rain garden at the ECWRPC site had been excavated and that the engineered soil had been placed. Commissioners discussed installation of plant materials.

### 3. [Report on Walking & Bike Audit \(CDD Keil\)](#)

CDD Keil reported that the mapping for the walking and biking audit had been completed. Commissioners discussed engaging the school district in this initiative.

### 4. Report on Neighborhood Electric Vehicle Ordinance (CDD Keil)

Nothing to report.

### 5. Status of the “Sustainability Action Summit”

Roger Kanitz reported that 31 people have registered for the event to be held at Heckrodt Wetland Reserve at 6:00 on October 22.

### 6. Department TNS presentations/Sustainability training

CDD Keil reported that green procurement had been selected as the topic for department head training on November 5, 2009 at 8:30 a.m. Mike Dillon volunteered to lead these discussions using SCA’s green procurement policy as a prototype.

### 7. Board presentation to Common Council

Linda Stoll stated that the next presentation to the council will be on January 18, 2009.

### 8. Energy Efficient Mortgages

CDD Keil is to make contact with financial institutions to determine if there is any interest.

### 9. “First Impressions” program (Linda Stoll)

No progress

10. "Answers to your Energy Questions" at the UW- Fox Valley (Roger Kanitz/ Mike Dillon)  
Roger Kanitz reported on the event held on October 15, 2009.

I. ADJOURNMENT

Motion to adjourn made by Becky Bauer and seconded by Mike Dillon at 8:55 p.m.  
Motion Carried.

Respectfully submitted by  
Greg Keil



November 5, 2009

Dear Friend,

Thank you for your interest in sustainability efforts for the City of Menasha. Now that summer is coming to a close, we are ready to start tackling some of the items that have been identified as necessary to complete to help the city become more sustainable. The next meeting of the city of Menasha Sustainability Board is scheduled for Tuesday, November 17 at 6:30pm in the City Hall council chambers. These meetings are open to the public and it would be great if you could attend. At this meeting, we will be clarifying action items for 2009-2010 and trying to match up volunteers to specific efforts. We will contact volunteers following the meeting for opportunities to help.

The City of Menasha is committed to becoming a sustainable community. Your help can make that possible. The Sustainability Board welcomes your questions and comments. You can contact us at the number below.

Thanks again for your support and we look forward to working together with you in the future.

Sincerely,

Linda Stoll

Chair, Menasha Sustainability Board

## Are You Interested in Making Menasha a Greener Place?

The Menasha Sustainability Board is looking for individuals and organizations to help advance initiatives that will promote the long term sustainability of our community by:

- Reducing energy use and the consumption of non-renewable resources
- Reducing dependence on chemicals and other manufactured substances
- Minimizing activities that harm natural communities
- Meeting the social and economic needs of present and future residents

If you have special skills or knowledge related to the topics listed below, or simply have a desire to make a positive impact on our community, we invite you to become part of a resource group that the Sustainability Board could call upon for advice, assistance and support. Areas of interest currently defined by the Board are listed below.

If you would like to become involved in one or more of these areas, please check (✓) the box(es) describing your areas of interest, complete your contact information at the bottom of the form and return to:

Mayor's Office  
Attn: K. Sewall  
140 Main Street  
Menasha, WI 54952  
Fax: 967-5273

E-mail: [ksewall@ci.menasha.wi.us](mailto:ksewall@ci.menasha.wi.us)

You can also complete the form online at [www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov) and submit your results electronically.

### Energy Conservation

- Annual Menasha Utilities Energy Fair
- Menasha Home Energy Audit/Conservation Team
- City Building Energy Usage Reduction
- Business and Home Owner Energy Reduction

### Purchasing Recycling/Reuse/Waste Reduction

- Home/Business Composting and Recycling
- Product Exchange/Clearinghouse for Reusable Items
- "Buy Local, Buy Wisconsin Initiatives"

### Native Planting, Water Quality and Green Infrastructure

- Rain Garden and Rain Barrel Programs
- Native Planting Guidelines and Restoration Projects
- Planting for Wildlife Habitat and Diversity
- City Storm Water Management Alternatives
- Tree Planting for Shade and Wind Protection
- Green Roofs
- Use of Parks, Waterways, Nature Centers and Organizations to Showcase Sustainability

### Transportation and Accessibility

- Biking and Walking Routes, Accessibility to Destinations
- Safe Route to Schools Evaluation
- Community Car and Bus Transportation
- Complete Streets Program

### Housing and Development

- Sustainable Housing Development Planning and Code Development

### Sustainability Planning and Leadership

- Promoting Sustainability Education and Awareness, Networking and Information Outreach Through Schools, Libraries and Other Venues
- Baseline Sustainability Assessment of Menasha
- Participation on/with Menasha Sustainability Board

### Community Food and Health

- Home, Community and Organic Gardening
- Menasha Thursday Farmers Market
- Local Food Growing/Marketing, CSA's, Co-Op's
- Local Food Accessibility/Distribution
- Reduction of Chemical Use and Environmentally Harmful Substances

### Economic Development

- Sustainable Business Development
- Community Branding/Marketing
- Sustainability Evaluation of Menasha's Business and Shopping Network

### Community Culture and Heritage Preservation

- Community History, Heritage and Preservation
- Music and the Arts to Celebrate Community Sustainability
- Inclusiveness of Community Cultures for a Sustainable Future

Other: \_\_\_\_\_  
\_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

# Sustainability Action Summit

10-22-2009

## Activity Report

### Introduction

ECOS Fox Valley in conjunction with the many of the sustainability groups in the Fox Valley area held a sustainability Summit on October 22 from 6pm -9pm at Heckrodt Nature Reserve in Menasha, WI. Thirty two representatives from area sustainability committees and organizations (see Appendix A) heard an opening presentation by Kevin Crawford, Orion Energy Systems and former mayor of the city of Manitowoc, WI on his experience in developing sustainable communities. This presentation was followed by a “World Café” dialogue process led by Linda Stoll and Margie Weiss. Two questions were addressed in the discussion.

1. How can organizations and committees working on sustainability issues improve communications between the groups as well as with the citizens of the Fox Valley?
2. How can these groups provide support for each other on new and existing projects?

### Communications

(See Appendix B for raw data)

#### WEBSITE

One of the items mentioned at all tables to be a pressing need was a “one-stop or super website” for the Fox Valley. This site should contain links to or pages for each Fox Valley municipality’s (city, village, town, county) sustainability efforts, any business or industry sustainability page open to the public as well as any NGO working on sustainability issues. These individual pages should include: list of actions completed, documentation of money saved and some type of regular report of activity. Contact information for each group would be helpful. The educational system – K-12/university – should be tied into this as well.

In addition, attendees would also like this website to contain:

- a common activity calendar to include meetings and events
- directory of “greens” in government
- list of Wisconsin eco-municipalities
- a reference section with links to additional sustainability information and websites

Discussion was held on who should host this site. ECOS-FV and Sustain FV have websites but no paid staff to maintain them. While volunteers could theoretically maintain this website, it was thought that it would take a paid staff person to keep the type of site people envisioned up-to-date and fully functional. East Central Regional Planning Commission might be able to help with this and should be explored as an alternate host. It was emphasized that in order for this website to be of value, it’s existence would have to be widely publicized and listed on all sustainability information created in the Fox Valley as well as displayed at all valley events. Someone suggested putting it on a bumper sticker. To reduce staff hours, it was hoped that groups could update the calendar with their activities as well as any individual home pages held on the site.

## OUTREACH

Linked with the master Website was the need for additional ways to send information to people as well as hear back from individuals. The goal should be to involve as many people as possible in the area on a regular basis in sustainability issues and actions. Whatever methods were used, a tutorial should be created to maximize use and participation. Opportunity should also be provided for people to find partners and share ideas. The goal should be to make it simple for people to get in touch and stay in touch.

Participants at the Summit suggested the use of additional electronic media linked to the regional website to communicate with each other and area residents. Social media sites such as Face Book, Twitter and Linked In were given as examples. Blogs and Wikis should be used to create dialogue opportunities on various topics. Listserves could provide targeted information and a monthly e-newsletter could keep people “in the loop”. It was noted that not everyone has e-mail and there might still be a need to mail hardcopy letters to some.

Other ideas mentioned were to put information and ads in existing community newsletters, produce joint radio and TV ads, provide articles to the press (after educating them on the importance of the topic so they will print the information) and to create some neat T-shirts to sell to raise awareness and money to help pay for communications. Several people expressed a need to create a list of people who could serve as the “voice of sustainability” in the FV so media would know who to contact when they wanted information. This would create consistency in the message.

## REGIONAL COUNCIL

It was suggested that the Fox Valley Regional Sustainability Council be created consisting of representatives from each community sustainability board, business and industry committees, education and NGOs working on sustainability issues. This council should meet quarterly to work on issues that needed to be addressed on a regional basis. A suggested topic for action could be review of existing community ordinances and policies with the goal of including sustainability language and creating regulatory consistency between communities. Another action item would be to create a regional sustainability plan

## PUBLIC MEETINGS

Participants expressed a need for continued face-to-face meetings for communication, networking and sharing. They should be held at least once a year if not more often. ECOS was suggested as the group responsible for offering these meetings. They should be open to the public.

## COMMUNICATE WITH OFFICIALS

Acquiring the support of local elected officials was seen as critical to the success of sustainability efforts in the Fox Valley. It is important that citizens monitor government actions, attend and speak out at government meetings and present local success stories, especially those with good fiscal results. There is a need to “lead the leaders” in sustainability actions. Municipal support for and adoption of sustainability goals and objectives are critical for success.



## COMMUNICATION FOR EDUCATION

Many of the ideas suggested by the Summit participants fell under the category of communication for educational purposes. The following are ideas that could have a major impact on the progress towards sustainability in the Fox Valley:

1. Develop a common language and definitions for sustainability to ensure effective communication
2. Conduct TNS study circle training for all members of sustainability boards and committees. Provide TNS training for all municipality staff and elected officials.
3. Create a Speakers Bureau with an on-line directory of names, topics and contact information
4. Develop a list of local “experts” by topic that could be contacted with questions
5. Publish a list of “green” businesses and businesses associated with green products
6. Create displays/booths
  - a. Permanent display site at public libraries focused on sustainability topics and issues
  - b. Regular educational display at each community’s farmers market
  - c. Educational displays/booths at existing local events and fairs
  - d. Creation of traveling displays that could be shared
7. Write up local success stories/case studies that could be used by area groups for education and to support future efforts
8. Create “programmed learning units” for teaching sustainability concepts at many levels (keyed to learner readiness)
9. Develop a Study Circle early adopters network
10. Establish eco-municipality “sister cities” to encourage partnering and sharing of information.
11. Create a series of prepared presentations on various sustainability topics. Include information on the financial impact of actions, how to implement objectives and local success stories
12. Find existing or create a series of press releases on various sustainability topics and issues, include local information and photos and give to local media for publication. Establish a regular weekly column in the local papers on sustainability
13. Offer demonstrations and open houses to show elected officials, business owners and community leaders and residents what is currently being done to improve sustainability in the Fox Valley
14. Create committee, organization, business and industry partnerships to offer regional events and activities focused on sustainability.
  - a. Earth Day, World Water Day, etc.
  - b. Same day event at all farmers markets
  - c. Participation at MREA Energy Fair, etc.
  - d. Local energy fairs
15. Reorganize “Green Drinks” in the Fox Valley to provide a social event focused on sustainability
16. Offer education opportunities and events at area schools
17. Create joint projects between local governments, business and industry, NGOs and areas schools to enhance student learning and get new ideas from the students.

## FUNDING

Participants identified the need to develop funding sources for sustainability communication, education and events. This information should be made available to the public – posted on the regional website

**Project Support-** How can these groups provide support for each other on new and existing projects?

The groups provided insight into project ideas and needs. See below. The topics grouped into: Education/Awareness, Energy –related projects, Policy/Governmental and broadly-defined initiatives. Respondents provided tips, as well as offers of help for some of the projects. Many of the comments expressed in this section echoed those listed in the first section regarding communication and educational efforts. Some of the initiatives provided some novel ideas, such as having a policy exchange session. Names listed with the projects have some ownership/effort already invested in the listed activities. This listing will be circulated to attendees for further follow-up.

## EDUCATION AND AWARENESS

Hosting a TNS group at ST. Joe's church in Appleton. John Gosling's project:

- Have you contacted other parishes and nearby churches?
- Consider Focus and WE Energy Grants (G. Dearborn)

Steve Barry Project Idea: Museum exhibit on sustainability

Margy-OSHSAB-community outreach forums

TNS circles starting-give us your emails

Get co-workers interested/involved with company sustainability taskforce-Sadie Schroeder

- Educate thru bulletin boards at work, Find the tie between the company products and a sustainable activity \$=support
- Offer incentives like premier parking or time off
- Allow them to participate on work time
- Competition between departments
- Reward winning/reducing efforts with vacation day.

Host monthly e-news letter for sustainability groups-Kathy Thunes

- Roger Kanitz support-explore limits of how many groups could be served
- Link all public school teachers with a "teachable" moment column

Host monthly or bi-monthly informal gatherings-Greg Steiner will try to co-host with others

- Morning coffee house/farm market
- Evening social/brew house/private residence
- Kathy Thunes willing to help
- I suggest after work at Brew house with same day, same time each week or month so no confusion-Joy Perry-also interested in the idea.

Farm Market Booths in each town-create series of informational displays rotate them among the cities; /towns. Each market would have a different booth each week-Kate

Increase awareness of sustainable wiki and discussion groups-Greg Steiner will demo

- Start with follow-up form today's meeting
- Could linked to town website-Allan Davies
- Good idea-I can help-Ron Hardy

## ENERGY

Larry Roth's Project **Creating a Biggest Loser Program** for People who want to compare their electrical usage and reduction to their neighbors.

- Cool-get utilities to support the challenge
- Contact local businesses to donate prizes
- Check building permits for folks with alternate systems in the community
- I will propose to myHS3 participants-Margie
- Get home energy auditors involved to distribute collateral (marketing materials)
- Look into existing neighborhood associations and or districts/wards
- Bill Schulz-call me and I will get your idea on my show plus give you a booth at the next "Answers to Energy" event

Project: Jeff Ehlers at Renewergy (Oshkosh) **Energy Expo**-bring in vendors and organizations to showcase products and services that save people \$ on energy. Need to get more involvement from general public and organizations that support energy efficiency.

- Call Habitat for Humanity ReStore
- The public likes free-bees
- Educate citizens and company owners on sustainable employment. John Gosling can help.-IT using home -based, local survival needs. AITP good organization

Develop an **energy conservation outreach** education project for neighborhoods

- How about an Eagle Scout project?
- Allen Davies has target neighborhood in Grand Chute
- Get schools/students involved-get their parents. Involved
- Have all utility customers get a personal/household yearly use report and then support efforts

**Env Engineering Internship Opportunity** with local industry-Mike D. Need Assistance-special project

- Contact Michigan Tech/UW Madison/UW Platteville
- UW Extension Jim R.
- Roger Kanitz will help
- Town could offer stipend for student project

## POLICY/GOVERNMENT

Need Policy Change so that "default" condition is that small scale food production is allowed on public land unless specifically prohibited in specific areas.

City of Neenah-promoting rain barrel use with water bill credits

- Agree-could partner T.O.M., George Dearborn-Town of Menasha and City of Menasha too
- Get neighborhood communities to adopt same ordinance/policy=safety in numbers
- Neighborhood champions with demos for a specific neighborhood area-invite your neighbor in for a "barrel of fun"

Get sustainability-focused people elected to public office

- Call local Green Party
- Ask all candidates to answer sustainability questions and post answers on the website (Larry Roth)

Build Eco-Lobby-Steve Barney

- Leverage Votes

Anyone writing **sustainability plans**? Dani-Oshkosh

- Manitowoc has one
- City of Menasha included sustainability options
- Allen D. writing comp. plan with strong sustainable goals-adopt 2009-Outagamie County Mike Hendrick-has energy plan concepts in progress
- Neenah school district has students writing a plan for school district

**Town Comprehensive plan**

- Adopt sustainability goals
- Change decision making process to include sustainability
- Citizen support for municipal sustainable activities
- George Dearborn doing also
- Read TNS as group-Kathy Thunes willing to assist

Write case studies and post on [www.capacitycenter.org](http://www.capacitycenter.org) UW Ex site-Jim R.

INITIATIVES

Project: **New Food Shed** (new organization connecting consumers with local sustainable foods)

- Needs funding to purchase printing, media and part time staff
- Needs more people for steering committee
- Contact people who organize local markets
- Can this connect to local restaurants?
- Idea to add to this idea-coop restaurant? Sadie
- Waushara County Food Connections-working on this Jan Novak in Waushara-Kathy Thunes has information
- Bedet's Restaurant=Dani [bedcetsrestaurant.com](http://bedcetsrestaurant.com)

Roger Kanitz-Project: Implement **Rain Gardens** to eliminate need for retention basins

- Follow Pierce Park pond issue in Appleton (J. Gosling)
- Master Gardens do teaching sessions on this-contact Kevin JEWK(Outagamie) OR Nick Schneider(Winnebago) at UW Extension
- Town of Menasha plan incentives
- Talk to Bryant Moroder at Sustain Dane
- Have Dave Wollangk paint a rain barrel for you

**Rain Gardens-Demo project at SCA office**-I would like help-Mike Dillon

- I'll help-Sadie
- Talk to Sustain Dane-Bryant Moroder

## Urban agriculture

- Growing power in Milwaukee
- City of Menasha sustainability board-Urban agriculture/local food in city
- Contact Susan Richardson-Community Garden Network
- Community gardens on unused space or school property Get kids tied into gardening
- There is a group in Cali that supports this movement-provide an email and I will find the link for you-Sadie
- Contact Portage County "Farmshed"
- Contact Betsy Rozell-540-4109
- Local CHAT Plunge Group-Paula Morgan and John Mielke heading-considering initiatives along these lines. Meeting will produce action items. See Joy Perry for more details.

## Valley Transit Maps should show bike routes in all towns

- Increase rack usage on busses
- Local businesses with bike racks fund a guide to businesses have bike racks.
- Town bike program-employ kids to maintain the bikes

## Encourage local **composting**-have a compost doctor as a resource-Kate

- Research and implement GPS on landfill compactor to save air space, fuel and man power –Lori O'Bright
- I have an in-house composter-Roger Kanitz

Mike Dillon-actively seeking **renewable energy joint projects-schools/utilities/industry** and will be sharing results with the community-residents and/or govt. and/or environmental groups and/or schools.

## **Note: Follow-up meeting has already been set for this initiative.**

- SMC link-resources already there-contact David Weiss, Jeff Ehlers, Jim Funk
- Would like to investigate solar thermal and geo thermal
- Bill Schultz-call me Mike I will put you on my radio show.
- Communicate with community through PC and Bill's show
- Want to share results from energy efficiency projects and alternative water management projects as well.

## Support for **passenger rail** in Fox Valley to Milwaukee

- Link new routes or change state law-G. Dearborn
- A. Davis would help
- Support [www.midwesthsr.org](http://www.midwesthsr.org)
- Demonstrate how this can save money and be convenient to the commuter
- Most efficient form of travel compares with cost of road system
- Extend to Green Bay; Also to Stevens Point – Eau Claire – Twin Cities
- This could be addressed at municipal/school district/county govt. level by joint app of energy Independent Community –Jim R.

## Educate homeowners about having a **green urban landscape**-Sadie Schroeder

- City of Neenah is working on zoning to "allow" this
- Maybe libraries can help with hosting a program
- I can help-Connie Kanitz or maybe hardware stores or work with some landscaping companies.

Margie/George Dearborn/Mike Dillon--**Develop Sustainability corridor**-Town of Menasha-Miron, SCA, McMahon, SMC **Note: Meeting in progress to follow-up on this idea.**

Build on the trails project, Invite sustainability groups to meet at these facilities

- Rails to trails
- Explore ECRP offer
- Mike Dillon working with Denny Lamer-McMahon
- Tours of solar systems at Town of Menasha
- Sign on CB to draw attention as traffic goes by
- Talk to Chip Bircher at WPS
- Work with MREA's solar tours
- Town also thinking of geo-thermal too.-George Dearborn

## Appendix A Attendees

<u>First</u>	<u>Last</u>	<u>Main Affiliations</u>	<u>E-mail</u>	<u>City</u>
Steve	Barney	Oshkosh Sustain Advisory Board	barney.steve@gmail.com	Oshkosh
Laurie	Case	Sustainability MBA program	zoebnd@aol.com	Neenah
Kevin	Crawford	Orion Energy Systems		Manitowoc
Margy	Davey	Oshkosh Sust. Advisory Board & Steering Committee	margy@new.rr.com	Oshkosh
Allen	Davis	Grand Chute	allen.davis@grandchute.net	Grand Chute
George	Dearborn	Town of Menasha Sustain Board	gdearborn@dearborn-associates.com	Town of Menasha
Mike	Dillon	Menasha City & Town Sustain Board, SCA, ECOS	michael.dillon@sca.com	Town of Menasha
Sharon	Duerkop	Appleton	earth2016@sbcglobal.net	Appleton
Jill	Enos	Menasha Sustain Board	jillenos@yahoo.com	Menasha
John	Gosling	Appleton	gosling@ntd.net	Appleton
Kate	Hancock-Cooke	Neenah Sustain Board, KC Sustain CoP	khancock@kcc.com	Neenah
Ron	Hardy	Oshkosh Sustain Advisory Board	ronaldkanehardy@gmail.com	Oshkosh
Connie	Kanitz	ECOS	ckanitz@new.rr.com	Menasha
Roger	Kanitz	ECOS, Menasha Sustain Board, KC Sustain CoP	rkanitz@new.rr.com	Menasha
Russ	Klug	ECOS	RKKLUG2@aol.com	Oshkosh
Christine	Miller	UW-Extension, Outagamie County	millercm@co.outagamie.wi.us	Appleton
Lori	O'Bright	Sustainability Taskforce for Outagamie County	obrightlj@co.outagamie.wi.us	Appleton
Joy	Perry	UW-FV Sustain Committee, NEW Foodshed	joy.perry@uwc.edu	Tn of Winchester
Jim	Resick	UW-Extension, Outagamie County, ECOS	resickjh@co.outagamie.wi.us	Pulaski
Larry	Roth	ECOS, KC Sustain CoP	larry.roth@kcc.com	Little Chute
Sadie	Schroeder	ECOS, Menasha Sustain Board	sadie.schroeder@gmail.com	Menasha
Bill	Schultz	Cumulus Broadcasting	Bill.Schultz@cumulus.com	Neenah
Greg	Steiner	Sustain FV Initiative	gcs363@yahoo.com	
Linda	Stoll	Menasha Sustain Board	linda.stoll@uwsp.edu	Menasha
Dani	Stolley	Oshkosh, Sustainability Intern, Planning Dept.	danistolley@yahoo.com	Oshkosh
Ron	Tank	Neenah Sustain Board	ronald.w.tank@lawrence.edu	
Leslie	Taylor	Sustain FV Initiative	ltaylor@sustainfv.org	Appleton
Kathy	Thunes	East Central WI Regional Planning, ECOS	kthunes@eastcentralrpc.org	Appleton
Shane	Vondracek	Apple Creek YMCA, Environmental Coordinator	svondracek@ymcafoxcities.org	Neenah
Margie	Weiss	New North	margie@weisshealthgroup.com	Menasha
Dale A.	Youngquist	Town of Menasha Board of Supervisors	Dale.Youngquist@schencksc.com	Town of Menasha

## Appendix B Communications Worksheet Data

### Group ☺ 1

1. Listserve – yahoo, gmail, etc. for communication and spreading ideas/discussion
2. Directory of “Greens” in government
3. Staff (\$)a regular coordinator
  - a. Industry reps – LinkedIn
  - b. List of eco-municipalities
4. Regional council
  - a. Quarterly meetings
  - b. Reps from all communities
5. Website for each community
  - a. List of actions completed
  - b. Money saved
  - c. Monthly sustainability report
6. Communicate with government officials
  - a. Citizens showing up
  - b. Get officials to adopt
  - c. Hear more success stories, especially good fiscal results

### Group A

1. Annual group meeting for sharing
2. Open houses to see Menasha panels
3. Monthly news e-mail
4. East Central RPC to act as website coordinator
  - a. Menasha sustainability website limited access due to law
  - b. Explore rule changes
  - c. Limited city staff
  - d. How to use committed citizens
  - e. Hear from the community
5. Linked In Group for sustainability
  - a. Web ring linking related sustainability sites
6. Seminar presentations
  - a. How to discuss business aspect in community
  - b. Need to convey things done
  - c. Success stories – to inside community directors
7. Demonstrations – show community what cities/towns are doing

### Group B

1. Website
  - a. Linked to all valley sustainability groups
  - b. Updated with info by city/business – mtgs listed, local events
  - c. Wiki
  - d. Twitter
  - e. blogs



- f. Ads in community news letter
- g. Sustain F.V. com. and monitor blogs
- 2. City to promote freecycle events
- 3. Media outreach – single liaison to be “voice of sustainability in FV
- 4. Events connected to local farm market
- 5. Regional committee
- 6. Facebook, LinkedIn
- 7. Library – local bulletin board focused on sustainability
- 8. Speakers bureau with on-line directory
- 9. Education and outreach – how to publicize website
- 10. How to educate the community
- 11. Round robin e-mail newsletters – pass from party to party

#### Group Δ

- 1. Buy some neat T-shirts
- 2. Solicit \$ from committed industry and/or foundations to support Env. Ed and events
- 3. Speak a common language
- 4. Make it simple to get in touch and stay in touch
- 5. Common calendar
- 6. Aim to involve more people in as many areas as possible
- 7. Use ECOS-FV and Sustain FV blog and website
- 8. Build organization websites and blogs into a “Superweb”
- 9. Where necessary, “lead the leaders”
- 10. Show up and make ourselves heard at gov’t meetings
- 11. Facebook and social networking
- 12. Re-organize “green drinks” in FV
- 13. Educational/teaching events at schools
- 14. Co-op with regional ENGOS or special groups (MREA) on eco events
  - a. Organize for large earth day celebration linked together
- 15. Use the media (after educating them)
- 16. Partner with local Mfg/Industry on “green events” and sponsor env. Ed events
- 17. Write the stories/press releases and take the photos for Media and give it to them.
- 18. Multi-community events – world Water Day, Earth Day
- 19. Free weekly sustainability column for the P-C
- 20. Educational booths at farm markets, fairs, etc.
- 21. Neenah School has a group of kids writing a school district sustainability plan
- 22. Link Sustain FV and New North and Local CESA for energy saving presentations
  - a. Link Environmental School to water utilities
- 23. Traveling display, shared experts across cities
- 24. Find/develop industry/mftg sponsors and partnerships
  - a. Technical resources
  - b. Money
  - c. Public relations

25. Create joint project and/or Env. Ed opportunities with gov't, industry, utilities, education
  - a. Share "canned" presentations with other on environmental education
  - b. Partnerships with local schools on env. Educational opportunities
  - c. Booth at farmers market
  - d. Sister eco-municipality to share with
  - e. Student projects can shake up "normal" thinking
26. Study circles early adopters network
27. Shake up the status quo – creative chaos, power to the people
28. Website ideas
  - a. Include university, business sustainability info on city/community sus. Website
29. Where necessary:
  - a. Lead your leaders
  - b. Show up to gov't meetings
  - c. Speak up
  - d. Cause creative thinking and actions
30. Social media outlets – Face Book, Twitter, Linked In
31. Ensure a common language and definitions exist – enabling effective communication

Group ☆

1. Focused committed group website and discussion
  - a. Encourage more members to regularly monitor discussions.
  - b. Have an educational session on how to use it
  - c. Publicize wildly about website (bumper stickers, advertize on everyone's publicity)
  - d. Link Co website to sustain F.V. site
2. Tie sustainability to other community events
3. Facebook
4. Bring awareness to the farmers market
5. Success stories – gov't, business, industry, schools
6. Create a "programmed learning unit" for teaching sustainability concepts at many levels (keyed to learner readiness)
7. Joint radio/TV ads and marketing budget
8. Open houses/tours
9. Community newsletter – e-mail and printed (sent snail mail)
10. Regular social events
  - a. "green drinks"
  - b. Business associated with green products
  - c. Reminders to those we know
11. Face-to-face communication and networking
  - a. Annual ECOS sponsored sustainability meeting so that local groups can communicate face-to-face
  - b. 2-3 times a year.

## **Paul Burdon's Ideas and Suggestions based on English Sustain Efforts**

11/16/09 rak

### Communication, Planning and Networking

- 1) Paul strongly asks us to develop a vision statement for our community, then take to local businesses, groups, and centers of influence for review and comment, and then take it to the city council with the backing of the community to encourage broader implementation. The document needs to have a vision which asks and answers the questions of Where, When, Why, Who, and How, which will be developed as a result of the one-on-one visits in the community prior it being presented to the city council.
- 2) Establishing the sustainability vision for city will give group direction/public support for action

### Procedures and Methods

- 1) Encourage citizen actions by economic incentives that we/city can provide
- 2) Do a role reversal meeting where we look at sustain actions from different citizens perspective to find ways to influence them in positive (win-win) ways
- 3) Look at city demographics and projected needs to establish planning needs and goals for development and sustainable actions; topics relate to housing, jobs, population/age, and related life-style support needs
- 4) Challenge the status quo when it conflicts with the vision and goals of the board

### Recycling and economic development

- 1) Hold business summit so inputs and by-products for each can be compared and material re-uses found to reduce costs, as well as extending life of land fills
- 2) Weigh trash and recycle, cost for first and rebate for second
- 3) Pick-up furniture (similar) for free and take to recycle/restore site for repair and resale, hiring local out of work citizens for business
- 4) Do we require coffee grounds to be recycled: this is a code in England.
- 5) Do we require recycling in public schools like they do in Europe?
- 6) Develop new funding vision for single stream recycling opportunities
- 7) Bottle collection recycling required; dumping in land-fill unlawful
- 8) Recycling can create jobs in our community!
- 9) Utilize on web store sales and home delivery for Menasha community
- 10) Do a paper/sustainability audit of the city council/hall to illustrate actions to take
- 11) Hand out free or reduced cost light-bulbs; England insulates homes of elderly for free to reduce need for need power plant construction
- 12) Develop free home delivery options for grocery and heavy items for citizens
- 13) Reduced cost/free bus services for elderly

### Local Foods and environment

- 1) Encourage city gardening plots for local food sale and nutrition
- 2) Composting to reduce weigh of trash in land-fill and to generate gas for fuel; goal is an 80% reduction in volume versus the current 50% reduction they have developed.
- 3) Survey the green procurement and paper usage practices of local city hall to help them see what the opportunities are
- 4) Trees are encouraged to be planted to beautify the community and capture carbon

### Community Codes

- 1) Europe requires companies to conduct a risk review of their products to protect users; Chief executive officer of company is liable for any safety issues that occur from their products
- 2) All new houses need to be wheel chair accessible and such per common codes; the codes in the Valley vary by community.
- 3) We can achieve water savings with the use of codes that require it
- 4) Based on land-locked nature of community, seek to build vertical and increase density of population next to businesses; consider community wide heat generation options for cost efficiency
- 5) Utilize river as major component of city plan focus

**FYI: Paul in back in town December 7<sup>th</sup> through the 18<sup>th</sup> if we wish to discuss some sustain topics once again.**