



Sustainability Commission

Regular Meeting

Minutes

335 South Broadway
De Pere, WI 54115
www.deperewi.gov

Tuesday, January 14, 2025

5:30 PM

City Hall, Council Chambers 335 S.
Broadway, De Pere, WI 54115

I. Call to Order

1. Roll Call

The meeting was called to order at 5:31 PM by Vice Chairperson Alderperson John Quigley.

Remote: Emily Henrigillis, Randall Lawton, Carmen Van Schyndel, Rachel Weber, John Quigley, Anna Metzler

Absent:

Excused: Jayne Black, Nicole Slavin

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

None

III. Items

1. Approval of the November 12, 2024 Sustainability Commission Meeting Minutes

Commissioner Henrigillis moved to approve the November 12, 2024 Sustainability Commission Meeting Minutes, seconded by Commissioner Lawton. Upon vote, the motion passed unanimously with roll call vote.

RESULT:	Passed (UNANIMOUS)
MOVER:	Emily Henrigillis
SECONDER:	Randall Lawton
AYES:	Emily Henrigillis, Randall Lawton, Carmen Van Schyndel, Rachel Weber, John Quigley
EXCUSED:	Jayne Black, Nicole Slavin

2. Update on Composting Reimbursement Programs

Chase Kuffel, Assistant City Engineer, explained that the City of De Pere's partnership with Greener Bay Compost, LLC ended in 2024. Mr. Kuffel stated that participation dropped to 62 participants by the end of the year. Mr. Kuffel shared that participants diverted almost 6.5 tons of food scraps from the landfill during the partnership in 2024 of which the City subsidized a cost of \$5,791.50. Mr. Kuffel added that it would have cost the City \$347.42 in tipping fees at the landfill for that same 6.5 tons. Mr. Kuffel explained that with the end of the partnership with Greener Bay Compost, the City is partnering directly with the residents for reimbursement. Staff has heard from 23 participants to sign up for reimbursement for 2025, which equates to approximately \$3,000 of the budgeted funds for reimbursement. Mr. Kuffel stated that he expects participation to drop with residents being forced to do the work to be reimbursed. Mr. Kuffel added that he plans to carry over the remaining budget from 2024 as a buffer for the 2025

budget should participation spike.

Commissioner Weber commented on the use of the term subsidizing and stated it had been a concern during the integration of the partnership. Mr. Kuffel explained that as part of the partnership it was not to be used but as a City led program, it can be considered subsidizing. Mr. Kuffel asked commission members if their participation can be carried through the year for reimbursement tracking. Mr. Kuffel stated that only one commission member had reached out to staff to be included. Commissioner Van Schyndel asked if additional actions had been taken to increase the number of participants that reached out for inclusion in reimbursement, since there was not a large turnout from the initial letter. Mr. Kuffel stated that staff plans to contact participants in March reminding to turn in invoices for reimbursement and offered to send an additional letter if the Commission wished. Betty Marovich, Recording Secretary, added that staff will plan to post to social media to remind participants to turn in invoices for reimbursement. Mr. Kuffel added that Greener Bay Compost invoices also have a disclaimer to reach out to staff for reimbursement. Commissioner Van Schyndel asked if staff knew why the numbers dropped from July to December. Mr. Kuffel explained that it was dropping some customers and adding others, but added that in July the fees increased and in December participants were notified that they would be billed the full amount and have to request reimbursement from the City. Commissioner Van Schyndel asked if an update would be included in the April agenda. Mr. Kuffel explained that it would likely be May following reimbursement checks being issued and then quarterly following each reimbursement.

Discussion only. No action necessary.

3. Discuss Plan for Addressing the Alignment of the De Pere Sustainability Commission's Activities with Its Ordinance

Chase Kuffel, Assistant City Engineer, deferred to Commissioner Van Schyndel who recently met with a member of the Green Bay Sustainability Commission. During their meeting, they discussed how to ensure that the commission's activities can make the biggest impact as a collective group. Included in the packet is a copy of the Municipal Code Section 10-10 and draft plan for addressing the alignment of the Commission's activities with the municipal code.

Commissioner Van Schyndel shared that she had connected with an individual from the Green Bay Sustainability Commission and was able to sit down and learn how their commission is ensuring the biggest impact as a Commission, understanding that staff time is limited and Commissioner members have priorities outside the Commission. Commissioner Van Schyndel further explained that the draft plan for addressing the alignment of Commission activities that was provided in the agenda packet was a starting point of a guideline for evaluating what initiatives the Commission says yes to, how budget is allocated, roles of members, and how progress is measured.

Commissioner Weber asked for clarification on the purpose and authority of an ordinance and how it differs from the Municipal Code. Mr. Kuffel explained that an ordinance is a policy or rule for the City (staff and residents), adopted by Common Council. Once the ordinance is adopted by Common Council, the Municipal Code is updated to reflect the change. Alderperson Quigley added that ordinances can be enforced. Commissioner Weber asked if an ordinance would be temporary in nature. Mr. Kuffel explained that temporary changes are more often resolutions, which are more broad in nature.

Commissioner Van Schyndel stated she had been unclear about the differences between code and ordinance and during her meeting with the Green Bay Sustainability Commission member had been pointed to their ordinance which outlined why their Commission was created and what it is supposed to do. Commissioner Van Schyndel stated she is unsure how to evaluate the projects and ideas of the Commission to make sure they are aligned with the responsibilities and duties of the Commission. Commissioner Van Schyndel stated that Green Bay creates a matrices that evaluates how project align with their ordinance, whether the necessary individuals are available to work on the project, and whether a budget is available for the project. Through the matrices the project are able to be compared/ranked for

biggest impact. Alderperson Quigley spoke in favor of establishing a process to evaluate projects and their worthiness of continued work and effort. Alderperson Quigley added that when the Commission sees turnover and new members join, some frustration exists when the new individuals are not seeing action or enough progress on initiatives they feel strongly about or continued actions on initiatives that were brought forward from past members. Alderperson Quigley added that having a matrices to compare the initiatives could help reduce the frustration by showing how the projects were ranked/compared and allow the Commission to evaluate progress periodically. Commissioner Van Schyndel agreed with Alderperson Quigley's statements and added that it gives the Commission grounds for scrapping an initiative that no longer fits priorities or redirect a project to better align with the priorities. Commissioner Van Schyndel added that establishing a matrices could help distinguish areas of the ordinance that are not getting the proper attention. Commissioner Lawton shared the importance of learning and expanding knowledge on the Commission, including new sustainable practices and learning from the successes and failures of others. Commissioner Lawton suggested adding a probability of success or outcome/impact to the matrices for evaluation. Commissioner Lawton suggested revisiting the original City Green Tier Legacy Program Spreadsheet for ideas of initiatives that had DNR backing. Mr. Kuffel asked if the probability of success has a metric or if it is subjective. Commissioner Lawton stated that his experience with a probability of success had been qualitative measure of likelihood of success. Commissioner Van Schyndel stated that the matrix they are discussing would be a combination of objective and subjective considerations about initiatives to determine how each fits towards the goals and responsibilities of the Commission. Commissioner Weber asked if the matrix would be weighted. Commissioner Van Schyndel stated there are instances where weighted is appropriate and others where it would not be weighted. Commissioner Lawton stated that scenario methodology could be appropriate for what the Commission is doing. Commissioner Van Schyndel asked if the Commission had a work plan that was built off the ordinance. Alderperson Quigley stated that a workplan did not exist outside the duties and responsibilities laid out in the ordinance. Alderperson Quigley stated that the Commission has been using the agenda to discuss complex items to try and keep them moving forward and having this discussion is important to decide if there is a better path moving forward. Commissioner Weber commented that it is an appropriate time to be discussing this system since there are many new Commission members and some initiatives have been taken over from past members that are no longer active. Commissioner Weber supported the steps proposed in the draft plan and shared concerns about implementing based on the time between meetings. Commissioner Van Schyndel shared her ideas of how this draft plan could lead to a work plan that allows the group to create initiatives that align with the ordinance. Mr. Kuffel suggested having an agenda item once or twice a year that would review the current initiatives and discuss whether they were still aligned with the goals and purpose of the Commission. Mr. Kuffel offered to prepare this for the March meeting. Commissioner Van Schyndel supported that process, stating it would allow all present members to have a say on each initiative. Commissioner Weber stated she would like to see the Commission take a meeting to create the matrix for evaluating the initiatives and then use the following meetings to evaluate a few initiatives against the matrix. Commissioner Van Schyndel suggested reviewing the ordinance and creating the matrix/template for evaluation at the next meeting. Mr. Kuffel suggested focusing on section E of the ordinance regarding the powers and duties of the Commission. Commissioner Lawton asked if Commissioner Van Schyndel had received work plans for Green Bay. Commissioner Van Schyndel stated she had gotten the work plan from Green Bay and would send it to staff for inclusion. Alderperson Quigley asked how often Green Bay evaluated their initiatives. Commissioner Van Schyndel stated that it sounded like they review them every meeting, with the subgroup for each project sharing their current progress compared to the evaluation matrix. Commissioner Van Schyndel offered to reach out to Green Bay and see if they have an evaluation framework they could share. Alderperson Quigley offered to review past meetings to find any past discussions that relate to this topic. Commissioner Weber asked if during this review process, if some current initiatives could be dropped. Alderperson Quigley stated that it would be within the power of the Commission to edit the initiatives being focused on.

Discussion only. No action necessary.

4. Discuss Clean Air Initiative Updates

Chase Kuffel, Assistant City Engineer, stated the intent of this item is to allow for discussion on next steps, any updates pertaining to the clean air initiative, observations, and feedback from our commissioners. Mr. Kuffel added that staff has investigated a few options for spreading the word on the Clean Air Initiative outside of the schools including promotional materials (pens, notepads, etc) and educational banner over Reid Street. Mr. Kuffel shared that his communication with the school districts has diminished and is not getting the feedback needed to move forward further with CO detectors.

Betty Marovich, Administrative Assistant/Recording Secretary, stated that at one of the last meetings, the Commission had discussed a few alternatives for getting the word out about the Clean Air Initiative outside of the school environment. Ms. Marovich shared that one option, outside having printed materials at grocery stores or parks or having the Health Department post on social media, would be to purchase a banner for over Reid Street. Ms. Marovich shared that the cost for installation would be waived and the Commission would need to fund the cost of the banner. Ms. Marovich shared costs for a banner and other promotional materials. Commissioner Henrigillis liked the idea of having a branded keychain for the clean air initiative. Mr. Kuffel stated that the promotional materials and banner would not need to be exclusive to the clean air initiative and could be made for any initiative the Commission prioritizes. Commissioner Van Schyndel shared concerns over the promotional materials without a specific purpose, but supported the banner idea. Commissioner Van Schyndel asked how much is budgeted for these types of materials. Mr. Kuffel shared that there is a \$1,500 budget for clean air/CO monitors in 2024, along with \$10,000 for sustainable initiatives. Mr. Kuffel stated that he replicated those numbers for 2025 budgeted and will be requesting to carry-over unused budget from 2024. Mr. Kuffel added that the sustainable initiatives budget was slotted for pollinator gardens at the urban orchards, which staff would be discussing later in the meeting. Alderperson Quigley supported the Commission working outside the school to push this initiative forward and asked if Commissioners had a direction they wished to work based on the previous suggestions. Mr. Kuffel suggested waiting until current initiatives have been evaluated before making decisions for purchasing materials/banners or reaching out to other organizations or businesses. Commissioner Weber commented that she still intends to bring this initiative forward to a PTO meeting.

Discussion only. No action necessary.

5. Discuss Clean Energy Workplan Updates

Chase Kuffel, Assistant City Engineer, stated the intent of this item is to allow the Sustainability Commission the opportunity to discuss next steps and any updates pertaining to the Clean Energy Workplan.

Alderperson Quigley stated that he did not have any update to share. Commissioner Weber stated she did not have an update and added that the new evaluation tool may help direct this project moving forward.

Discussion only. No action necessary.

6. Discuss how the City of De Pere Sustainability Commission can support green initiatives during 2025 NFL Draft

Chase Kuffel, Assistant City Engineer, stated that Commissioner Black wished to discuss how the De Pere Sustainability Commission can support green initiatives during the NFL Draft. Mr. Kuffel stated that even though Commissioner Black is not in attendance, he wished to discuss this item including the City's position in regards to the Draft. Mr. Kuffel stated that Commissioner Black had provided an outline from the Green Bay Sustainability Commission of their recommendations for City sponsored events during Draft Week. Mr. Kuffel shared that the City of De Pere is separate from the Draft and Green Bay and clarified that the Draft is run by the NFL and Green Bay is still taking direction from them to support this event. Mr. Kuffel shared that the City may be asked to provide police force and/or

barricades, but otherwise is separate from the event. Mr. Kuffel added that the City of De Pere is promoting themselves as being open, allowing construction and utility work. Mr. Kuffel stated that he was not aware of any City of De Pere sponsored events taking place during Draft Week that the Commission could tie on to. Mr. Kuffel stated that the De Pere Sustainability Commission could try to partner with Green Bay Sustainability Commission, but did not suggest it. Mr. Kuffel highlighted key points on the recommendations from the Green Bay Sustainability Commission for City of Green Bay sponsored events during Draft Week.

Alderperson Quigley suggested offering to volunteer at events being supported by Green Bay Sustainability Commission. Commissioner Weber suggested having a booth during the event. Commissioner Weber questioned the likelihood of the Green Bay recommendations being followed for events. Commissioner Van Schyndel shared what she has heard from individuals attempting to engage during Draft Week and added that she feels that Green Bay has issued guidelines in the hope that some get followed to make it a bit more green than it had been without them. Mr. Kuffel reiterated that the guidelines are tied only to City of Green Bay sponsored events and not NFL or private businesses. Commissioner Van Schydel suggested offering support for City of De Pere events that may be happening during that time due to the increased visitors to the area. Mr. Kuffel stated that with the next meeting being in March, to have an actionable plan prior to Draft Week would be difficult and not a good use of Commission time. Commissioner Lawton stated he did not see an opportunity for the City of De Pere to brand themselves or the Sustainability Commission during this event. Alderperson Quigley stated that his impression is that it will be like a packer game day times ten with a lot of partying and waste, but does not see how the City of De Pere or Sustainability Commission can impact the event or visitors to the area.

Discussion only. No action necessary.

7. Update on Pollinator Gardens at De Pere Parks

Chase Kuffel, Assistant City Engineer, stated that he attended the November 21, 2024 Board of Park Commissioners where they unanimously approved the Sustainability Commission to pursue the installation of pollinator gardens abutting the City's urban orchard sites at Braisher Park, Samantha Park, VFW Park, and Voyageur Park. Mr. Kuffel stated that a copy of the memo presented to the Board of Park Commissioners was included in the packet for reference. Mr. Kuffel added that the Urban Orchard Committee has also approved this installation. Mr. Kuffel outlined the next steps including drafting a request for proposals (RFP) for the design and construction of the pollinator gardens at these locations. The RFP will also include a provision for weeding and maintenance of the gardens for the duration of the year and/or until a volunteer group is brought on board to take on the pollinator garden maintenance. Mr. Kuffel stated that staff will bring the draft RFP forward to the Commission for review prior to sending it to prospective firms. Mr. Kuffel stated that Commissioners can provide staff with information on companies they want to have included in the RFP process and stated that City policy would be to get the RFP to at least three companies.

Commissioner Lawton shared that he had installed a pollinator garden and suggested getting the RFP out early to have the best opportunity for plant availability and installation. Commissioner Lawton suggested installing signage for plants on their benefits; why that plant is included and what insects/pollinators it helps and how. Commissioner Weber asked if staff would be looking for input from Commissioners on species selection before drafting the RFP. Mr. Kuffel stated that he does not have the expertise to dictate species but if the Commission has specific recommendations they could be sent to staff for inclusion, otherwise it would be left up to the firm to create their own plan for species mix. Mr. Kuffel added that if not based on the species, there needs to be metric (such as price) to keep the firms aligned enough to compare. Alderperson Quigley stated that it will be pertinent to add to the RFP that the installation of the garden is to attract pollinators to improve the quality of the urban orchard. Commissioner Lawton suggested including deer resistant plants, along with being beneficial for the orchard trees. Mr. Kuffel

asked Commissioners to email him by the end of February if they have any recommendations to be included in the RFP, with draft review at the March meeting and final approval at April meeting before sending out for proposals from firms.

Discussion only. No action necessary.

IV. Future Agenda Items

Commissioner Van Schyndel requested a list of initiatives that are "active" for review at the March meeting.

V. Adjournment

Alderperson Quigley moved to adjourn the meeting at 6:37 PM, seconded by Commissioner Van Schyndel. Upon vote, the motion passed unanimously.

Respectfully submitted,
Betty Marovich