



Sustainability Commission

Regular Meeting

335 South Broadway
De Pere, WI 54115
<https://www.deperewi.gov/>

Final Minutes

Tuesday, May 9, 2023

5:30 PM

Council Chambers and Virtual

I. Call to Order

The meeting was called to order at 5:30 PM by Alderperson John Quigley

Attendee Name	Title	Status	Arrived
Jayne Black	Commissioner	Present	
Cindy Champeau	Commissioner	Present	
Emily Henrigillis	Commissioner	Present	
Randall Lawton	Commissioner	Excused	
Eric Rakers	City Engineer	Excused	
Nicole Slavin	Commissioner	Present	
John Quigley	Alderperson	Present	

Scott Thoresen, Public Works Director

Betty Sellenheim, Recording Secretary

II. Public comment upon matters not on the agenda. Comments made during the public comment period shall pertain only to matters under the jurisdiction of the Sustainability Commission. Section 6-3(f) DPMC

None

III. Items

1. Approval of the April 11, 2023 Sustainability Commission Meeting Minutes

Commissioner Slavin moved to approve the April 11, 2023 Sustainability Commission Meeting Minutes, seconded by Alderperson Quigley. Upon vote, the motion passed unanimously.

RESULT:	ADOPTED [UNANIMOUS]
MOVER:	Nicole Slavin, Commissioner
SECONDER:	John Quigley, Alderperson
AYES:	Black, Champeau, Henrigillis, Slavin, Quigley
EXCUSED:	Randall Lawton, Eric Rakers

2. Discuss Clean Air Initiative Work Plan

Scott Thoresen, Public Works Director, explained the intent of the discussion item and plan to have a program in place by the start of the fall school term. Commissioner Slavin apologized for not having set up the meeting with the work group to hash out ideas before the meeting and asked about the outline being presented to Common Council. Alderperson Quigley verified that the Common Council had reviewed the outline and approved moving forward. Mr. Thoresen outlined a few topics and questions he thought would be good to start with including what the campaign looks like, how to get information out to the community, and flyers or other published information. Mr. Thoresen explained what aspects staff can assist with. Mr. Thoresen explained that he believed the most time would be required in the creation of the brochure, pamphlet or published materials. Commissioner Black suggested utilizing the brochures and information publicly available from the Environmental Protection Agency (EPA).

Commissioner Henrigillis asked if people relate to EPA documents. Commissioner Black stated it was uncommon to relate to the EPA but stated the publications available were very good and contained good information. Mr. Thoresen stated that there was no reason to re-invent the wheel and Commissioners should be looking to utilize information and programs that exist. Commissioner Black suggested reaching out to the superintendents at the school districts to begin the conversation and get buy-in for the program. Betty Sellenheim, Recording Secretary, mentioned that it would be best to incorporate information from the EPA handouts but make them De Pere specific. Commissioner Henrigillis suggested creating a keychain with the campaign "catch phrase" on it to hand out to residents as a reminder each time they are in their car. Alderperson Quigley spoke in favor of having minimal printed materials and to offer more on the City website and QR code link for residents to get more information. Commissioner Black and Mr. Thoresen spoke in favor of utilizing EPA information to create a City specific set of information. Commissioner Henrigillis recapped what the Commission needed to accomplish including: creating a catchy title, designing a graphic, and compile resources/information and forward to staff. Alderperson Quigley provided a timeline of when staff generally begins returning to school for the fall term and outlined a few steps for information distribution. Commissioner Black suggested setting up a meeting with the Superintendents. Mr. Thoresen agreed with that plan and suggested reaching out in the next week or two to schedule a time to meet and discuss the campaign. Alderperson Quigley offered to attend the school meeting with Commissioner Black and asked Commissioner Slavin to draft a couple sentence overview of the campaign. Alderperson Quigley suggested obtaining a business or sponsor to move forward with the keychain idea. Mr. Thoresen stated that a small budget exists for sustainability projects that may be able to cover keychains depending on the cost. Commissioner Henrigillis offered to look at pricing for keychains. Commissioner Henrigillis offered to send Commissioner Slavin information she had compiled. Alderperson Quigley asked if information needed to be posted to the website if Commissioners should send it over to staff. Mr. Thoresen and Ms. Sellenheim stated that would work best. Ms. Sellenheim explained what exists and what will be added to the City website for the campaign and added that a QR code exists for the Sustainability Commission webpage. Alderperson Quigley asked for input on the outline section regarding periodic updates. Commissioner Henrigillis suggested social media posts in winter and Commissioner Slavin suggested refreshing the publications to include winter themes. Mr. Thoresen stated that periodic updates could also include new information from EPA or other sources. Mr. Thoresen agreed with having the campaign posted on social media and including at Farmers Market. Alderperson Quigley added that it would be important to highlight the middle-ground including having the car running for heat in the winter and a/c in the summer. Alderperson Quigley stated that initially the schools would be the locations being targeted, but the program could be expanded to include other areas including the park and ride. Mr. Thoresen pointed out that having the information on the website, social media, and at Farmer's Market would be above and beyond the schools. Alderperson Quigley suggested media appearances or Mayor's Corner. Commission member tasks were recapped. Ms. Sellenheim suggested bumper stickers as an alternative for keychains and contacting Commissioner Lawton and Lawton Company for sponsorship.

RESULT:	DISCUSSED
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3. Discuss Farmer's Market Booth

Betty Sellenheim, Recording Secretary, recapped the previous discussion regarding timing of Farmers Market and requests for topics. Ms. Sellenheim suggested offering the five broad topics provided in the agenda packet at all Farmer's Market booths for 2023. This would allow for more conversations and be easier on staff when setting up the booth each month. Commissioner Slavin added that it also helps Commission members become more knowledgeable about different topics and makes it easier to share that knowledge with neighbors and other community members. Alderperson Quigley spoke in favor of having all topics displayed for conversation starters. Commissioner Black stated she has been working with students in the schools to create a poster of invasive species and noxious weeds and asked if it could be displayed at the booth. Ms. Sellenheim stated that falls directly in-line with the topics and could be displayed. Scott Thoresen, Public Works Director, requested adding refuse/recycle proper sorting as a topic or interactive activity and suggesting bringing a Trex bench to display. Ms. Sellenheim cautioned against having too many items to display because of limited space in the booth. Commissioner Henrigillis asked if the landfill alternatives webpage would be built and accessed with a QR code. Ms. Sellenheim stated it would likely be built and linked on the Sustainability webpage to use that QR code for access. Commissioner Slavin spoke in favor of having the QR code that could be provided for residents to get more information on each of the topics. Alderperson Quigley explained the business-sized cards available in 2022 that offered the QR code for the Sustainability webpage on one side and the QR code for the Waste Wizard on the other for proper sorting. Commissioner Henrigillis suggested having the Wild Ones handout available for restorative landscapes. Commissioner Henrigillis offered to reach out and obtain some handouts for Farmer's Market. Commissioner Champeau suggested having the Clean Air Initiative keychains available at the booth.

RESULT:	DISCUSSED
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4. Discuss Sustainability Commission Social Media Content

Betty Sellenheim, Recording Secretary, highlighted the information she received from Commission members regarding potential social media topics and hashtags, along with a suggestion from the Social Media Coordinator to discuss creating a Slow Mow Summer post following No Mow May. Ms. Sellenheim recapped upcoming social media post requests. Ms. Sellenheim asked if the commission wanted to request the creation of a similar graphic for slow mow summer. Scott Thoresen, Public Works Director, asked if Andrew Pantzlaff, Social Media Coordinator, could possibly create a graphic for the Clean Air Initiative. Ms. Sellenheim stated that staff could ask, but commission members would need to provide the information and clear vision/direction of what they want it to look like. Alderperson Quigley shared concerns that Council members have with No Mow May, but stated the Slow Mow Summer approach would not require a resolution, as the point would be to keep grass grown to a height that remains under the ordinance restriction. Mr. Thoresen agreed with the listed height in the graphic remaining well within ordinance restrictions and stated it was another voluntary option for residents to look at. Commission Slavin added that it shows that the Commission is learning and reacting to the information/requests/complaints received. Ms. Sellenheim added that the Slow Mow Summer post would be a good time to introduce the new planned natural landscape ordinance revision. Commission members unanimously showed support of having Mr. Pantzlaff draft a Slow Mow Summer graphic. Commission Henrigillis offered to send staff the information regarding bee lawns. Ms. Sellenheim requested a volunteer to author a post for the mid-May. Commissioner Henrigillis offered to write a post about

light pollution and migrating birds. Ms. Sellenheim requested a volunteer to author a post for early June. Commissioner Slavin offered to write a post about boating and clean waterways. Ms. Sellenheim requested input on the hashtags listed. Commission members felt that #GreenDP and #SustainDePere were the most encompassing while not being overwhelming and long. Commission members discussed having emojis in the hashtag and stated it made finding them more difficult because you needed to use the emoji when searching. Commission members suggested the use of any combination of appropriate emojis to signify Sustainability Commission posts for the public (leaf, lightning bolt, raindrop, recycle symbol). Ms. Sellenheim stated if commission members had an additional call-to-action-hashtag to add when they volunteered to author a post, that it should be sent along with the post content. Commissioner Henrigillis asked if photos needed to be included with the post content. Ms. Sellenheim stated that they did not and that Mr. Pantzlaff prefers to use photos the City takes due to copyright issues.

RESULT:	DISCUSSED
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5. Discuss 2024 Sustainability Project Funding

Scott Thoresen, Public Works Director, requested that members begin thinking about projects they want to work on that would require funding sources that staff would present during the budget process that begins in July. Mr. Thoresen introduced the idea of a rain barrel program similar to City of Green Bay. Alderperson Quigley suggested members email staff with their ideas and budget requests. Alderperson Quigley stated he would be interested in supporting Greener Bay Compost by providing an incentive to City residents to sign up and offset the overall monthly cost. Commissioner Henrigillis stated the current cost per month and that Mr. Groshek is currently not taking new customers and has started a wait list. Alderperson Quigley stated his second project he would be interested in would be the addition of a solar panel similar to those seen on NWTC campus. Commissioner Black suggested surveying residents to see what they would like to see the commission request/fund. Alderperson Quigley stated the last survey was generalized and did not provide that type of insight. Alderperson Quigley added that it would be 4-5 years before another community survey would be completed. Betty Sellenheim, Recording Secretary, stated it could be a Sustainability social media post topic, that can be commented on or directs residents to a survey to complete. Commission members suggested offering three items and using emojis to vote on the item the community wants to see. Ms. Sellenheim also offered that a suggestion box could be available at the Farmer's Market for resident input. Mr. Thoresen stated he would bring the topic back for discussion in June and would need final decisions in July for budget. Ms. Sellenheim asked if it would be helpful to create a budget worksheet. Mr. Thoresen stated he would not need that since he does not need the level of detail that is required for other Capital projects and that Commission members could send an email with a description of the program they wish to fund and the amount required to be budgeted.

RESULT:	DISCUSSED
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IV. Future Agenda Items

None

V. Adjournment

Commissioner Henrigillis moved to adjourn the meeting at 6:32 PM, seconded by Commissioner Champeau. Upon vote, the motion passed unanimously.

Respectfully submitted,
Betty Sellenheim