

Manitowoc Sustainability Committee Meeting Minutes
January 22, 2015*

The meeting was called to order by Jon Reisenbuechler at 5:00 pm.

Members present

Jon Reisenbuechler
Adam Becker
Tony Fodden
Judi Northen

Member Updates

Judi has been communicating with Margaret Gerhard, who gave a presentation at our Committee's October 23rd meeting on the benefits of front-yard native plant gardening. Margaret has offered to work with Judi in compiling a folder containing this information, along with her extensive lists of contact people and organizations, for our Committee to use should an opportunity arise to implement this type of gardening in Manitowoc. Judi asked if such a folder would be desirable, and Jon responded that he thought it would be better used if presented to an organization such as Master Gardeners or UW Extension, or Margaret may want to condense this information into an article that could appear in the Manitowoc Herald Times Reporter.

Jon further suggested that Margaret be invited to have a display table at Earth Day. Judi stated that she will convey the Committee's suggestions and Earth Day invitation to her at the earliest opportunity.

MPU Tour

Committee Members Tony Fodden and Jon Reisenbuechler attended a tour arranged by Adam Becker. Jon and Tony reported that the tour was enlightening—for example it was learned that the facility burns very little coal, instead using coke and paper pellets which are more beneficial for the environment.

Committee Purpose Review

In response to an inquiry by Judi regarding future projects, Tony explained that the committee's focus is to serve the community through education, including Earth Day, the proposed booth at Manitowoc's Farmer's Market, and publishing four newspaper articles per year.

In addition Tony went on to say that the Committee advises, upon request, the Mayor and Council on any sustainability issues that may arise.

A discussion followed regarding the possibility of working with other organizations on projects related to sustainability.

Membership

It was brought up that one of the keys to future projects would be soliciting new Committee members. Tony stated that ideally we would have one or more members from the education and business sectors, and he further stated the benefit of having someone from an environmental organization such as Woodland Dunes. Tony asked about the Unitarian Universalist person that is on the Farmers Market Advisory Committee. Judi will find the name of this person and advise the Committee as soon as possible.

Discussion then focused on compiling a list of people in the education and business sectors including those connected with the following organizations:

University of Wisconsin	Goodwill
Silver Lake College	"Mom and Pop" businesses
Lakeshore Technical College	Manitowoc Trading Company (Barry Nelson)
School Forest	

It was suggested that a newspaper article be created aimed at soliciting new members from these sectors, and that the article be submitted as a committee, rather than from any one member.

Educational Materials

The Committee has a supply of educational pamphlets that Jon would like to be distributed to local organizations. Before distribution, Jon will send out an electronic copy of the pamphlet to Committee members for review and any suggested updates. Should there be updates or revisions necessary, there is a concern about funding for the printing costs which will need to be addressed. Proposed distribution sites include Manitowoc County Recycling, MPU, Manitowoc and Two Rivers libraries, and the Unitarian Universalist Fellowship.

Earth Day

Date is tentatively set for Saturday, April 25, 2015. The advertising budget is in question, and this problem will need to be addressed.

Three locations were suggested: Lincoln High School, Silver Lake College, and the Manitowoc YMCA. Tony offered to contact Joe Metzen at YMCA, which was the location that received the most enthusiastic member response at today's meeting. There is a likelihood of increased attendance, even though the reduced available space would mean fewer exhibitors.

Jon will review the existing list of prospective exhibitors.

Judi received permission to have a Unitarian Universalist Environment Committee table, and the Committee also agreed to invite Bev Rawling to perform music again this year.

Next Meeting is scheduled for Thursday, February 12, 2015

Today's meeting was adjourned at 5:45 pm.

**Note: Since the Committee had no quorum today, these minutes merely describe discussion which took place, and will be re-visited at our next formal meeting, date and time to be announced.*