

CITY OF MONONA
Sustainability Committee
Thursday, March 10, 2022
Meeting 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, Sarah Smith, Dan Costello, Teresa Radermacher, Ken Walz,

Absent: Sue Vogt, Chris Conrad

Staff Present: Elisa Guerrero, Sustainability Coordinator

3. Approval of Minutes from the November 11, 2021 Sustainability Committee Meetings

Motion to approve: First – Molly, second – Dan. Passed with no corrections.

4. Appearances

None

5. Unfinished Business

A. 2022 Earth Week Event

Michele Westphall, from Resource Solutions, spoke at the meeting about the logistics of the upcoming Earth Day event and about the Resource Solutions recycling policies. One major change from the previous event was that lightbulbs and batteries could no longer be collected, because of safety concerns and potential fire hazards. She also said that the second year of events in a new location generally saw a 20% increase in attendees, so Monona could expect a larger crowd than last year.

The Committee discussed promoting the event through the City’s website, social media and newsletter, in addition to promoting through local schools (MGHS, MG21, Winnequah Elementary, Nuestro Mundo and One City Schools) and other organizations like MESBA. The committee also discussed how to make sure the event was being promoted equitably, like having promo materials translated, better understanding who event postcards would be sent to, and ensuring event information was shared widely across Monona. Elisa agreed to draft promotional language and send event information to the schools and organizations mentioned.

B. Other 2022 Outreach Events

The Committee reviewed the Parks and Recreation events calendar for 2022 and decided that the Memorial Day Parade, the Community Festival, National Night Out and some of the summer concert series would be the best events for sustainability outreach. Nancy said there should be further discussion of what the goal of event tabling will be and Dan shared ideas for making a sustainability committee display more interesting.

The Committee discussed getting a ‘Electric Lawnmower Brigade’ together to be part of the Memorial Day Parade. Committee members agreed to recruit people to be in the brigade and Elisa said she would reach out to the parade organizers about the idea.

6. New Business

A. 2021 Dashboard Feedback

Elisa asked for feedback from the Committee about how to make the annual sustainability dashboard a more effective outreach tool. Dan recommended thinking about what kind of story is telling and structuring the dashboard around that narrative, such as progress towards clean energy goals. Ken suggested using more targeted statistics, like building Energy Use Intensity (EUI), to better explain what improvements in efficiency have made and to reduce the number of complex graphs and charts that the audience has to read. The Committee talked about the importance of contextualizing data presented in the Dashboard within a larger narrative. Elisa agreed to take all the feedback, restructure the Dashboard and then send a draft to Dan and Ken to review and make final edits.

7. Diversity, Equity, Inclusion Discussion Items – Projects, Programs, Policies, or Budget Considerations for Council Advisement

The Committee discussed making the Earth Day event accessible to people who might otherwise have trouble attending the event, like seniors who are affiliated with the Senior Center or other groups. Molly agreed to coordinate with the Senior Center.

8. Important Updates from Committee Members or Items to Consider for Future Agendas

Molly said this would likely be her last sustainability committee meeting as an alder and expressed how much she had enjoyed working with everyone on the committee.

9. Actionable Items

None

10. Adjournment

Motion to adjourn: First – Molly, second – Dan. Passed at 8:00pm.