

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, March 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, 2/17/09](#)
- E. COMMUNICATIONS
  - 1. [Energy Star Challenge \(Mike Dillon\)](#)
- F. DISCUSSION ITEMS
  - 1. Menasha's Farm Fresh Market
  - 2. Green Scene Art Show
  - 3. Potential Earth Day activities
  - 4. [Sustainability Board volunteer form](#)
  - 5. Status report on City Department TNS Presentations/Sustainability Policy
  - 6. Status report on Pool Baseline Study
  - 7. Status report on Demonstration projects - Stormwater/Water quality, natural landscaping
  - 8. Status report on Walking & Bike Audit
  - 9. Status report on Neighborhood Electric Vehicle Ordinance
  - 10. Status report on Sub-committee formation
  - 11. Status report on Valley Transit Meeting
- G. ACTION ITEMS
  - 1. Set next meeting date
- H. REPORT OF COMMISSIONERS
  - 1. Report on ECOS-FV meeting (Roger Kanitz)
  - 2. Report on Natural Step Study Circle (Mike Dillon)
- 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, February 17, 2009**

**MINUTES**

**A. CALL TO ORDER**

Meeting called to order by Linda Stoll 6:30 p.m.

**B. ROLL CALL/EXCUSED ABSENCES**

PRESENT: Linda Stoll, Becky Bauer, Roger Kanitz, Mike Dillon, Trevor Frank

ALSO PRESENT: Mayor Merkes, CDD Greg Keil, Sadie Schroeder, Kristin Sewall

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

No one spoke

**D. MINUTES TO APPROVE**

1. Sustainability Board Minutes, 1/20/09

Motion made by Mike Dillon, seconded by Becky Bauer to approve the minutes.

Motion carried.

**E. COMMUNICATIONS**

None

**F. DISCUSSION ITEMS**

1. City Department TNS Presentations/Sustainability Policy

The "Toward a Sustainable Community" toolkit is to be used as the framework for department head/supervisor sustainability training. The training is to focus on the the first four elements for adapting local governmental functions (energy, buildings, transportation/mobility, & procurement). It was suggested the waste management be added to the list.

The expected outcome of the training is that sustainability principles will be incorporated into departmental goal setting, planning, budgeting, management and implementation of departmental functions.

2. Pool Baseline Study

Greg Keil reported that the technology and costs for implementing solar water heating at the pool are still under consideration. Sustainability Board involvement in the broader baseline study is on hold pending hiring of a replacement for former Parks Superintendent Bob Huss.

3. Menasha's Farm Fresh Market

Kristin Sewall reported on the planning status of the 2009 market. She summarized the rules and regulations and reported that the Farm Market budget has a balance of \$173.00. The Farm Market is presently posted to five websites. There will be an article in the spring city newsletter. Several suggestions were advanced together with specific actions as follows:

- Distribute informational flyer to Menasha schools (Becky Bauer)
- Distribute informational flyer to Menasha Senior Center (Linda Stoll)
- Contact the Stone Cellar about selling root beer (Trevor Frank)
- Approach Mary Jo Weidert about hosting an arts and crafts booth for kids
- Create an email list with automatic Farm Market reminders
- Focus marketing efforts on families during summer school vacation
- Add the Farm Market to the Marina event listing
- Determine whether vendors accept food stamps
- Introduce a "Growing Local" cookbook into the market
- Set-up one stall for local/sustainable businesses to share
- Produce an article for "On the Water" magazine
- Create an opportunity for Master Gardeners to set up a display
- Host one main event (including entertainment) during the season
- Increase cross-cultural aspects of the Farmers Market
- Solicit support from health care providers and other potential sponsors-Marina and Master Gardeners

4. Demonstration projects - Stormwater/Water quality, natural landscaping  
No new activities were reported.

5. Walking & Bike Audit

Greg Keil reported that Linda Stoll furnished the template for conducting the "Livable Communities Analysis". Community Development Department staff will be entering information into the model and conducting the analysis. Becky Bauer and Mike Kading are to be contacted to obtain support from the schools and Fox Cities Greenways, respectively.

6. Neighborhood Electric Vehicle Ordinance

CDD Keil reported that he requested assistance from the East Central Wisconsin Regional Planning Commission to evaluate inter-community connections and put together a map of the Fox Cities designating where NEV use is permissible.

7. Sub-committee formation

Consensus was to use the sub committee list previously developed to create a list of categories and/or areas of interest and email it Sustainability Board members for review/comment. Following review, a general invitation will be distributed through the city newsletter this spring to develop a list of contacts/resource people for the Sustainability Board to draw upon for future initiatives.

8. Green Scene Art Show

Titled "Slow the Flow", the event will be held in July of 2009, and feature "hands-on" setups related to how various activities impact surface and groundwater. Becky Bauer will provide a stream flow model. – July 2009.

## G. ACTION ITEMS

1. Set next meeting date

The next meeting is set for March 17 at 6:30 p.m. in the Common Council Chambers, City Hall

## H. REPORT OF COMMISSIONERS

1. Report on ECOS-FV meeting (Roger Kanitz)

Roger reported that the meeting has been scheduled for Tuesday, March 10 at Heckrodt Wetland Reserve from 6:30-8:00 PM. The purpose of the meeting is to introduce the city and town of Menasha Sustainability Boards to the broader community and encourage citizen participation in sustainability initiatives.

2. Report on Natural Step Study Circle (Mike Dillon)

Mike reported that 8-12 persons have been attending the meetings held weekly at Heckrodt. Sadie Schroeder stated that she is a very enthusiastic participant.

3. Report on Wild Ones Conference

Roger Kanitz reported on the Wild Ones "Toward Harmony with Nature" conference held on January 24.

4. Wisconsin Conservation Voters Forum- Madison

Roger Kanitz announced that the forum is to be held on February 25<sup>th</sup>, and a contingent from ECOS Fox Valley will be attending.

5. Valley Transit Update

Roger Kanitz stated that a meeting is to be arranged with Valley Transit to discuss routes and potential service improvements. A date has yet to be determined.

## ADJOURNMENT

Motion made by Mike Dillon, seconded by Trevor Frank to adjourn at 8:40 p.m.

Motion carried

Respectfully submitted by,  
CDD Greg Keil

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

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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 difference in 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

You can also complete the form online at [www.cityofmenasha-wi.gov](http://www.cityofmenasha-wi.gov) and submit your results electronically (**further directions to be placed here when details finalized**).

### Energy Conservation

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

### Recycling/Reuse/Waste Reduction

- Home/Business Composting and Recycling
- Product Exchange/\_\_\_\_\_ Reusable Items
- "Buy Locally Initiatives"

### Native Planting and Water Quality

- Rain Garden and Rain Barrel Programs
- Native Planting Guidelines
- Planting for Wildlife Habitat and Diversity
- City Storm Water Management Program

### Transportation and Accessibility

- Biking and Walking Accessibility
- Safe School Route Evaluation
- Community Car and Bus Transportation

### Sustainability Planning and Leadership

- Education, Networking and Information Outreach
- Baseline Sustainability Audit of Menasha
- Menasha Sustainability Guidance Board

### Community Food and Health

- Home and Community Gardens
- Menasha Thursday Farmers Market
- Local Food Growing/Marketing
- Local Food Accessibility/Distribution
- Reduction of Chemical Use and Environmentally Harmful Pesticides

### Housing and Development

- Sustainable Housing Development Planning and Code Development
- Sustainable Evaluation of Menasha's Business and Shopping Network

### Community Culture and Heritage Preservation

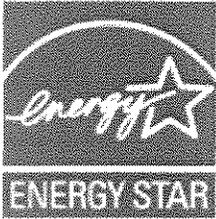
- Community History, Heritage and Preservation
- Music and the Arts to Celebrate Community Sustainability
- Network the Schools and Libraries to Educate Community on Sustainability
- Use Parks, Waterways, Nature Centers and Organizations to Showcase Sustainability
- Inclusiveness of Community Cultures for a Sustainable Future

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

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

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

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



# BRING THE ENERGY STAR CHALLENGE TO YOUR COMMUNITY

U.S. Environmental Protection Agency



- [Introduction](#)
- [Show Leadership](#)
- [Lead by Example](#)
- [Plan an ENERGY STAR Challenge in Your Community](#)
- [Support Community Energy Efficiency Initiatives](#)
- [Recognize Success Along the Way](#)

## Plan an ENERGY STAR Challenge in Your Community

There are a variety of ways to promote your involvement in the ENERGY STAR Challenge and involve others in your efforts. Promotional activities are an important way to educate the community about energy efficiency and to reward outstanding efforts to save energy, money, and help prevent climate change.

A great way to get started is to plan ENERGY STAR kick-off meetings in your community to announce your participation, and motivate other area leaders to join in improving energy efficiency and fighting global warming.

### What You Can Do

- ✔ Learn more about [sample event ideas and promotional items](#) (3.91MB) in EPA's collection of promotional best practices from ENERGY STAR partners.
- ✔ Consider these helpful planning tips when hosting or organizing an ENERGY STAR Challenge event:
  - Define the size of your event and who will attend ((local/state/federal officials, local business leaders, media/photographers, and ENERGY STAR Challenge participants from the community)
  - Plan the details (date/time, venue, invitations, agenda, talking points, slides, guest speakers)
- ✔ Use the [ENERGY STAR Challenge Toolkit](#) (Statistics and factoids on energy use; brochures, fact sheets, and posters)
- ✔ [Bring Your Green to Work](#)

### ENERGY STAR Resources & Templates

- ✔ [Plan an ENERGY STAR Challenge in Your Community](#)
  - ✦ [ENERGY STAR Challenge Toolkit](#)
  - ✦ [Bring Your Green to Work](#)
  - ✦ [Sample ENERGY STAR Event Ideas](#) (3.91MB)

## Louisville, Kentucky

### Follow Along With Louisville

#### Plan an ENERGY STAR Challenge in Your Community

Louisville Mayor Jerry E. Abramson and the city's staff launched their effort in December 2007. During two days of kick-off meetings, they announced the city's partnership with ENERGY STAR and motivated area business leaders to join the Challenge.



Mayor Jerry E. Abramson meets with city business leaders to bring the ENERGY STAR Challenge to Louisville.

The first meeting was held with city leaders and managers of city-operated facilities to explore how to use ENERGY STAR tools and resources to reduce energy waste in city buildings and publicize successes along the way.

At the second meeting, Mayor Abramson announced his commitment to launch a community energy efficiency campaign to more than 50 of the city's business leaders. At the meeting, attendees were provided with background information on the ENERGY STAR program for buildings, and best practices for achieving energy efficiency improvements with ENERGY STAR were shared. Representatives from the city's key industries attended the meeting to gain an understanding of their roles in helping the city meet its energy efficiency and climate protection

 [See all resources and templates](#)

goals. Attendees also had the opportunity to provide Mayor Abramson and city staff direct input on the necessary elements for a successful energy efficiency campaign in Louisville.

The city then reached out to private sector building owners and operators, and important local businesses such as Louisville Gas and Electric (an E.ON Company), Papa John's Pizza, and RML Property Management have joined ENERGY STAR as a result.

 **Resources**

- Key invitees for ENERGY STAR Kick-off meetings:
  - \* [City staff](#)  (13KB)
  - \* [Private sector](#)  (13KB)
- Invitation Letter from Mayor Abramson
  - \* [Invitation Letter](#)  (19KB)
- Kick-off Meeting Agendas
  - \* [Metro Staff Kick-off Agenda](#)  (72KB)
  - \* [Private Sector Kick-off Agenda](#)  (37KB)
- Kick-off Presentation slides:
  - \* [Metro Staff Kick-off](#)  (2.46MB)
  - \* [Private Sector Kick-off](#)  (1.95MB)

 [See all resources and templates](#)