

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
Third Floor Council Chambers
140 Main Street, Menasha**

**Tuesday, September 21, 2010
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. [June 15, 2010](#)
 - 2. [August 17, 2010](#)
- E. COMMUNICATIONS
 - 1. [WI Solar Decade \(Paul Van de Sand\)](#)
 - 2. [WE Solar Water Heating Program \(Paul Van de Sand\)](#)
 - 3. [UWEX Sustainability Training \(Catherine Neiswender\)](#)
 - 4. [VHBA Green Building Presentation \(Kathy Thunes\)](#)
 - 5. [ECOS-FV and Earth Week 2011 \(Kathy Thunes\)](#)
 - 6. [The Passive House \(Energy Center University\)](#)
- F. REPORTS
 - 1. [Appointment of Ed Kassel to the Sustainability Board](#)
- G. DISCUSSION
 - 1. None
- H. ACTION ITEMS
 - 1. [Sustainability Board Policy, Organization, and Functions](#)
- 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 967-3600 24-hours in advance of the meeting for the City to arrange special accommodations."

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

Tuesday, June 15, 2010

DRAFT Minutes

A. CALL TO ORDER

The meeting was called to order by Mike Dillon at 6:34 pm.

B. ROLL CALL/EXCUSED ABSENCES

Present: Chris Bohne, Mike Dillon, Roger Kanitz, Sadie Schroeder, Linda Stoll, Kathy Thunes

Excused: Becky Bauer, Jill Enos, Trevor Frank

Also Present: Earl Gustafson, CDD Greg Keil, PP Amy Kester

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

None.

D. MINUTES TO APPROVE

1. Sustainability Board minutes, 4/20/10

Chris Bohne made and Roger Kanitz seconded a motion to approve the minutes of 4/20/10. The motion carried.

E. COMMUNICATIONS

1. Safe Routes to School update from Melissa Kraemer Badtke

PP Kester explained that CDD staff had attended training for the upcoming Safe Routes to School and Transportation Enhancement grant cycles. Deadlines for the programs are in July and August, respectively. More information will be forthcoming to the Sustainability Board.

2. Best Practices of Sustainability Decision-Making and Planning for the Municipal Sector from Linda Stoll

There was no discussion.

F. DISCUSSION

1. Develop list of ordinances, policies, and plans and assign work items

Discussion items one and two were discussed concurrently. Please see discussion item #2.

2. Project Planning: Goals for energy (8-1-6, 8-1-7, 13-1-82, 13-1-83, 13-1-84), transportation, waste management, purchasing

Board members reviewed the city's existing ordinances for grass length and noxious weeds, solar, and wind. PP Kester explained that the next step would be to assign board members to research the topic areas, including identifying model ordinances. Mike Dillon expressed concern about taking on new projects when past projects have not been finalized at the Council or administrative levels. He inquired about the status of the green procurement policy, the memo sent to the Mayor requesting that the city set energy consumption reduction

goals, and the Active Community Transportation Act of 2010 that was forwarded to the Council. The Board members agreed to not move forward on any new items pending finalization of past activities. It was requested that these past items be placed on the next agenda for follow up reports.

3. Open meetings law requirements as related to Board member interactions – CA/HRD Pamela Captain (Postponed until July 20, 2010 meeting)

This item will be held over until the July 20, 2010 meeting.

4. Municipal recycling collection (Kathy Thunes)

Kathy Thunes explained that she proposed this discussion item due to her concerns that recycling collection on a once a month basis would decrease recycling rates due to inadequate container space. Information regarding the costs of twice a month curbside collection be provided at the next meeting. PP Kester explained that when the city moved to single stream recycling, there was an analysis conducted. Issues such as additional costs, municipal capacity, gas consumption, recycling revenue, and increased levels of pollution should be considered. Kathy expressed concern regarding the option of three week collection cycles due to the perception of inconsistency and potential confusion. CDD Keil reported that since the city began single stream recycling, curbside collection amounts have increased by 33%. He also explained that residents can set out an additional container alongside their automated cart for overflow. This option has not been well publicized and will be included in the next Public Works mailing. Members suggested that an educational article on how to reduce household wastes should also be provided.

5. Request for Direction to New North Sustainability Committee (Linda Stoll)

Linda Stoll explained that she is a member of the New North Sustainability Committee which is a regional group focused on promoting sustainable, livable communities. Linda requested input on what the role of the Sustainability Board could or should play with New North. Kathy Thunes suggested that support for existing local groups would be helpful for facilitation and back up in overcoming organizational and related barriers to sustainability. The group could serve as a repository for best practices and model ordinances. Mike did not think it should be the role of the regional group to provide support in overcoming local barriers. He stated that the Board needs to monitor and advocate within our own community. Advertising and marketing was suggested as an appropriate role. Kathy Thunes suggested that collecting regional data would be helpful. Sadie Schroder discussed the need for regional education on sustainability with an emphasis on regional and local markets. Roger Kanitz suggested sponsoring a website, regional issues, and sharing information.

G. Action Items

1. None

H. Reports

1. “Do Not Mail” Resolution (Earl Gustafson)

This item was originally placed on the agenda to consider a “Do Not Mail” resolution and the organizational position of Forest Ethics supporting its adoption. Earl Gustafson, representing the Wisconsin Paper Council and the Sustainable Forestry Initiative, provided information in opposition to a “Do Not Mail” registry based on the projected negative impacts to the paper industry. Earl distributed handouts relating to the following:

- “Forest & Paper Industry At A Glance - Wisconsin” and “Green Building Rating Systems” from the American Forest & Paper Association
- “Facts About Advertising Mail” from the organization “Mail Moves America”
- Paper recycling data from the Paper Industry Association Council
- Information on forest certification programs (the Sustainable Forestry Initiative and the Forest Stewardship Council) and green building rating systems from the sustainable Forestry Initiative Inc.

Earl explained that the “Do Not Mail” registry would hurt paper industry employment in Wisconsin and the economy. Advertising mail is reported to utilize paper from sustainably managed forests and does not utilize old growth wood sources. There was discussion regarding forest management, clear cutting, and forest certification.

2. Education of Municipal Staff (Greg Keil)

There was not activity to report.

3. Baseline Study (Greg Keil)

PP Kester explained that the baseline study has been worked on by several people and has now been handed over to her. After review of the data, it was determined that sorting the data by calendar month would pose problems with data analysis since bills are not issued on that basis. The department is working with the Menasha Utilities to obtain raw data based on billing cycle and account number.

4. Local Food Initiatives

a. Farmers Market (Greg Keil)

PP Kester reported that the market had a successful launch on Thursday, June 10, 2010 under the management of Kristin Sewall.

b. Community Gardens

There was no activity to report.

5. Transportation

a. Community Walk/Bike Committee (Linda Stoll)

Linda Stoll explained that there was no activity to report. She stated that she was uncertain how her idea for this committee concept should move forward. She explained that her vision was for a citizen-based group that would advocate for walking and biking in the community. The group discussed whether this should be a citizen or city led effort. Linda was unclear how organizing meetings would relate to open meeting laws. PP Kester suggested that this could be tied to the upcoming meetings that would be scheduled for the Safe Routes to School grant applications. Linda thought the scope should be broader to include all forms of transportation. CDD Keil explained that bicycle and pedestrian plans did exist within current city planning documents. Linda thought it would be helpful to call a meeting and have the existing planning documents presented. It was concluded that open meetings issues would be addressed at the next meeting and that Linda would further develop the purpose and function of the group and how the process could move forward.

b. Safe Routes to School (Greg Keil)

See Item E-1.

c. Public Transit (Roger Kanitz)

Roger Kanitz reported that Valley Transit is implementing cell phone usage policy for drivers and that the City of Appleton discussing it for police etc. Valley Transit is also conducting a survey of ridership which should be completed with a final report scheduled for June 23 at Appleton City Hall. The Appleton School District is working with Valley Transit to provide free bus passes for students. Students can use their school IDs to get free bus rides around the community. Valley Transit is also utilizing social networking sites such as Facebook to promote ridership. Kathy Thunes described “tripper buses” which are utilized as set routes for students for transportation to and from school. Roger reported that the trolley system in central Appleton business district operates at a cost of only \$67.50 an hour. This could be considered as an option for the Menasha business district.

6. Economic Development

a. First Impressions (Linda Stoll)

There was no activity to report.

7. Stormwater Management

a. Rain Garden Project (Greg Keil)

PP Kester reported that the planting materials had been installed in the Ahnaip Street Rain Garden by volunteers, including Sustainability Board member Sadie Schroeder and employees of East Central Wisconsin Regional Planning Commission. An invoice and rain garden signage requires follow up action.

8. Energy

a. Energy Conservation Challenge (Roger Kanitz)

Roger Kanitz reported on the progress made in moving forward the Energy Conservation Challenge. A beta website for the challenge is under development and should be up and running by July. He has also met with CDD Keil, PP Kester, and Mary Bach who administers the city’s housing programs to discuss how to facilitate the economics of lower income household energy improvements. He explained that the primary issue is the upfront funding for energy audit. There is currently no financing mechanism in place. Roger is also researching the PACE program.

I. Adjournment

1. Kathy Thunes made and Chris Bohne seconded a motion to adjourn at 8:05 pm. The motion carried.

Respectfully submitted by Amy Kester, Principal Planner

**CITY OF MENASHA
SUSTAINABILITY BOARD
Tuesday, August 17, 2010
6:30 pm**

A. CALL TO ORDER

The meeting was called to order at 6:41 pm.

B. ROLL CALL/EXCUSED ABSENCES

Present : Becky Bauer, Chris Bohne, Mike Dillon, Sadie Schroeder, Linda Stoll, Kathy Thunes

Excused: Trevor Frank, Roger Kanitz

Other: City Attorney Pamela Captain, Ed Kassel, Community Development Director Greg Keil, Principal Planner Amy Kester, Mayor Donald Merkes, Paul Van de Sand (WE Energies)

C. PUBLIC COMMENTS

1. Paul Van de Sand from WE Energies/Franklin Energies introduced the Sustainability Board to WE's Strategic Alliances/Energy Incentives and Renewable Energy Programs. He explained that they are launching their sustainability program and are offering service relating to LEED, FOCUS, global energy best practices and bench marking tool, energy reduction recommendations, and potential funding opportunities. Services are available to government, multi-family, commercial, industrial, and agricultural gas customers.

D. MINUTES TO APPROVE

1. Minutes were not included in packet. Linda Stoll requested that staff follow up and see which minutes still need to be approved.

E. COMMUNICATIONS

1. **Valley Transit Update (Email from Roger Kanitz)**
Copies of full report are available.
2. **HUD Regional Sustainability Planning Grant (Linda Stoll)**
Linda Stoll explained that multiple partners were applying for a regional planning grant that will be focused on livability across a large regional area. It will include a life study, compilation of existing planning documents, and GIS modeling.

F. REPORTS

1. **Green Procurement Policy (CDD Staff)**
Board members discussed the green procurement policy that had been recommended for approval. Mayor Merkes explained that the policy has not moved forward because the financial side of the procurement policy needs to be rewritten as well. The Mayor said he would put together a timeline for the next meeting.
2. **Energy Reduction Goals (CDD Staff)**
Board members had inquired about the status of their memo to Mayor Merkes requesting that energy reduction goals be established. The Mayor explained that he

would like to have feasibility assessed before goals are set in order to know what is attainable. Also, the goals should be adopted as part of a sustainability plan rather than independently. The baseline study should also be finalized as part of the goal setting. There was discussion regarding various goals and Paul Van de Sand of WE discussed the services they have available.

3. NEV Ordinance (CDD Staff)

CDD staff explained that the state had been making changes relating to NEV and this had been preventing the NEV ordinance to move forward. There was a question as to whether or not county regulations had been changed yet. Staff will check on the county regulations and pending no changes, the NEV ordinance would be forwarded to Council for approval.

4. WI DOT Statewide Multi-Modal Improvement Program Grant (CDD Staff)

CDD staff explained that the city has submitted grant applications for two pedestrian/bike paths. The first project would establish a north-south connection along Province Terrace and through the wetlands to STH 10/114. The second project would provide another north-south connection on the eastern-most border of the city along Lake Park Road. Commissioners discussed the proposed trails and their relationship to the larger trail network.

5. Fire Station 36 Stormwater Demonstration Project (CDD Staff)

CDD Keil explained that multiple partners are involved in developing a stormwater demonstration project for the new Fire Station 36 to be located at the intersection of Manitowoc Road and Province Terrace. Davel Engineering will be providing engineering, Calumet County will be assist with designing the rain gardens, NEWSC is assisting with signage, and Wild Ones may contribute as well. The intent is to accommodate all stormwater on site by installing three rain gardens, a bio-filter to capture parking lot runoff, and a created wetland.

G. DISCUSSION

1. Sustainability Board Organization and Functions

Linda Stoll handed out a draft sustainability action plan and explained that she thought that internal connections between the Sustainability Board and staff, council, other boards are missing. Various organizational options were discussed, including assigning Sustainability Board members to other city boards and commissions, assigning an alderman to the Sustainability Board, reorganizing as a permanent board, and creating a joint committee with the school district. Board members also discussed the overall vision and sustainability policy and should set it? Mike outlined a planning process that included setting the vision, establishing a baseline, establishing policy, developing a plan, implementing, and providing ongoing education and awareness. Linda summarized various approaches for vision casting and explained that its importance was that it describe the end result, it did not just list stuff to do. Mike recommended that the board focus on drafting a Sustainability Policy to forward to Common Council. It was

agreed that this would be the only agenda item for next meeting and that other items will be on hold.

2. Open Meetings Laws

At the Board's request, CA Pamela Captain was available to answer questions regarding open records laws. She explained that the purpose of the open meeting laws is to keep the discussion and decision making process open to public, even if no action is being taken. She explained that any correspondence that is distributed to all or majority of Board members that relates to the Board's functions needs to be identified in the agenda as a correspondence or communications. Comments and input on articles, etc. must be conducted in an open meeting or as a correspondence to the Board. Board members had questions about event planning and special projects. CA Captain explained that if the activity relates specifically to a Board function, then meetings or similar activity needs to be posted with an agenda. Individuals can be assigned tasks, but the group in any size cannot make decisions outside of a posted meeting. She explained that sub-committees, training events, conversations, comments, online meetings, chat rooms, and electronic meetings all subject to open records and agenda posting requirements. Items can be distributed via electronically but must be included on agenda as a communication or correspondence. She recommended that Board members send items to a staff member only to be placed on the agenda as a communication/correspondence for the Board to review.

3. Project Planning: Goals for Energy, Transportation, Waste Management, Purchasing

There was no discussion on this item pending resolution of Item G.1. above.

4. Municipal recycling collection (Kathy Thunes)

There was no discussion.

H. ACTION ITEMS

1. None

I. ADJOURNMENT

1. Kathy Thunes made and Mike Dillon seconded a motion to adjourn at 8:38 pm. The motion carried.

WISCONSIN'S SOLAR DECADE

2010 SOLAR DECADE CONFERENCE SEPTEMBER 29, 2010
FRONTIER AIRLINES CENTER MILWAUKEE, WISCONSIN

2005 to 2015

Join renowned industry experts for a one-day conference packed with everything you need to know about the benefits of solar energy for your home, business, and career!

Hurry, the early bird discount expires on September 8, 2010!

Learn more and register today at solardecade.com.

The Wisconsin Solar Decade Conference offers a comprehensive solar energy educational opportunity for your home, business, and career. Through panel discussions, courses, and keynote addresses, you will explore the latest solar technologies and applications, the state of the market, and what's in store for solar energy in the future. Check out the industry's latest and greatest technologies on display in the exhibit hall and take advantage of a fantastic opportunity to meet and network with consumers, manufacturers, retailers, and installers who share your interest in solar energy.

WHEN AND WHERE

September 29, 2010

8:00 a.m.–6:00 p.m.

Frontier Airlines Center (formerly Midwest Airlines Center)
Milwaukee, Wis.

WHO SHOULD ATTEND?

Anyone interested in learning more about solar energy including, but not limited to: architects, business leaders/owners/developers/designers, electricians, energy consultants/managers, engineers, facility managers, homeowners, manufacturers, residents, solar electric installers/retailers, solar thermal installers/retailers/manufacturers, students, and teachers.

REGISTRATION FEES AND DEADLINE

Registration fees include conference admission, materials, continental breakfast, and lunch.

Online:

Early bird discount: Pay just \$125/person until Sept. 5;
\$150/person from Sept. 6 – 5:00 p.m., Sept. 27

At the door on Sept. 29:

\$175/person, unless sold out

AGENDA

8:00 a.m. Registration, Exhibit Hall, Breakfast

9:00 a.m. Welcome

9:15 a.m. Keynote by Julie Blunden, Vice President for Public Policy and Corporate Communications of SunPower Corporation

10:45 a.m. Breakout Sessions

- Solar Business Strategy for 2010 and Beyond
- Net Zero Energy Commercial Buildings Concepts and Case Studies
- Classic Solar Electric and Solar Thermal Projects Case Studies
- Solar Electric Modules, Racks, and Inverters Panel

12:30 p.m. Lunch

1:00 p.m. Keynote by Jeffery D. Wolfe, P.E., Co-Founder, CEO, and Chairman of groSolar

2:00 p.m. Breakout Sessions

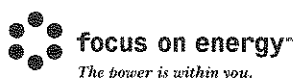
- Wisconsin State Solar Policy Panel
- Future of Solar Electric Technology
- Wisconsin Community Case Study and Panel
- Wisconsin Solar Electric Supply Chain Panel

4:00 p.m. Breakout Sessions

- PACE Panel
- Installing NEC Compliant Systems Panel
- Wisconsin Solar Programs Panel
- Wisconsin Solar Thermal Supply Chain Panel

6:00 p.m. Exhibit Hall and Conference Closes

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REGISTER TODAY!

Early bird discount: \$125/person until Sept. 8 19
\$150/person from Sept. 5 – 5:00 p.m., Sept. 27
\$175/person, at the door on Sept. 29, unless sold out

THREE EASY WAYS TO REGISTER

1. **Online:** solardecade.com
2. **Mail:** Complete the attached form and mail to:
Midwest Renewable Energy Association, 7558 Deer Road, Custer, WI 54423
3. **Fax:** 715.592.6596

☐ **YES, I WANT TO ATTEND!**

Wisconsin's Solar Decade

Sept. 29, 2010

8:00 a.m.–6:00 p.m.

**Frontier Airlines Center (formerly Midwest Airlines Center)
Milwaukee, Wis.**

Registrant's Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____

Enclosed is a: ☐ **check** ☐ **credit card information**

Please make checks payable to Midwest Renewable Energy Association.

If you have questions, visit solardecade.com or call 715.592.6595.

Credit Card Payment: ☐ Visa ☐ MC

Card #: _____

Expiration Date: _____ Security Code: _____

Name on Credit Card: _____

Signature: _____

Where did you learn about this event?

☐ Energy Advisor ☐ Email ☐ Mailing ☐ Web Site ☐ Utility ☐ Other _____

**Hurry, the early bird discount
expires on Sept. 5, 2010!**

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mrea
midwest renewable energy association



Solar Water-Heating Program

July 2010



In an effort to offer more renewable energy options, we've developed a program that assists our electric customers with the upfront cost of a solar water-heating system. The program offers incentives or cash-back rewards which are determined by evaluating the expected annual energy displaced by the solar water-heating system. We've partnered with Focus on Energy (www.focusonenergy.com/renewable), and will match up to 100 percent of the reward amount from the state's program for projects in our electric service territory.

Eligible participants

This solar water-heating program is open to all We Energies electric customers.

Solar hot-water system requirements

Eligible solar hot water systems must meet all Focus on Energy system requirements. Go to www.we-energies.com/SHW and review the Focus on Energy forms for specific system requirements, or go to www.focusonenergy.com/renewable.



Residential and commercial customers

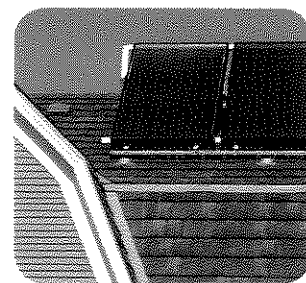
Residential and commercial customers may receive a direct financial incentive of a 30 percent match of the determined reward from the Focus on Energy Solar Water-Heating Program.

Residential and commercial customers are eligible for:

- Federal tax incentive and accelerated depreciation.
- Focus on Energy Solar Water-heating Program incentive.
- We Energies bonus incentive.

Non-profit organizations

Non-profit organizations may receive a direct financial incentive of a dollar-for-dollar match of the Focus on Energy Solar Water-Heating Program. Through the We Energies and Focus on Energy programs, non-profit organizations may receive grants totaling up to 65 percent of the cost of the solar water-heating system.



Go to www.we-energies.com/SHW for program details and applications.

2K10144-PW-IN-500



**Fox Valley “Advanced” Community Sustainability training
November 4 and December 16 (~8-4pm each day)
Appleton, WI**

***Re-energize and re-focus your community's sustainability activities!
Move from “green” actions to strategic sustainable objectives!***

Background

Several municipalities in the Fox Valley area have been involved in working towards sustainability for the past 1-3 years. Many have taken a number of positive steps and have accomplished a variety of sustainability projects and policy changes. As sustainability, community resiliency and green economy efforts move forward, how can these communities continue their momentum to move the Fox Valley strategically towards a more sustainable future?

Advanced Sustainability Training

You are invited to a 2- day workshop designed to give you and your community team an opportunity to re-energize your sustainability efforts, put strategies into practice, and identify strategic next steps.

By the end of the training you will be able to:

- Communicate about sustainability across departments and with local elected officials and the public; learn how to lead the leaders and gain municipal support
- Formulate sustainable visions for your community
- Select sustainability practices – actions, policies and initiatives – and strategically incorporate them into municipal operations
- Walk away with an action plan for a specific aspect of your community and tools to expand it to other areas
- Learn from other participating communities and share your story

Trainer

Lisa MacKinnon, Associate at The Natural Step-Canada, Project Coordinator at Dane County Clean Air Coalition . Her work focuses on Sustainable Community Development Education and Outreach. Past experience: Policy Director at 1000 Friends of Wisconsin. Education: University of California, Los Angeles, University of Wisconsin Law School

Who's invited:

This training will operate on a 'team' approach. Each municipality should identify a team of 5-7 individuals that can attend both training sessions. Invited municipalities are those that have had a sustainability effort underway for a couple of years and are ready to advance their efforts.

These municipalities include:

Town of Menasha
City of Menasha
City of Neenah
City of Oshkosh
Town of Greenville
Outagamie County
City of Kaukauna

Community Teams

Teams should be comprised of municipal staff, interested sustainability board members, and supportive elected leaders. When forming your municipal team, consider key functional areas that have a significant impact on sustainability efforts, such as community development, facilities and property management, purchasing, parks, public works and administration/financing. Look for individuals who are enthusiastic supporters of your community's efforts.

What's expected?

- Team members are expected to attend both days of training.
- There will be some pre-reading to do before the first training, and some team 'homework' to do between the sessions. The training consultant will be available to provide assistance between sessions.
- Each team will be asked to present their final work at the end of the second session

Outreach to Local Elected officials

Towards the end of the second session, there will be an opportunity to invite local elected officials to hear brief presentations about your communities' success and goals that have been developed through the training.

When

Session 1 – Thursday, November 4 2010, ~8am-4pm (specific times are yet to be determined)

Session 2 – Thursday, December 16, 2010, ~8am-4pm (specific times are yet to be determined)

Where

Paper Discovery Center (<http://www.paperdiscoverycenter.org/index2.shtml>)
425 West Water Street
Appleton WI

Cost

The cost for both days of training will be \$100 per community team of 5-7 people. This cost includes materials, breaks and lunch. The majority of the training expenses are supported by UW-Extension funds.

Registration

To register your community team, submit the following:

- Community Team names and email addresses
- A statement of commitment to both days of training and between session activities
- A brief statement about what your community hopes to gain and share from this training
- Send payment of \$100 by check payable to "Winnebago County" to Winnebago county UW-Extension, 625 E County Rd Y, Oshkosh, WI 54901. We can also invoice your community upon request.

Questions?

Contact:

Catherine Neiswender, UW-Extension Winnebago County, (920) 232-1972,
catherine.neiswender@ces.uwex.edu

Jim Resick, UW-Extension Outagamie County, (920) 832-5122, james.resick@ces.uwex.edu

Tentative Course Outline - More details will be added here as we have further discussions with Lisa

Pre-reading (provided)

Day 1 (November 4)

Community check-in

Review of pre-reading materials

Sustainability practice exercises

Applying strategic decision making to your community

Leadership Discussion – Bob Doppelt

Team assignment between sessions

Day 2 (December 16)

Team presentations on sustainability

Refine community plans

Open space discussion for next steps

Presentations to elected officials

ECOS-FV hosts VHBA Green Building Presentation October 7th

The October 7th meeting of ECOS-FV will feature VHBA member Cindi MacSwain, of Vanney-MacSwain Home Planning as she presents Green Building practices and issues from the builder's point of view.

Her presentation will:

- Describe community local ordinances supportive of good green building practices as seen by the home building and re-conditioning businesses of the Valley Home Builders Association (VHBA).
- Convey what are seen as the financial road-blocks to encouraging green home improvements.
- Provide information on green building certification programs, the building blocks of green building and examples of green residential projects here in the Fox Valley area.

October 7th Green Home Building/Remodeling

VHBA member Cindi MacSwain, Vanney-MacSwain Home Planning

6:30 to 8:00 PM

Menasha Public Library, Company E Room

Free and Open to the Public

This meeting will be a great opportunity for an exchange of ideas on how cities, businesses and citizens can “work jointly” to encourage wider community home improvement across the Fox Valley. The association will have a number of members here to help answer the audience questions.

Please plan to attend and encourage others that work with these community development issues to attend as well! We want to get this meeting on the appointment calendars of key area leaders as far in advance of the meeting as we can.

Attention: Community Sustainability and City Development/Finance Leaders!

As this is a rather special presentation, it would be great to know who will be attending so that we can be sure that we have conveyed this information to as many of the communities in the Valley possible. While not required, we would appreciate a quick RSVP to us by return e-mail at ecos.foxvalley@gmail.com so that we can ensure we are reaching as many different communities in the area as possible.

If you have questions about this event, please call Roger or Connie 722-6438.

Proposed Joint FV Community Earth Day 2011 Activity Document

At our meeting this month, it was suggested that a concise overview reference of the Earth Day 2011 activities being planned and developed by the numerous groups, businesses, and organizations here in the Fox Valley might be of great benefit to the community. Citizens would know what is happening when and where, while businesses and organizations might look to see where they could share speakers, resources, and/or work together on projects that different groups are already working on. At the least, it would be another way to get the word out about each of the events already in the works by the many active groups in the area. We also noted that area newspapers would likely be very interested in using the information of such a document if it was to develop.

Last year, the Green Bay Earth Week Coalition developed a very nice overview document and supporting web-site that helped to convey this type of activity information to their community. Their web-site at <http://google.com/site/greatergreenbayearthweek/home/resources> was very well done and is available for your review. Thanks to Linda Stoll, we were provided a copy of the overview sheet this past spring and it has caused us to think about it as the basis of a community wide communication project since.

As an initial suggestion, we envisioned that this type of over-view reference document might begin as a simple sharing of activities that are now in the planning process by any and all groups in the valley. Any event being planned for earth day might be briefly indicated on the list, along with contact information, which others in the community might then be able to piggy-back on in some way. This could start as a simple e-mail exchange of a word document between the groups/businesses they wish to be involved. It then could evolve into a more citizen friendly form of document, like that of the Green Bay Earth Day's document as we approach Earth Day.

Assuming this is not already being done here in the Valley, what we are initially looking for is a number of interested organizations and businesses that would like to be part of the lead-off group of the information sharing network and help us develop the framework of exchange that is needed. If you would like to be part of this sharing project and be listed as a sponsoring organization or business, please let us know by return e-mail.

Response to our initial discussions with groups has been positive to date and we have not yet found this to be a duplication of another area group's activity. Let us know if it is!

Interested organizations/contact info to date are:

- 1) Paper Discovery Center
- 2) Atlas Cafe
- 3) ECOS-FV Kathy Thunes (e-mail/phone number)
- 4)



EARTH WEEK 2010

The Coalition has lined up a great week of events to celebrate the 40th anniversary of Earth Day. In fact, because there are so many great events, we actually have more than a week planned. All events are free and open to the public unless otherwise noted.

Earth Week Activities are scheduled from Friday April 16, 2010 through Sunday April 25, 2010. The schedule is as follows:

FRIDAY, APRIL 16

Downtown Cleanup: 3:00-5:00 pm. Meet and park at the Hotel Sierra, 333 Main Street. Light refreshments will be provided. www.downtowngreenbay.com/downtowncleanup for more information.

SATURDAY, APRIL 17

Baird Creek Cleanup: Join volunteers 9:00 to noon at Triangle Hill, 500 Beverly Road (off Baird Creek Road) for the cleanup. Refreshments and light breakfast starts at 8:00 am. www.bairdcreek.org

East River / Joannes Park Cleanup: 8:00-11:00 am Meet at Joannes Park for the cleanup.

SUNDAY, APRIL 18

Container Vegetable Gardening: 1:00 p.m. Green gardening presentation at the Botanical Gardens, 2600 Larsen Road. Mark Konlock, Director of Horticulture, and GBBG staff will show how to grow your own veggies! www.gbbg.org

TUESDAY, APRIL 20

"No Impact Man" Film Presentation: 6:00 pm in the auditorium of the downtown Public Library, 515 Pine Street. Discussion will be led by Dr. Mike Draney, professor of Biology from UW-Green Bay immediately following.

WEDNESDAY, APRIL 21

Brown County Conservation Alliance Awards Banquet: 6 p.m. Rock Garden, 1951 Bond Street. Ron Vander Loop at (920) 494-4886 for more information and tickets to the banquet.

THURSDAY, APRIL 22 *EARTH DAY*

Readings at Local Elementary Schools: All day. Volunteers needed for the reading of "The Lorax" by Dr. Suess and "Miss Rumphius" to local elementary schools on Earth Day. Jodi Arndt at jla@lcojlaw.com

Leave Your Car at Home Day: All day. The community is encouraged to leave your car at home and walk, bike or take mass transportation to work.

Earth Day Literature Readings: Lunch hour. Volunteers are needed for to read environmental literature during the lunch hour at a downtown location.

Workshops at The ReStore: All day. Check out a series of green workshops throughout the day at the ReStore, 2956 Ramada Way #B. www.restoregb.org

Presentation by Dave Wann: 11:30 a.m. Author of "Affluenza and Simple Prosperity" to speak at NWTC, 2740 West Mason Street, cafeteria, Student Center Building.

Reverend Stephenson: 5:00 p.m. Reverend Steffenson will discuss environmental ethics at the Ecumenical Center at UWGB.

FRIDAY, APRIL 23

Critical Mass Bike Ride: 5:00 p.m. Join Chris Harrison and others during the annual Critical Mass Bike Ride, meet at the Court House.

Eco-Jam: 8:00 p.m. Celebrate a great week with the band MorSoul, a "green" band that travels around the country with its vegetable-oil fueled vehicle teaching people about alternative energy. Phoenix Club, UW-Green Bay campus, 2420 Nicolet Drive.

SATURDAY, APRIL 24

Fox River Clean Up: 8:00 a.m. Meet at St. Francis Park, Riverside Drive.

GREEN PARADE: 11:00 a.m. 1st annual Green Parade held downtown in the Broadway District. Maureen Davitt at (920) 217-1799.

SUNDAY, APRIL 25

Teddy Bear Hunt: 12:00 p.m. to 4:00 p.m., Osprey Point on County Highway GV (one mile south of the Highway 172/Cty GV exit). Families purchase a "hunting license" for \$15.00 (\$10.00 if family is a member of the Chapter). Jodi Arndt at jla@lcojlaw.com.

A huge thank you to our sponsors:

A Better Footprint, Baird Creek Preservation Foundation, Bonestroo Environmental, Brown County Chapter of the Izaak Walton League, Brown County Conservation Alliance, Brown County Public Library, Butterfly Books, Downtown Green Bay, Inc., East High School, Ecumenical Center at the University of Wisconsin - Green Bay, Erbert & Gerbert's Sandwich Shop, Friends of the Fox River Trail, Great Lakes Asset Corporation, Green Bay Botanical Gardens, Green Bay Film Society, Just Act Natural, Kavarna, Liebmann, Conway, Olejniczak & Jerry, Northeast Wisconsin Technical College, Olde Main Street, Inc., The Reader's Loft, ReStore, St. Norbert Abbey Justice and Peace Committee, University of Wisconsin - Green Bay's Public and Environmental Affairs Council, Wisconsin Public Service Foundation



Find us on facebook!

Check out <http://sites.google.com/site/greatergreenbayearthweek>

From: Energy Center University [EnergyCenterof_WI@xmr3.com]
Sent: Thursday, August 12, 2010 4:18 PM
To: Greg M. Keil
Subject: Passive House with Meinhard Hansen of Freiburg, Germany, Sep 28 in Madison, WI

Trouble viewing this email? View it in your browser.



Tuesday, September 28,
2010

Madison Concourse Hotel
Madison, Wisconsin

[more](#) | [register now](#)

AGENDA

8:00 am—Registration and
Continental breakfast
8:30 am—4:30 pm—Program

PRESENTING FACULTY

Meinhard Hansen
Architect, Freiburg im
Breisgau, Germany



Meinhard Hansen is one
of the leading Passive
House architects in
Europe. Prior to his
architecture studies he worked
as a trained carpenter and
was the owner of his own
carpentry shop. This practical
knowledge helps Meinhard
when he is planning details for
his Passive Houses as well as
in the practical translation of
Passive House technology.
[read more...](#)



SAVE THE DATES!

**Expand Your Business with
Home Performance Services**
David Keefe
September 17, 2010 |
Janesville, WI
[learn more...](#)

The Passive House: An ecological building style rises to the top

PRESENTER: Meinhard Hansen

Discover the Passive House—the world standard for energy-saving construction! Passive Houses achieve enormous energy cost savings through the application of highly energy-efficient building components and advanced ventilation technology. Passive House builders employ a comprehensive approach that results in a price-worthy, high-quality, healthy and sustainably-constructed home.

In Germany, Passive Houses have exceeded the energy savings for heating established in the national standard for new construction by more than 80 percent. Heating costs are only 10-15Euro (\$15-20) per month and as a result, high energy prices do not affect Passive House residents at all. And super energy efficiency does not compromise comfort in Passive Houses—residents enjoy excellent indoor air quality.

BENEFITS OF ATTENDING:

Learn the technical aspects of a Passive House and how this concept has led to extremely high energy standards for more than 300 homes in Freiburg, Germany. Hear how the Freiburg community has reacted to the multitude of successfully completed projects.

AS A RESULT OF THIS TRAINING YOU WILL BE ABLE TO:

- Explain the fundamental principles of how a Passive House functions.
- Analyze the technical systems that are used in the construction of Passive Houses and illustrate how these systems work in conjunction with one another.
- Evaluate the materials which are used in Passive House construction and highlight their specific advantages and disadvantages.
- Identify marketing and sales opportunities that are unique to Passive Houses.

WHO SHOULD ATTEND?

Architects, builders, remodelers, contractors, code officials, building performance consultants, residential energy program design professionals and anyone interested in energy saving design and construction

CONTINUING EDUCATION UNITS

The Energy Center of Wisconsin is an Authorized Provider for the International Association for Continuing Education and Training (IACET) and is committed to developing quality learning activities. You will receive 0.7 Continuing Education Units for attending this workshop.

HVAC Retrofits for Energy Conservation

Ryan Hoyer, LEED AP
September 29, 2010 | Oak Brook, IL
[learn more...](#)

Lighting and Daylighting Design with Efficiency

James Benya, P.E., FIES, FIALD, LC
October 6, 2010 | Oak Brook, IL
October 7, 2010 | Hudson, WI
[learn more...](#)

Credit approval is pending for the American Institute of Architects (AIA), the Wisconsin Department of Commerce, Building Performance Institute (BPI) and the National Association of the Remodeling Industry (NARI) Certified Remodeler Certification.

COST

The registration fee for attending this training is \$129, which includes continental breakfast and lunch.

QUESTIONS?

If you need more information, want to cancel or make a substitution, or you have not received a confirmation and it is one week before the event, please contact Kristi Kaiser at 608.238.8276 x135 or kkaiser@ecw.org.



LIVE WEBINAR

SSL Technology and LED Lighting: New Tools in Your Toolbox

Avraham Mor, LEED AP, IESNA
September 15, 2010
2:00–3:00 pm Central Time
[learn more...](#)

Powered by the **Energy Center of Wisconsin**, Energy Center University offers live event and online continuing education programs to more than 4,000 commercial, industrial and residential building professionals every year. Learn the latest strategies to design, build and maintain high performance energy efficient buildings.

Energy Center University is an Authorized Provider for the American Institute of Architects, the International Association for Continuing Education and Training, and the U.S. Green Building Council.



THE BUILDINGS TEAM

Design decisions through energy, economics and emissions analysis

The Energy Center provides a wide range of services to assist architects, designers, owners, builders, manufacturers and utilities to improve their buildings' performance.

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May 18, 2010

Mr. Greg Keil
Director, Community Development
City of Menasha

Dear Mr. Keil:

You and I have known each other for some time. My wife and I were one of the first residents of Lake Park Villas, the City's endeavor to move its borders out to the east while at the same time creating a unique residential development, promising years of community growth to Menasha.

Over this last year we've realized the City is making a substantial effort toward the mantra of sustainability. To us this seems so important. Given the ways our American lifestyle has been exposed as way too throw-away - with the need to seriously reflect on what we really need to take and how to leave all future generations the same.

Late last year I became aware of the City's sustainability Board and attended a few meetings to better understand its goals. I also became aware of The Natural Step and how change can be implemented by setting the end goal and pulling into it as opposed to pushing towards it. It all made excellent sense.

The few meetings I attended also revealed other new and innovative views like LEED for green construction and joining together with other communities to gain experience by sharing. All of this has inspired me to be involved. Living a sustainable life parallels my own business of providing investment property owners with energy saving devices and services. What better way to contribute than to merge a personal and a community commitment for something you believe in.

With that said, I respectfully request consideration in joining the Menasha Sustainability Board if and when an opportunity may arise. I believe I could offer a technical angle from my background in energy systems and perhaps some insight by way of my experience actually implementing conservation and instituting the practices of wasting less and conserving more.

Respectfully,



Ed Kassel
834 Whisper Falls Ln
Menasha, WI 54952

EDWARD A KASSEL

834 Whisper Falls Lane
Menasha, WI 54952

Phone: (920) 268-1588

Cell: (920) 284 2766

ekassel@kelpinc.com

SUMMARY

Owner and current President of Kelp, Inc. Experienced engineering technical manager with broad range of skills and experience including technical supervision, design for six sigma, coordinating outside hardware and SW developers, and product testing. As Project Manager, guiding development of embedded microprocessor hardware, firmware and SW applications; as inventor, for designing remote data monitors and wireless controls for energy control and monitoring; holder of two patents and director of ConServPro.MX, a Mexican HVAC and energy subsidiary located in Sonora, Mexico.

PROFESSIONAL EXPERIENCE

KELP, INCORPORATED, Menasha, WI

2006 - present

President and CTO

Owner of HVAC and energy controls company providing wireless monitoring and control solutions for rental and investment property owners.

- Responsible for new product concept design, specification development, and hiring of outside engineering and manufacturing resources.
- Director of U.S. and Mexico subsidiaries: ConServPro.US, LLC and ConServPro.MX S de R.L. de C.V, providing automated wireless energy controls, computer controlled on-demand water heating and HVAC services for the U.S. and Mexico rental property market.

GE-ZENITH CONTROLS, INC., Chicago, IL

2002 – 2006

Project Leader, Electronic Controls and Communications

Reporting to GE Industrial Systems Technology: provide planning and project management of hardware and software product development for electronic controls of company's line of Automatic Transfer Switch product.

- Guide and direct staff through design issues, product planning and New Product Introduction.
- Conceptualize and drive new product ideas; work with customers, marketing and manufacturing on product enhancements, cost-out and R&D plan implementation. Major influence and contributor to overall product testing strategies. Green Belt.

PACKARD BIOSCIENCE, INC., Downers Grove, IL

1999 – 2001

Design Documentation Manager

Reporting to VP engineering, responsible for company design documentation, scientific databases, patents and engineering change process in the development of robotic Biomedical and gene research equipment.

- Solely responsible for justification, and procurement of MatrixOne PDM used to control company-wide product data, saving \$1.2 million/year in correcting miss-information across company disciplines. Created company web-based intranet to disseminate production data and facilitate product development processes, controlling all project deliverables to better meet FDA and ISO.

RES #080211-1

**A RESOLUTION ENDORSING SUSTAINABLE DEVELOPMENT, ESTABLISHING
GUIDING PRINCIPLES AND CREATING A SUSTAINABILITY COMMITTEE**

WHEREAS, sustainable development is defined as development which meets the needs of the present without compromising the ability of future generations to meet their own needs; and

WHEREAS, sustainable development strives to achieve economic vitality and well-being for the community through responsible planning and management of interdependent social, environmental and economic factors; and

WHEREAS, the Town of Menasha acknowledges and considers the impact of its decisions and actions beyond its boundaries by supporting many of the principles that create a sustainable community; and

WHEREAS, the Town recognizes that growth and opportunity cannot be conducted at the expense of environmental protection and that managed growth and environmental stewardship are closely related; and

WHEREAS, the Town acknowledges that promoting sustainable development will help to ensure that all citizens will have opportunity to live in an environment that can support and sustain them; and

WHEREAS, the Town believes the implementation of an environmental ethic need not interfere with economic development and the practice of such an environmental ethic can be expected to enhance economic development; and

WHEREAS, the Town is committed to increasing the awareness and public profile of sustainability and fostering a sense of belonging and community; and

WHEREAS, the Town desires to develop a shared vision and culture of sustainability by building consensus through open and meaningful public involvement; and

WHEREAS, the Town will continue to strive toward creating an environment where citizens are committed to local and regional cooperation and a personal philosophy of stewardship; and

WHEREAS, the Town of Menasha is pledging to further educate itself about sustainable activities and to continue to develop initiatives in support of sustainable practices; and

WHEREAS, the Town concurs with the following four guidelines which were developed by the American Planning Association to help communities implement sustainable practices:

- Reduce dependence upon fossil fuels
- Reduce dependence on chemicals and other manufactured substances that can accumulate in Nature
- Reduce dependence on activities that harm life-sustaining ecosystems
- Meet the hierarchy of present and future human needs fairly and efficiently

WHEREAS, the creation of a committee is desirable to assist the Board in the development and implementation of a sustainability plan of actions and principles.

NOW, THEREFORE BE IT RESOLVED by the Town of Menasha Board of Supervisors, that the Town of Menasha endorse the principles of sustainability as outlined above and that the Town of Menasha will endeavor to apply these principles to its decision-making, planning, policy making and municipal practices and the Town Chairman and Town Board Members challenge the citizens of the Town of Menasha as well as private sector businesses to promote and embrace the philosophy and principles of sustainability.

BE IT FURTHER RESOLVED that the Town Board authorizes the creation of a Sustainability Committee as specified under Chapter 1.03 (5) of the Town of Menasha ordinances to assist in the implementation of specific actions and principles discussed above.

Adopted this 11th day of February, 2008

Requested by: Kate McQuillan, Supervisor #1

Submitted by: Arden Tews, Town Chairman

Arden Tews, Town Chairman

Attest: Karen Backman, Town Clerk

City Sustainability Policy DRAFT

It is the intent of the City of Menasha to be a sustainable community – one which meets its current needs without compromising the ability of future generations to meet their own needs. In adopting this policy, the Town of Menasha accepts its responsibility, through its operations, programs and services, to:

Economy:

Maintain a healthy, thriving and well-balanced economy comprising a blend of large and small businesses, which encourages the development of independent businesses and is resilient to the economic changes common to Wisconsin's economy.

Social Equity:

Continuously improve the quality of life for the City of Menasha community members without adversely affecting others.

Environment:

Enhance the quality of the air, water, land and other natural resources by minimizing human impacts on local, regional, and global ecosystems through greater conservation, reduced pollution, increased efficiency, and increased protection of native vegetation, fish and wildlife habitat and other ecosystems.

In working toward these goals, the City of Menasha will, when appropriate, align and partner with community groups, businesses, non-profits and neighboring communities.

Review the resolution!! Incorporate any items.

Healthy sustainability business development

More environmental responsible choices

Shared prosperity/ecological intelligence knowledge

Areas of special focus and/or interest:

Responsible Energy Consumption

Waste reduction

Brownfield Development & Utilization

Agriculture/food systems

Green building

Water/storm water