

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, February 19, 2013**

**6:00 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. [Jan. 15, 2013](#)
- E. COMMUNICATIONS
  - 1. [CDD Keil, 2/14/13; Status of Gilbert Mill Site Redevelopment/Shoreline Park](#)
- F. REPORTS
  - 1. Update on River-Gen project and board involvement in potential project outcomes
- G. ACTION ITEMS
- H. DISCUSSION
  - 1. Updating Sustainability Board Website
  - 2. Sustainability Board Annual Report and future work plan
  - 3. [Complete Streets/Active Communities - Linda Stoll](#) (Including ECWRPC - Fox Cities & Oshkosh Urbanized Area Bicycle and Pedestrian Plan)
  - 4. [Waste Management](#)
  - 5. [City of Menasha recycling events](#)
  - 6. 2013 Earth Week Partnership
- 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, January 15, 2013  
DRAFT Minutes**

**A. CALL TO ORDER**

Meeting called to order by Linda Stoll at 6:00 p.m.

**B. ROLL CALL/EXCUSED ABSENCES**

Present: Danielle Handler, Ed Kassel, Roger Kanitz, Linda Stoll, Kathy Thunes, Paul Van de Sand

Also Present: Mayor Merkes

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

No one spoke

**D. MINUTES TO APPROVE**

1. Motion to Approve the November and December 2012 Sustainability Board minutes by Paul Van de Sand, seconded by Roger Kanitz, motion carried

**E. Communications**

1. Roger Kanitz attended the Parks Board, requested further information regarding the Gilbert Site shoreline project for the Sustainability Board.
2. Kathy Thunes informed the group of a sustainability grant opportunity available through the Community Foundation. The deadline for application is January 31.

**F. Reports**

1. Ed Kassel provided synopsis of progress to date on the River-Gen project and described a checklist that is being developed for the project.

**G. DISCUSSION**

1. Updating Sustainability Board Website  
Danielle presented some concept ideas as to how the website could be more useful and user friendly. Mayor Merkes will get additional information if the page could be developed at UW Fox and the file inserted by city employees or if it would need to be created at the city level.
2. Sustainability Board Annual Report and future work plan  
Linda and Mayor Merkes met earlier today to develop a future work plan to present to the board. Four areas of emphasis would be Energy Reduction Goals, Active Communities, Waste Management, Bike/Ped funding best practices. Emphasis would be placed on best practices and goals to recommend to the common council based those practices others have used and how they related to maintaining neighborhood tax base and reducing costs.
3. Waste Management  
Danielle presented the preliminary survey data that UW Fox students collected. The city was divided into six areas to provide a broad representation of the population. The students will present the final results at a future date as well as at the state capitol in spring. Committee members requested additional information from the city to assemble a recommendation to the common council at a later date, including: total tonnage of waste and recyclables collected, average per capita tonnage of waste and recyclables collected in the area, number of stops with each size refuse container, and any best practices for volume based refuse collection and automated recycling collection. Information regarding the drop off site use will also be provided to the committee.

4. Complete Streets/Active Communities

Active community assessments can be used as a tool to maintain and grow the image and tax base of the community by focusing resources on things that make the community attractive to potential residents. Linda has volunteered to work with department heads to complete the survey for the City of Menasha. The Town of Menasha has already completed the survey.

5. City of Menasha recycling event

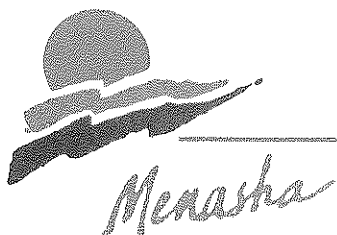
Date has been set for spring event April 27<sup>th</sup> in both the City and Town of Menasha. There will also be events in Neenah May 4<sup>th</sup> and at the Habitat ReStore April 20<sup>th</sup>. All four locations will be open to Menasha residents.

H. ADJOURNMENT

Motion made by Paul Van de Sand and seconded by Roger Kanitz to adjourn at 7:45 p.m.

Motion carried.

*Minutes submitted by Mayor Merkes*



### Memorandum

TO: Common Council  
FROM: Greg Keil, CDD *ck*  
DATE: February 14, 2013  
RE: Status of Gilbert Mill Site Redevelopment/Shoreline Park

City staff is currently working on putting together an application for WDNR Stewardship Grant funds for the shoreline area. The project proposed for funding will consist of shoreline restoration and enhancements including a trail, shoreline plantings, enhanced access for fishing and other amenities. The engineering/design firm RA Smith National is engaged in the design development for this project, and a plan for the shoreline park we be presented for review in the near future.

Preparations for the donation of the shoreline area are also underway, with a Certified Survey Map and an access easement to be presented to the Plan Commission and Common Council for consideration in March. The shoreline donation is a critical component of making this project work, as the value of the land being donated is the primary source of match for the Stewardship Grant.

With respect to the building demolition, it is expected that the area included in the shoreline donation will be presented to the city in a condition very close to final grade, and suitable for the installation of the trail and other improvements. It is also expected that the demolition of the remaining structures, except for the boiler house building and smokestack, will be completed in the next two months.

We are eagerly anticipating the conclusion of the protracted demolition phase on the former Gilbert Paper Mill site. The Stewardship Grant will restore the shoreline area to a condition where it can be enjoyed by the public, and with the end of demolition, the balance of the site will be put in a condition suitable for sale and development by private entities.

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- [Challenges](#)
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## Want to Conduct Your Own Waste Stream Challenge?

The Reduce Your Waste Stream Challenge is a program of the [Associated Recyclers of Wisconsin \(AROW\)](#) and is connected to the [Waste Less Wisconsin](#) program. If you are interested in learning more about how you can bring the Challenge to your Community, School, or Organization, AROW can work with you to make it happen.



[Click here](#) to download the Challenge flyer.

For more information, please contact Angie Lemar, AROW Program Director, at [programs@arow-online.org](mailto:programs@arow-online.org).

## About the Reduce Your Waste Stream Challenge

The Reduce Your Waste Stream Challenge started in 2010 when Waukesha County Recycling piloted the project with 33 households competing to reduce their waste and increase their recycling over the course of one month. The original concept was adapted from King County, WA, where King County Recycling ran a highly publicized waste challenge with 6 neighboring households in Seattle. Waukesha County took the idea and modified it to incorporate more households in more local communities.

Waukesha County Recycling did not develop this project alone. In coordination with the Associated Recyclers of Wisconsin, (AROW), a partnership was formed to develop the project as a sustainable program. This website and all related materials are designed to adapt similar Challenges hosted throughout partnering communities throughout the state.

The goals of the project are two fold: 1) to create awareness in the community about waste reduction and recycling and 2) to inspire a behavior-changing experience for those involved and those following along.

The Challenge asks participants to weigh their garbage and recycling they create in their household weekly, and actively try to reduce the trash weight and increase the recycling weight over the course of one month. Starting with a baseline week - a typical amount of trash generated by the household, before making extra efforts to reduce – each household can measure, in pounds, how much garbage they actually create. This is often eye-opening. Then, through various methods, households embark on trying to reduce the garbage weight down to virtually zero.

When a partnering community hosts the Challenge, the host's role is first to supervise the running of the project. Furthermore, they are in place to educate the participants, publicize the project, and measure and quantify the results.

For example, in the original 2010 Challenge, Waukesha County calculated that if only one quarter of the 88,000 households in the 25 partnering Waukesha County communities yielded the same results as the average Challenge household, 7,200 tons of garbage would be diverted away from landfills and more than 5,800 tons of additional recyclable material would be collected each year.

The future of the Challenge offers many opportunities for involvement of communities and individuals alike. Anyone can follow the Challenges and everyone is encouraged to take on the Challenge themselves. Waste, diminishing natural resources, and the wide-spread economic benefits of efficient recycling programs are issues relevant to everyone.

Please check back often and encourage those in your community to take interest and get involved in the Reduce Your Waste Stream Challenge!

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[www.ReduceYourWasteStream.org](http://www.ReduceYourWasteStream.org)

## Welcome to the Reduce Your Waste Stream Challenge Website!

Take the **Reduce Your Waste Stream Challenge** and reduce costs in your community!  
This program is a friendly, waste-reduction competition where you are challenged to reduce the amount of garbage you create and increase your recycling!

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### CURRENT CHALLENGES

Beginning on February 11th, 208 families from Brookfield Elementary School and the Waukesha STEM Academy have embarked on the *Challenge* to see how much waste they can reduce from their households.

To follow along click on the school logo below to go to their Challenge pages.



**Brookfield  
Elementary**



## Want to start your own challenge?

The Reduce Your Waste Stream Challenge is always looking for enthusiastic new groups to take on the Challenge! If you would like to learn more about how you can bring the Challenge to your community or organization, please [click here](#) to download the Challenge flyer or contact the Associated Recyclers of Wisconsin at [programs@arow-online.org](mailto:programs@arow-online.org).

**From:** Lisa Miotke [<mailto:lmiotke@wppienergy.org>]  
**Sent:** Tuesday, January 22, 2013 9:53 AM  
**To:** Kristin Sewall  
**Subject:** Fall Recycling Event- Oct 5th

Hi Kristin-

I talked with Lora at Recyclethatstuff and she has us marked down for Saturday, October 5<sup>th</sup> for the fall recycling event at this time. The utility thinks this will work a little better for scheduling so I hope with this much notice that the City and Town will be able to work with that date if they plan to participate again. Can you check if there are any conflicts? Of course we will be cross advertising both recycling days with our customers as usual.

Thanks!

Lisa

Learn more about the benefits of public power at [www.whypublicpower.org/](http://www.whypublicpower.org/)

**Lisa Miotke**

Energy Services Representative  
Serving Menasha, Oconto Falls, and New London Member Communities  
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Cellular Phone: 920-254-8931

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