

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, May 19, 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, 3/17/09](#)
- E. COMMUNICATIONS
  - 1. [Farm Fresh Market update \(Kristin Sewall\)](#)
  - 2. [2009 Conservation Expo on 5/30/09 – Sunnyview Expo Center \(Mike Dillon\)](#)
  - 3. Creation of a local environmental talk show (Sadie Schroeder)
- F. DISCUSSION ITEMS
  - 1. Green Scene Art Show
  - 2. Status report on City Department TNS Presentations/Sustainability Policy
  - 3. Status report on Pool Baseline Study
  - 4. Status report on Demonstration projects - Stormwater/Water quality, natural landscaping
  - 5. Status report on Walking & Bike Audit
  - 6. Status report on Neighborhood Electric Vehicle Ordinance
  - 7. [Status report – Responses to Sustainability Board Volunteer Form](#)
  - 8. Status report on Valley Transit Meeting
  - 9. [Beloit City Center Vision template \(Roger Kanitz\)](#)
- G. ACTION ITEMS
  - 1. Set next meeting date
- H. REPORT OF COMMISSIONERS
- I. ADJOURNMENT

"Menasha is committed to its diverse population. Our Non-English speaking population and those with disabilities are invited to contact the Menasha City Clerk at 967-3603 24-hours in advance of the meeting for the City to arrange special accommodations."

**CITY OF MENASHA  
SUSTAINABILITY BOARD  
Common Council Chambers  
140 Main Street, Menasha  
Tuesday, March 17, 2009**

**Minutes**

**A. CALL TO ORDER**

Meeting called to order by Linda Stoll at 6:35 p.m.

**B. ROLL CALL/EXCUSED ABSENCES**

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

Excused: Roger Kanitz, Trevor Frank

Also present: Mayor Merkes, CDD Greg Keil

**C. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THE SUSTAINABILITY BOARD**

No one spoke

**D. MINUTES TO APPROVE**

**1. Sustainability Board Minutes, 2/17/09**

Motion made by Mike Dillon, seconded by Becky Bauer to approve the minutes of the February 17, 2009 meeting.

Motion carried

**E. COMMUNICATIONS**

**1. Energy Star Challenge (Mike Dillon)**

Mike Dillon presented energy saving ideas for homes/businesses/etc. Board members discussed:

- Establishing a goal related to energy efficiency
- Home energy audits
- Practical energy management
- Working on housing energy efficiency potentially with organizations such as Habitat for Humanity, Advocap, Housing Partnership
- Ten percent energy reduction in schools through the Lt. Governors initiative

**F. DISCUSSION ITEMS**

**1. Menasha's Farm Fresh Market**

CDD Greg Keil reported that the City is in receipt of 3 checks for the entire season. Nineteen stalls are available with an additional 6-8 food vendors being sought together with an equal number of art vendors. There will be 1-2 stalls set up for Menasha businesses and local non-profit agencies to utilize throughout the season. Board members discussed the following:

- Becky Bauer to share resource material "Asparagus to Zucchini" with Kristin Sewall
- Sadie Schroeder suggested tying in farmers market with a downtown business directory
- Mayor Merkes stated that there is potential for cheese, elk meat and bread vendors
- Creating a website for the farm market
- Soliciting for a corporate or other sponsor
- Marketing ideas including flyers and graphics being prepared in cooperation with the school district
- Vendor acceptance of WIC/Food Stamps

2. Green Scene Art Show

The show is to be held in July, 2009

3. Potential Earth Day activities

Mike Dillon – Earth Day/Arbor Day events to be held on May 1<sup>st</sup> at Spring Road School, and with the 5<sup>th</sup> grade class at Butte des Morts to include tree planting, tree presentation to kids and discussion about the relationship between trees and water. The theme relates to things kids can use to save the planet. SCA is planning an event at their office building focusing on drinking water, ground water, and stormwater.

Menasha High is working on an Arbor Day project at the high school

4. Sustainability Board volunteer form

A revised form was distributed to board members. It will be distributed via the city newsletter and website.

5. Status report on City Department TNS Presentations/Sustainability Policy

CDD Keil and Mayor Merkes are working on content and formatting.

6. Status report on Pool Baseline Study

CDD Keil reported that the solar project is still being worked on, but the economic analysis isn't as promising as was initially anticipated. Sadie Schroeder suggested considering possible landscaping solutions to reduce evaporation.

7. Status report on demonstration projects - Stormwater/Water quality, natural landscaping

Sadie Schroeder volunteered to assist with the rain garden project at the 4:30 Ahnaip Street site. CDD Keil is to arrange a late afternoon meeting with the parties involved.

Board members discussed the potential for green roofs and establishing a goal of zero discharge to storm sewers

8. Status report on Walking & Bike Audit

-Safe routes to school information was is to be sent to School Superintendent Keith Fuchs  
-Becky Bauer is to o bring bring information to the Clovis Grove School PTO

9. Status report on Neighborhood Electric Vehicle Ordinance

CDD Keil reported that Information was provided to the East Central Wisconsin Regional Planning Commission. They will be compiling a map showing where the use of NEV's is permissible in the Fox Cities area.

10. Status report on Sub-committee formation

This item is being held pending response to the volunteer form.

11. Status report on Valley Transit Meeting

Efforts are being made to coordinate schedules. It is expected that a meeting will be held in the next few weeks.

G. ACTION ITEMS

1. Set next meeting date  
Next meeting set for April 21, 2009

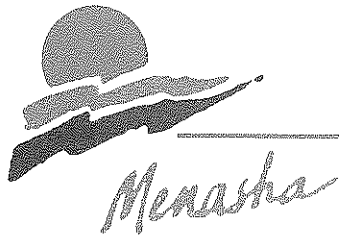
H. REPORT OF COMMISSIONERS

1. Report on ECOS-FV meeting (Roger Kanitz)  
None
2. Report on Natural Step Study Circle (Mike Dillon)  
The meetings are continuing and have been well received.

I. ADJOURNMENT

Motion made by Mike Dillon, seconded by Sadie Schroeder to adjourn at 8:10 p.m.

Respectfully Submitted by  
Community Development Director Greg Keil



## Memorandum

To: Sustainability Board  
From: Deputy Clerk Kristin Sewall *KA*  
Date: 5/12/09  
RE: Menasha's Farm Fresh Market

Just a quick update as to where we are in the planning process for this year's farm market. As I reported last time, the location remains on Main St. in front of the Marina, every Thursday from 2:30-6:30 PM. The market starts on June 11 – October 29.

There are 10 solid vendors who have paid in full, one who will be sending payment and one that I have a verbal commitment from (Oakridge Farms). I've attached the listing of our vendors and what they are selling. I have contacted 15 different art vendors and have heard nothing back yet.

The other vendor avenue we are exploring this season is one or two free booths for Menasha Businesses or local non-profits to share throughout the season. I mailed them the application and information and I've heard back from two vendors: Perky's Drive-thru espresso and Saving Paws. Perky's will be selling brewed coffee, coffee beans and a few other goodies. Saving Paws will be holding a brat fry.

On the advertising front, I'm doing all I can as far as free marketing. We are listed on several websites and community event calendars, including the Cable Access channel calendar of events. We are in the Horizon newsletter and the Marina's newsletter. Our flyer will go in downtown store front windows and I'm hopeful that our Menasha businesses will put the postcard flyers on their counters. I am also putting together the market's webpage on our website.

Due to the very high cost of radio and newspaper advertising (attached is the updated budget), I've contacted the following potential sponsors: SCA Tissue, Faith Technologies, Affinity Health Systems and ThedaCare. I have heard nothing back from any of those companies. If anyone knows of any group, business, etc. that would be interested in sponsoring the market on any level, please give them a copy of the Sponsorship Opportunities included with this memo and have them contact me. I really appreciate any assistance in this aspect.

I am also including with this memo the full page flyer and postcard flyer. Please had these out wherever you see fit. Thanks for helping to bring shoppers to the market!!!

Vendor Name	Product	# of Wks.	Total Paid	Notes
Bahr's Kettle Korner	Kettle Korn	9	\$76.50	
Arden Tews-Tews Orchard	Apples/Pears/Berries	9	\$76.50	
Tom Miller	Woodcrafts	6	\$56.00	
Great Harvest Bread Co.	Breads/Sweets	21	\$147.00	
See Moua	Produce	19	\$140.00	
Sid Kroeger Farms	Produce/Gourds/Maple Syrup	21	\$147.00	
Jim's Produce	Produce	21	\$0.00	
Ralph Polasky Farms	produce/chicken & turkey/flowers	21	\$147.00	
Navarino Valley Elk & Bison-Terry	Elk & Bison fresh & processed	21	\$147.00	
Mao Chang	Produce/flowers	21	\$147.00	
Kayeng Yang	produce	4	\$0.00	sending \$ in June
Total revenue for 2009 Vendors			\$1,084.00	

Non Profit/Local Business	Product	# of Wks.
Saving Paws	Brat Fry	2
Perky's Coffee	Brewed and packaged coffee	3

# Farm Market Budget

City of Menasha

2009

Revenue		Potential Funds	Actual Funds	Difference (\$)
Vendor Fees collected 2008		\$ 173	\$ 173	\$ -
Vendor Fees 2009		1,084	1,084	-
Media Sponsor				
Potential Sponsorship		500		(500)
Total Revenue		Potential Funds	Actual	Difference (\$)
		\$ 1,757	\$ 1,257	\$ (500)
Marketing/Advertising-Ideas		Potential Expense	Actual Expense	Difference (\$)
Welcome sign at Hwy 441/Racine St. - 2ft x 16 ft sign		\$ 275	\$ -	\$ (275)
Coroplast Sandwich boards- \$38.50/side WG, Inc. (we need 3 sides)		192	115	(77)
Banner on Racine St. (by post office)- 2 sided, outdoor use(15 ft at \$10/sq.ft.)approximate		-	-	-
Newspaper ad- 3"x3" b & w (2 six wk blks @ 628.56 per blk)		1,258		(1,258)
Radio Advertising (104.3 the Breeze willing to work with our budget)		1,000		(1,000)
				-
Other expenditures		Potential Expense	Actual Expense	Difference (\$)
Music and Entertainment				-
				-
Total Expenses		Potential Expense	Actual Expense	Difference (\$)
		\$ 2,725	\$ 115	\$ (2,610)
Potentials		Potential Revenue	Potential Expense	Difference (\$)
Potential Balance		\$ 1,757	\$ 2,725	\$ (968)
Actuals		Actual Revenue	Actual Expense	Difference (\$)
Actual Balance		\$ 1,257	\$ 115	1,142



**DOWNTOWN MENASHA  
THURSDAYS 2:30—6:30 PM  
JUNE 11 — OCTOBER 29**

## **2009 Sponsorship Opportunities**

**All proceeds benefit the Menasha Farm Fresh Market**

The Menasha Farm Fresh Market invites you to become a sponsor of this wonderful community event. This is a great way to promote your business as a supporter of local farmers and crafts people, as well as a supporter of sustainability. As a well respected pillar of this community, we ask you to consider sponsoring the Farm Fresh Market in any capacity that you can.

### **Gold Level Sponsor.....\$500**

- Name on 2'x16' welcome sign at Hwy 441/Racine St. Exit (sign will be out for most of market season)
- Name on sandwich boards advertising market (signs will be out every Thursday)
- Logo/name in seasonal flyer which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Name on all newspaper and other printed advertising (monthly advertisements throughout season)
- Name listed as sponsor on all radio advertising (advertisements throughout season)
- Opportunity to host a booth at the market for the entire season (sale of any products not allowed)

### **Silver Level Sponsor.....\$250**

- Name on all newspaper and other printed advertising (monthly advertisements throughout season)
- Logo/name in seasonal poster which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Opportunity to host a booth at the market for 5 Thursdays

### **Bronze Level Sponsor.....\$100**

- Logo/name in seasonal poster which is widely distributed to local area businesses
- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage
- Opportunity to host a booth at the market for 1 Thursday

### **Friend of the Market Sponsor.....\$10-\$99**

- Logo/name listed as a market sponsor on Menasha's Farm Fresh Market webpage

**THANK YOUR FOR SUPPORTING YOUR LOCAL FARMERS AND CRAFTERS!**



Menasha's

# Farm Fresh Market

## At the Market:

Fresh vegetables,  
fruits, and flowers,  
poultry, elk & bison  
meat, breads,  
cookies & more!

## Also downtown:

bakery, milk, wine  
& spirits, dining &  
entertainment,  
Lawn & Garden  
décor, fine art, &  
more!

Downtown Menasha (by the Marina)  
Thursdays 2:30-6:30 PM  
June 11—October 29



Menasha's

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Menasha's

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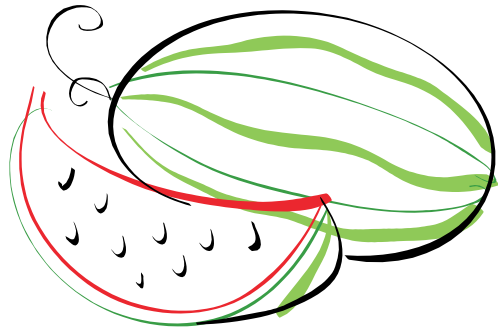
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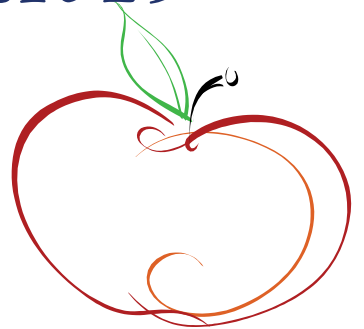


*Menasha's*

# Farm Fresh Market

The word "Farm Fresh" is written in a large, dark blue, serif font, and "Market" is written below it in the same font. To the left of the text, there are two carrots with green leafy tops. To the right, there are two red raspberries with green leaves.

**DOWNTOWN MENASHA  
THURSDAYS 2:30—6:30 PM  
JUNE 11 – OCTOBER 29**



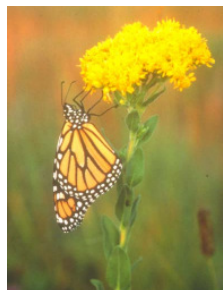
# WINNEBAGO COUNTY 2009 CONSERVATION EXPO



**Rain Gardens**



**Shorelines**



**Native Plants**



**Rain Barrels**

(Photo courtesy of Fox River Academy)

## **SAVE THE DATE** **3<sup>rd</sup> ANNUAL Conservation EXPO** **Saturday, May 30, 2009**

**ATTENTION: HOMEOWNERS and LANDOWNERS**

### **EXHIBITORS, DISPLAYS, and PRODUCTS:**

Tree Planting Supplies	Well Sampling Kits	Well Abandonment	Prairie Seed
Rain Gardens	Rain Barrels	Native Plants	Wetlands
Wildlife Habitat	Shoreland Protection	Shoreland Restoration	Invasive Species
Forestry Topics	Wetlands	Water Quality Landscaping	Backyard Birding
Conservation Clubs	Wildlife Organizations	Bird Organizations	Sportsmen/Sportswomen Clubs
Yard Care	Phosphorus free Fertilizer	Composting	Aquatic Plants

### **EXPO ACTIVITIES include:**

- **LEARN HOW TO BUILD YOUR OWN RAIN BARREL**
- VISIT THE ***PHEASANTS FOREVER*** "HABITAT HELP DESK" AND HAVE THE EXPERTS DEVELOP A HABITAT PLAN (WITH AN AERIAL PHOTO) FOR YOUR PROPERTY
- **PURCHASE TREE PLANTING SUPPLIES**
- Presentation on Rain Garden Design and Construction
- **NATIVE PLANT SALE**
- **Soil Test Kits, Rain Barrel Supplies, Well Test Kits**

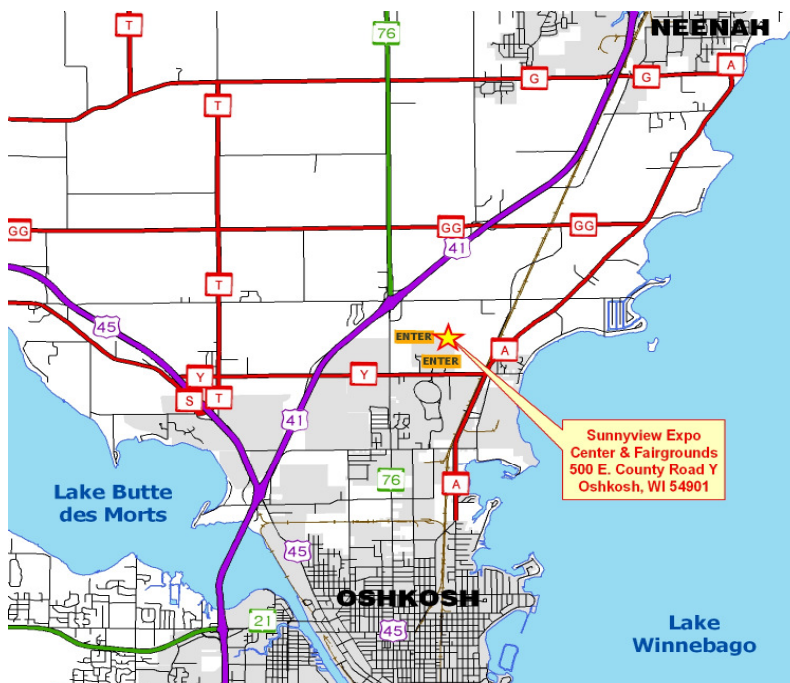
**SPEAKERS** scheduled throughout the day include:

- Jennifer Baker, Prairie Nursery, Westfield WI, on ***native plants***;
- Jon Huser, Marshland Transplant Nursery, Berlin, WI, sharing ***shoreland restoration*** project experiences;
- Lisa Reas, LJ Reas Environmental, Green Lake, WI, discussing ***rain garden construction*** and plant selection;
- Dan Rudebeck, Lake Poygan Sportsmen's Club, on Lake Poygan issues;
- Lene D'Hondt, Fox River Academy, Appleton, WI, building a ***rain barrel***;
- Wisconsin Public Service/Focus on Energy, saving \$\$ and energy at home.

**SATURDAY MAY 30, 2009 from 9am to 5 pm**  
**at the Winnebago County Fairgrounds (Sunnyview Expo Center)**  
**located at 500 E. County Road Y in Oshkosh, Wisconsin**  
**Admission and parking are free.**  
Food and refreshments will be available for purchase.

For more information, contact the Winnebago County Land & Water Conservation Dept.  
Phone 920/232-1950 or Neenah 920/727-8642

**<http://wclwcd.org/expo20009>**



**PLEASE NOTE:** Due to road construction, County Road Y will be open for one-way traffic only during the 2009 Conservation Expo. An alternative is to use the State Road 76 Entrance. Please look for Expo signs!

[illegible]

Tracey Koenig  
Heckrodt Wetland Reserve  
P.O. Box 554  
Menasha, WI 54952  
920-720-9349  
heckrodtwetland.tk@tds.net

x x x x

Ed Kassel  
834 Whisper Falls Lane  
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ekassel@kelpinc.com

x x x x

Brandy Reese  
848 Racine Street  
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920-558-4357  
kristenchenofiedgirl@yahoo.com

x x x x x

Tom McDonald  
1243 Bluegrass Lane  
Menasha, WI 54952  
920-205-4475  
apache@hbs.net

x x x x x x

Energy & Green Infrastructure		Transportation & Accessibility					Housing & Devlpmt.	Sust. Planning & Leadership				Community Food & Health				
Green Roofs	Use of Parks, Waterways, Nature Centers & Orgniztns. to Showcase Sust.	Biking & Walking Routes, Assbly. To Destinations	Safe Route to Schools Evaluation	Community Car & Bus Transpt.	Complete Streets Program	Sust. Housing Dvlpt. Planning & Code Dvlpt.	Promoting Sust. Education & Awareness, Networking & Info Outreach via Schools, Libraries & Other Venues	Baseline Sust. Assessmt of Menasha	Participation on w/Menasha Sust. Board	Home, Community & Organic Gardening	Menasha Thursday Farm Market	Local Food Growing/Marketing, CSA's, Co-op's	Local Food Accessibility/Distrib.	Reduction of Chem. & Envrnm. I.		

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	Economic Development				Community Culture & Heritage Preserv.		
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Sust. Business Dvlpt.							
Community Branding/Marketing							
Sust. Eval of Menasha Business & Shopping Ntwk.							
Community History, Heritage & Preservtn.							
Music & Arts to celebrate Communt. Sustainability							
Inclusiveness of Community Cultures for a Sust. Future							

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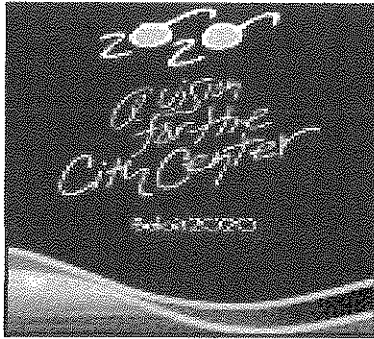
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Build a Positive Identity

City Center Goals

Pride & People

Economy & Character

Activity Center & Mobility

Open Spaces & Living

Compactness, Healthy & Sustainable

Clean and Safe

City Center Districts

Districts Map

Rock River Parkway

Shore Drive

Water Tower

College Park

Grand Avenue

Turtle Creek

Blackhawk

Iron Works

High School

# A Vision for the City Center

## Beloit, Wisconsin

**City Center will become the heart of the Rock River Valley. It is envisioned to be the cultural, social, educational, economic and civic center for the 100,000 people living within a 10-mile radius of the Beloit Visitor Center. The 700 acre area is the historic core of Beloit and South Beloit containing most of these cities' vital institutions.**

**In 2004, Beloit 2020 initiated a planning process to develop a vision for what City Center could become in 2020. Public participation has been significant throughout the process. Focus group and community meetings in Spring 2005 were highlights of this informed dialogue about City Center's future, culminating with unanimous votes in support of the 2020 Vision by the City Councils of Beloit and South Beloit.**

