

CITY OF MONONA
Sustainability Committee
Thursday, January 16, 2020
MINUTES - FINAL

1. Call to Order

6:30 PM – Meeting called to order by Alder Nancy Moore

2. Roll Call

Members Present: Alder Nancy Moore, Alder Molly Grupe, Sue Vogt, Dan Costello, Sarah Smith, Mark Buffat

Members Absent: Teresa Radermacher, Pat Howell

Staff Present: Brad Bruun, Elisa Guerrero

Guests: None

3. Approval of December 12, 2019 Meeting Minutes

Motion to approve: First - Sue, Second - Dan

4. Appearances

5. Unfinished Business

A. OEI Report Update - (Brad)

Given that Slipstream just released their final report the day of the committee meeting, this item was tabled and will be discussed at the next meeting.

B. Energy Campaign Update – (Sarah)

Sarah and Molly suggested that the Energy Campaign working group reconvene to work on promotional materials. They decided that they would lay out a timeline and action plan before the next meeting and that they will try to present either a digital or printed draft of materials in March.

C. Clean Energy for Residents/Businesses Outreach – (Nancy)

Residents: Nancy presented her outreach flyer designed to inform residents about sustainability programs within the city. She stated that one of the challenges of the project would be to distribute the flyers to residents effectively, before they are well into the design and construction process of their projects, since it's more common that their architects or contractors come to City hall for permits than the residents themselves. She asked for input about how to distribute these flyers to residents before they start their design process. Dan suggested that it be handed out as part of a 'Welcome to Monona' packet, since new families are often interested in improve their homes, and Molly agreed. The committee the discussed various ways of identifying new residents of Monona, including working with realtors to identify new house purchases, or getting the flyer sent to people who change their address through the US Postal Service.

Molly emphasized that if this flyer is to be distributed as part of a welcome packet, that other city departments should include information in the packet, to make it more comprehensive. Brad suggested that the flyer could be distributed through the City newsletter, and Mark suggested that it also be distributed via Nextdoor and other social media platforms. Nancy suggested that the welcome packet could be linked to on the City's homepage, so it is easily accessible. Dan volunteered to brainstorm ways to systematically distribute the flyer.

Businesses: Nancy mentioned that it would be more straightforward to distribute the business flyer, since businesses and commercial developments are far more likely to have to interact with the Planning department for their project permits. She also said that RENEW had offered to do small ribbon cutting ceremonies for businesses with sustainable projects, as a form of publicity. Nancy mentioned the idea of

creating an interactive GIS map of businesses with sustainable features as a form of publicity and education. Brad agreed with this idea and explained that the story maps could include pictures and a short blurb about each business, adding that the MSBI survey would essentially gather all of the data needed for the map.

Molly mentioned that focusing on the business outreach would be a more attainable goal for the committee this year, and Sarah agreed, saying it would help break up the work for the committee.

6. New Business

A. Monona Sustainable Business Initiative (MSBI) – Brad

Nancy shared that Treysta received a RECIP grant, which prompted Brad to share that the committee should introduce the MSBI survey and toolkit to the new MESBA leadership, since they can help distribute the survey. He continued that with the survey distributed, by midyear the committee might have enough data to fill in the spreadsheet and start promoting businesses in the city. The committee discussed how to present the survey to MESBA members, deciding that the information could be presented at a MESBA meeting.

Sue mentioned that she thought the tone of the introduction to the survey could be improved to be less heady and prescriptive and agreed to try re-phrasing the intro. Brad said that the City also has budget money to have a consultant look over the survey, before it is distributed. The committee decided that it would be beneficial to have someone from Sustain Dane review the survey, and Brad will reach out to his Sustain Dane contact to have them review the survey.

B. E-Cycling and E-Waste Earth Day Event

Brad explained that the City had done an event like this a few years ago, as a fundraiser for the golf team, and if residents were charged a small fee for dropping off material at the event, it would help keep event costs down. Molly said that involving the schools or other local organizations would help with event participation and marketing. Nancy agreed, saying that the e-cycling on its own felt a little underwhelming, but that partnering with others would help, especially since this year is the 50th anniversary of Earth Day. Dan suggested the name “Monona Spring Clean” as the event name and include trash pick-up in the parks, to which Brad replied that it is called ‘plogging’. Sue said that other groups could host events that the committee just advertises, so that the committee is not suddenly responsible for many events. The committee then brainstormed potential event partners, like the Aldo Leopold nature center, ReStore, the parks department, and the senior center. Sarah said she would create a list of partners. Brad explained that staff would be responsible for deciding what companies to partner with for the e-cycling event, and agreed to reach out to Jake Anderson at the parks department.

C. Recyclopedia/TerraCycling

Nancy shared that the current Recyclopedia is from 2014 and needs to be updated. Residents are doing a poor job of recycling and Advanced Disposal is unhappy about it. Dan suggested that in addition to updating the document, it could be turned into a social media campaign. Brad agreed that staff could reach out to Advanced Disposal to review the current document and make revisions.

7. Actionable Items

Brad will reach out to Sustain Dane to have them review and edit the MSBI survey.

Brad will reach out to Jake Anderson to discuss partnering with the Parks department on Earth Day events.

Staff will contact Advanced Disposal to review the Recyclopedia.

8. Adjournment

8:00 PM - Meeting Adjourned; Motioned by: First – Dan, Second – Mark

Next Meeting: Thursday, February 13th, 2020 at 6:30 PM

Please notify Brad Bruun at (608) 222-2525 or bbruun@ci.monona.wi.us if you cannot make it.