

Sustainability Committee Minutes
Village of Shorewood Hills
Tuesday, December 20, 2017
Village Hall – 810 Shorewood Blvd.

1. Meeting called to order at 7:33 pm by Committee chair Anne Readel
 - **Roll Call:** Members present: Nadeem Afghan, Eric Adelman, Karen Knetter, Mark Redsten, Cara Coburn Faris, Ty Cashen, Sarah Goldenberg, and Anne Readel
 - **Compliance with Open Meeting Law:** The meeting was properly posted.
 - **Approval of Minutes.** The November 14, 2017 minutes were unanimously approved.
2. **Discussion of sustainability initiatives in other communities:** Cara and Sarah conducted research on municipalities that are at the cutting edge of the sustainability movement and other small communities that are similar to VOSH. They examined the process that these communities followed, what resources the communities had for the effort, and the content of any sustainability plans.

Smaller communities defined sustainability similar to VOSH, had a volunteer coordinator for sustainability efforts, and obtained grant money and outside resources to get initiatives started. Smaller community plans tend to focus on energy, land management, water conservation, toxins, etc. However, many of the plans are written as static documents that are hard to understand, leading to some uncertainty on their usefulness. Some communities also utilized the Natural Step Framework, which is a system for identifying, analyzing, and measuring outcomes. Cara agreed to do more research on the Natural Step Framework and report back to the Committee at our next meeting.

Some communities utilized interactive and dynamic interfaces (rather than a static document) to help community residents and business understand sustainability issues. For example, Seattle maintains a website that lists various menu options identifying seven content areas (i.e., climate change, land use, etc.), which were then broken down into key initiatives and data tracking. They also provide a slide show with sustainability statistics. The website approach helps to memorialize the various efforts of the Committee and communities effectively to the public. The Committee was interested in further exploring the web-based approach.

The Committee also discussed additional ways to leverage any sustainability recommendations that come from the Committee. For example, perhaps the Village League could be a liaison for the social aspects of sustainability. The Committee also wanted to make sure we were also providing outreach to our elderly and youth populations. Regarding youth programs, the Village already has a robust internship program, educational programs for kids, and has received support from Eagle Scouts in the past. The Committee also acknowledged that it would help if we could have a sustainability coordinator to help with these efforts. While Village funding is tight, this might be an opportunity for a college intern. The Committee also acknowledged that it would need to look into what grants may be available. There are numerous individuals in the Village with grant writing experience; perhaps someone would volunteer to help with this effort.

Finally, the Committee discussed the possibility of becoming a sister city with another small municipality that also has an interest in sustainability in order to exchange sustainability ideas.

3. **Discussion of survey:** The Committee provided feedback on the survey and Anne will pass on the feedback to Fritz. In particular, the Committee wanted fewer questions, an explanation upfront on the purpose of the survey, and a few additional open-ended questions to capture additional ideas for sustainability. The Committee acknowledged that the survey may elicit responses from people that feel very strongly for or against sustainability practices. Thus, it also believed that we need to randomly survey some individuals.
4. **Action Items:** Cara will research and report back to the Committee on the Natural Step Framework. Anne will work with Fritz to update the Survey in light of the Committee feedback.
5. **Topics for Next Meeting:**
6. **Adjourned.** The Committee adjourned at 8:35 pm.