

## **SUSTAINABLE LA CROSSE COMMISSION**

Thursday, December 22, 2011

Administrative Center, Room 3220, 400 N. 4<sup>th</sup> St.

4:00 p.m.

**MEMBERS PRESENT:** Marilyn Pedretti, Dan Bagniewski, Mike Giese, Sharon Hampson, Wayne Olson, R. Jean Salk, Sara Sullivan, Rob Tyser

**MEMBERS EXCUSED:** Richard Swantz

**MEMBERS ABSENT:** None

**OTHERS PRESENT:** Karl Green, Margaret Norden, Jerry Severson, Glen Jenkins, Maureen Freedland, Bob Seaquist

### **CALL TO ORDER AND ROLL CALL**

Chair Marilyn Pedretti called the meeting to order at 4:00 p.m.

### **PUBLIC COMMENT**

None requested.

### **REAPPOINT DAN BAGNIEWSKI, WAYNE OLSON, RAINTRY JEAN SALK, AND ROB TYSER AS SUSTAINABLE LA CROSSE COMMISSION CITIZEN MEMBERS FOR A TWO-YEAR TERM TO EXPIRE DECEMBER 31, 2013**

**MOTION** by Hampson/Giese to reappoint Dan Bagniewski, Wayne Olson, Raintry Jean Salk, and Rob Tyser as Sustainable La Crosse Commission citizen members for a two-year term to expire December 31, 2013. **Motion carried unanimously.** Swantz excused.

### **APPROVE MINUTES OF OCTOBER 27, 2011**

**MOTION** by Giese/Sullivan to approve the Minutes of October 27, 2011. **Motion carried unanimously.** Swantz excused.

### **AGENCY REPORTS/INFORMATIONAL UPDATES**

- CapX2020 update: A Resolution opposing CapX2020 was carried by County Board. It will be forwarded to the Public Service Commission. The deadline to file comments is December 23, 2011, at 4:00 pm.

### **STAFF REPORTS**

- Report on Solid Waste evaluation committee activity: Nick Nichols provided a written report that stated an ad hoc committee is making progress on issues affecting solid waste and recycling programs. He can provide copies of minutes. The next meeting is January 10, 2012. Mike Giese said there is a possibility of municipal collaborations.
- Report on Solid Waste community forest application: Nichols's report stated that the Solid Waste Department has been approved by the Wisconsin DNR for community forest status, which makes the department eligible for free trees and seed from state nurseries, and free technical advice from state foresters. Managed timber harvests will provide sustainable maintenance of about 88 acres of forest on the complex. The department plans to use timber sale proceeds to create public walking trails.
- Report on County Lot C parking lot lights: Jerry Severson reported that the Facilities Department will be replacing 10 year old fixtures with LED lights.
- City updates:
  - a) Sara Sullivan provided a report for the City of La Crosse. She and Dick Swantz have requested sustainability updates from department heads. There is work being done to update fuel usage data to account for purchasing partnerships and police department propane use. Green products will be inventoried in January. There has been data gathered on City solid waste. City Planning will be a partner to the Living Green Expo.
  - b) Mike Giese reported that the City of Onalaska will be upgrading lighting at the Omni Center, and looking for a return on their investment over three years.

## **RECOMMENDATION ON COUNTY AND CITY SIGN ORDINANCES**

Chair Pedretti reported that the County Planning, Resources & Development Committee held a public hearing on a sign ordinance for outlying townships that do not have their own regulations. There will be a first reading of the final ordinance draft at the January County Board meeting. Public comment was heard from the following:

- Maureen Freedland, county supervisor, spoke about energy waste and the need for sustainable practices related to digital outdoor advertising, and the aesthetic impact on the landscape.
- Glen Jenkins, chair of Coulee Partners for Sustainability, stated that Natural Step principles are not met, and he supported a resolution in favor of controlling outdoor advertising.
- Bob Seaquist, chair of the City of La Crosse ordinance review committee, encouraged adopting strict regulations, and spoke about public safety related to distracted drivers from changing sign displays.

Mike Giese stated the City of Onalaska planning commission has asked the planning staff to prepare a study, and has a public poll posted on their website. Chair Pedretti presented a draft of a motion in support of the County ordinance. The committee held discussion about a final draft, which they agreed would read as follows: **MOTION** by Giese/Tyser that the Sustainable La Crosse Commission recognizes a shared collaborative responsibility to lead our organizations in accordance with the principles of sustainability, and we support and encourage efforts by both the Cities of La Crosse and Onalaska and the County of La Crosse in adopting sustainable practices in regulating outdoor advertising including electronic displays, since community sustainability as it relates to energy consumption; waste; aesthetics; maintenance of community characteristics, including farmlands; scenic areas, including scenic corridors; historical preservation; rural and suburban qualities; and safety and light pollution, is beneficial to the quality of life. **Motion carried unanimously.** Swantz excused. A resolution will be presented at the January 26, 2012, meeting.

## **DISCUSS MONTHLY NEWS ARTICLE FOR MEDIA**

Nick Nichols volunteered to work with committee members and other staff on a regular news article to highlight sustainability efforts. He suggested rotating between City and County success stories. Discussion was held about approaching the *La Crosse Tribune* editorial board, and about including other organizations and businesses in the rotation. Mike Giese and Marilyn Pedretti will arrange to meet with *Tribune* editors.

## **PROVIDE INPUT ON NAME CHANGE FOR SOLID WASTE DEPARTMENT**

Nick Nichols provided a report that Hank Koch, the Solid Waste director, is seeking other names that would be more appealing to the public. Discussion was held over to the January 26, 2012, meeting.

## **BASELINE WORK GROUP UPDATE**

Rob Tyser stated he envisioned a rollout of sustainability indicators on the website to coincide with Earth Week. Discussion was held about the possibility of inviting a guest speaker.

## **DISCUSS BUILDING STANDARDS AND PRIORITIES**

Chair Pedretti stated that a building standards work group has been a goal of the commission, and recommendations could lead to a resolution for both the cities and county. Discussion was held about LEED and Energy Star standards, and consulting architects in the community who are familiar with them. There was further discussion about making additions to purchasing RFP's to include social and environmental criteria, and finding out what other facilities and organizations, such as Western Technical College and Mayo Clinic Health System, have in their policies. **MOTION** by Tyser/Salk to form a work group to look into building standards. **Motion carried unanimously.** Swantz excused. Jerry Severson, Marilyn Pedretti, Sharon Hampson, Dan Bagniewski, and Nick Nichols volunteered to participate in the work group.

## **FUTURE AGENDA ITEMS**

Report on consortium grant  
Review of sustainability in La Crosse County in 2011  
Resolution re sign ordinances

**DETERMINE 2012 MEETING TIMES AND LOCATIONS**

Discussion was held regarding meeting conflicts for both staff and committee members and various alternatives. It was determined that meeting times will remain the fourth Thursday of the month at 4:00 p.m. Further discussion was held about alternating meeting sites between the County and City of La Crosse. The next meeting will be January 26, 2012, at La Crosse City Hall.

**ADJOURNMENT**

**MOTION** by Hampson/Bagniewski to adjourn. **Motion carried unanimously.** Swantz excused. The meeting adjourned at 4:22 p.m.

**Approved,** January 26, 2012, Margaret Norden, Recorder