

Tuesday, September 1, 2020

**Ad-Hoc Committee**

6:00 PM

**McFarland Municipal Center**  
*Community Room*

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

***PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:***

***<https://us02web.zoom.us/j/85808391850>***

***Or by Telephone:***

+1 (312) 626-6799

***Webinar ID: 858 0839 1850***

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES.
  - a. Review and possible approval of the August 4, 2020 Ad-Hoc Sustainability Committee meeting minutes.
4. BUSINESS.
  - a. Presentation and discussion by Sustain Dane.
  - b. Discussion regarding Request for Proposals to create a Sustainability Plan for McFarland.
  - c. Discussion and possible action to make a recommendation to the Village Board regarding Resolution 2020-16, Resolution to Approving Participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program.
5. SCHEDULE NEXT MEETING DATE.
  - a. October 6, 2020 at 6:00 pm.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or [cassandra.suettinger@mcfarland.wi.us](mailto:cassandra.suettinger@mcfarland.wi.us)

**Working Draft - MINUTES**  
**Ad-Hoc Sustainability Committee Meeting**  
**August 4, 2020**

Members Present: Michael Tiboris, Mary Robb, Amber Meyer Smith, Bruce Fischer, Judy Taber, Angela Freedman (arriving at 5:41 p.m.)

Members Absent:

Staff Present: Andrew Bremer, Stephanie Miller, Matt Schuenke

1. CALL TO ORDER

Meeting called to order at 5:01 by Vice Chair Tiboris.

2. PUBLIC APPEARANCES

None

3. APPROVAL OF MINUTES

a. Review and possible approval of the July 7, 2020 Ad-Hoc Sustainability Committee meeting.

Tiboris moved to approve the July 7, 2020 minutes. Fischer seconded the motion. Motion carried 5-0.

4. BUSINESS.

a. Discussion regarding joining Wisconsin DNR Green Tier Program.

Tiboris asked for feedback from any of the attendees of the DNR zoom meeting on the Legacy Community. Taber summarized what she got out of the meeting and her concern over the time commitment of a Trustee, and the possibility of a committee member taking over that position. Bremer summarized items of interest from the meeting and broke it down into parts; roundtable communication from member communities on sustainability projects, the updates from DNR workgroups/staff and a presentation by Envision Solar regarding electronic vehicles charging stations. Bremer is speaking with staff members from other member communities to get their thoughts on the program; he has a few more people to whom he plans to speak and will provide an update at the next meeting.

Tiboris inquired if annual reporting is something that can be taken on by committee members or is this something that would have to be an additional workload to Village staff. Bremer indicated the people he has spoken to indicate the work has been handled by staff; there is no limitation that a community could not designate a community member to

handle the work. Bremer reviewed the annual reports from other communities. Bremer indicated the real time commitment is throughout the year as you implement the program and work on your local initiatives.

Tiboris summarized his concern is the staff and committee time commitment to the project, and the possible gap between the sustainability plan and the green tier requirements. Members discussed their ideas and concerns, and what mandates are required for the program.

Bremer reviewed his summary sheet for the program as provided in packets, along with reviewing the scorecard for the program.

b. Update regarding Request for Proposals to create a Sustainability Plan for McFarland.

Bremer updated members that the Village Board approved releasing the RFP, the Board made one change to remove social equity from one of the chapter topic themes under Community Health due to concerns there may not be enough consultants who would have the right skill set, therefore would not submit a proposal. It was also not one of the elements included as part of the resolution to create the committee. The Village Board is addressing this through another path. The due date for submittals is August 14, 2020.

c. Discussion regarding making a recommendation to the Village Board to establish the Sustainable McFarland Standing Committee.

Schuenke, based on information provided in packets, reviewed the difference between a standing committee and an Ad-Hoc committee as identified in the codes along with the rules and regulations needing to be followed. Schuenke also reviewed information as provided in packets from two other communities on their committee structure.

5. SCHEDULE NEXT MEETING DATE

a. Tuesday September 1, 6:00 pm

6. ADJOURNMENT.

Tiboris moved to adjourn. Fischer seconded the motion. Motion carried. Meeting adjourned at 5:58 p.m.



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Tuesday, September 1, 2020

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:** Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Presentation and discussion by Sustain Dane.

**PREVIOUS ACTION:**

**ISSUE SUMMARY:**

Lucia Hunt and Claire Schaefer Oleksiak from Sustain Dane will be joining the meeting to provide the Committee with an overview of their organization, the work they do, services and benefits they provide to local businesses, organizations and municipalities. More information about Sustain Dane can be found at: [www.sustaindane.org](http://www.sustaindane.org)

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

This agenda item is for discussion only. This presentation has been arranged for informational purposes to allow the Committee to network and gain a better understand of this sustainability focused Dane County organization and how it may benefit McFarland government, residents, and businesses.

**ATTACHMENTS:**

None



**VILLAGE BOARD SUMMARY SHEET**

**MEETING DATE:** Tuesday, September 1, 2020

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:** Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Discussion regarding Request for Proposals to create a Sustainability Plan for McFarland.

**PREVIOUS ACTION:**

July 7, 2020 Committee recommendation on RFP for Sustainability Plan

July 13, 2020 Village Board approval of release of RFP for Sustainability Plan

**ISSUE SUMMARY:**

The Village has received 15 proposals from consultants responding to the Village's Request for Proposal to create a Sustainability Plan for McFarland. The RFP had targeted the Committee's September 1st meeting for review of the Evaluation Team's recommendation on the preferred consultant, and a recommendation from the Committee to the Village Board. Due to the high volume of responses received it is taking the Evaluation Team longer than anticipated to review the proposals; therefore, a recommendation on the preferred consultant will be postponed until the Committee's October meeting. This will enable the Evaluation Team time to complete the reviews, short list firms for follow-up interviews, and provide a recommendation to the Committee.

**FINANCIAL/BUDGET IMPACT:**

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

This agenda item is presented for discussion only as an update for Committee members on this project.

**ATTACHMENTS:**

None



## VILLAGE BOARD SUMMARY SHEET

**MEETING DATE:** Tuesday, September 1, 2020

**SECTION:** Business

**DEPARTMENT:** Community Development

**CONTACT:** Andrew Bremer, Comm & Eco Dev Director

**AGENDA ITEM:** Discussion and possible action to make a recommendation to the Village Board regarding Resolution 2020-16, Resolution to Approving Participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program.

### PREVIOUS ACTION:

January 13, 2020, Resolution 2020-02, a Resolution to Create an Ad-Hoc Committee to Create a Plan for and Study of Sustainability within the Village of McFarland.

### ISSUE SUMMARY:

Within the packet is a copy of Resolution 2020-16, a Resolution Approving Participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program. Under Resolution 2020-02, the Village Board tasked the Ad-Hoc Sustainability Committee with, in part, the following task:

*Evaluate and make recommendations on the Village joining the Wisconsin Department of Natural Resources Green Tier Program.*

As part of the Committee's due diligence the following actions have occurred:

- July 7th, 2020, presentation by Laurel Sukup, WDNR, regarding WDNR Green Tier Legacy Community program highlights to the Committee.
- July 27th, 2020, Committee member Taber and Director Bremer attended the Green Tier Legacy Community Member Meeting.
- August 4th, 2020, Committee follow-up discussion on the July 7th presentation, WDNR Green Tier program pros/cons (refer to packet), review and discussion of WDNR Green Tier Scoresheet and sample Annual Reports for community members.

In addition to these activities, staff has spoken with municipal staff from GT member communities in the City of Fitchburg, City of Middleton, City of Monona, City of New Richmond, and City of Port Washington about their experiences with the WDNR Green Tier



Program. The following is a consolidated summary of these conversations:

- *What led your community to join GT?* Three communities joined in 2012 and two in 2017. A common theme emerged where either a few elected officials or residents expressed an interest in forming a sustainability committee/green team/resource conservation committee, etc. This eventually led to joining GT.
- *Biggest program benefits?* Networking, learning about other sustainability initiatives (whether small or big) other communities around the state are doing. The Scoresheet and Annual Report provide a foundation to work from.
- *Any program concerns?* Common response: you get out what you put into the program. Some noted that recently there seems to be increased commitment by WDNR to continue to find ways to increase benefits to member communities or evolve the program through member subcommittees.
- *Has your community benefited from the additional DNR grant points on applications?* None could specifically recall an instance but several noted that as a GT member they receive more direct notifications of grant opportunities and through the network access to peers in DNR or member communities that can be a resource for helping to complete grant submittals, provide letters of support, or to provide tips for success.
- *Has the WDNR designated staff member (point of contact) been a benefit to your community?* Most couldn't think of a particular instance that it was of benefit but noted through the program members have more opportunities to network with WDNR staff which is beneficial.
- *Level of effort to complete the Annual Report/Scoresheet?* Several noted that the first time takes a more effort but then in subsequent years it is easier as you can update the previous reports. Also depends on how much progress the community made on any initiatives in the past year.
- *Does your community have a sustainability committee?* Four of the five do.
- *Does your committee include elected officials?* Three of the five do. Those that said yes, two have one elected official and one has two elected officials. One also has a high school student representative.
- *Is the Annual Report/Scoresheet completed by Staff or Committee Members?* All said they were completed by staff.
- *Does your community also have a Sustainability Plan?* Two of the five do, a third is considering creating one.
- *Does your community have a designated sustainability staff position?* Two communities have full time sustainability staff members. Another community uses interns to assist with these efforts and their hours represent 0.5 FTE.
- *Is your community involved in any other programs similar to GT?* The Dane County communities are also involved in the Dane County Sustainability Leadership Collaborative (McFarland is also a member), one community is also a member of Sustain Dane.



**FINANCIAL/BUDGET IMPACT:**

There is no cost to join the WDNR Green Tier program. However, completion of the Annual Report, Scoresheet, attendance at quarterly member meetings, and efforts necessary to implement sustainability initiatives, whether Green Tier driven or locally derived, will require additional staff resources and funding to complete.

**VILLAGE PLAN REFERENCE:**

**ORDINANCE REFERENCE:**

**BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:**

Resolution 2020-16 is presented for consideration and recommendation to the Village Board by the Committee.

**ATTACHMENTS:**

1. WDNR Green Tier Evaluation Matrix
2. 2020-16 Resolution to Join Green Tier Legacy Communities

WDNR Green Tier Evaluation			
Point (Pro)	Additional Comments	Counter Point (Con)	Additional Comments
Free to join/voluntary	Beyond completion of the Annual Report and Scorecard there are not any other "DNR mandates" or obligations of member communities tied to completion of specific measures/actions.	Additional staff time related to participating in webinars, completing annual reports, etc.	These efforts could also be addressed with the help of committee members through adoption Resolution (designation)
Additional point consideration for select grants Grant notification & opportunities for joint grant applications	Grants: Aquatic Invasive Species Control, Lake Planning, Lake Protection, River Planning & Management, Knowles-Nelson Stewardship, Recreational Trails, Targeted Runoff Management - Urban Stormwater, Clean Water Fund, Urban Forestry Member communities receive alerts regarding grant opportunities	# of additional points earned is limited and used only as tiebreaker points at this time. No grants are currently exclusive to GT communities Grants are not exclusive to GT communities	The merits of the particular project are more likely to drive whether funding is awarded.
Peer to peer learning and resource planning	4 meetings per year (2 in-person at a member site). Opportunities to connect directly with staff from other communities, implement actions they have taken, etc.		
An assigned DNR liaison	Works with community to navigate DNR structure	Unclear how much value is gained here.	
Access to the Sustainable Strategies Webinar Series	Quarterly webinars	It appears you don't need to be a GT member to join these webinars and past webinars are available online.	
Regional collaboration opportunities	Opportunities to meet at regional offices	Appears this may have been more of a benefit for communities that may had to travel further to get to a DNR office	
Use of the Green Tier logo and statewide recognition	PR tool		
Free technical support from subject matter experts Sustainability Scoresheet provides framework (Transportation, Energy, Land Use, Water, Waste, and Health, strategies)	Last updated in 2018. Members have input/vote on scoresheet revisions. Currently under revision	Unclear under what circumstances a community would need to pay for technical support Scoresheet is available for use without joining GT	
<b>General Comments from 7.7.20 Meeting</b>			
29 Community members as of 7/2/20, representing 15% of WI's population. Targeted to smaller communities that might not have the staff resources, but all communities can join			
Legacy Community Program started in 2010, and was initially capped at 5 communities. WDNR staff resources have increased since program creation allowing for more recruitment resources			
Biggest draws: sustainability scoresheet and networking			
Green Tier program and data is open to the public			
Looking at trying to get other state agencies (DOT, OFE, etc.) to add bonus/tie breaker points to their grant programs for Green Tier participants			
Psychological win, tied into technical expertise, helps hold the Village's feet to the fire, Village still gets to pick the items we focus on, framework with accountability and collaboration (networking) built in			
Not a replacement for a local Sustainability Plan but the plan should integrate GT, likely through addition of the scoresheet			
<b>Additional Information</b>			
General Information	<a href="https://greentiercommunities.org/">https://greentiercommunities.org/</a>		
Scoresheet	<a href="https://dnr.wi.gov/topic/GreenTier/Participants/CharterPages/documents/LCSustainabilityStrategiesScoresheet.pdf">https://dnr.wi.gov/topic/GreenTier/Participants/CharterPages/documents/LCSustainabilityStrategiesScoresheet.pdf</a>		
Annual Report Examples	<a href="https://greentiercommunities.org/links/non-profit-annual-reports/">https://greentiercommunities.org/links/non-profit-annual-reports/</a>		
Sustainable Strategies Webinar	<a href="https://dnr.wisconsin.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunitiesWebinars.html">https://dnr.wisconsin.gov/topic/GreenTier/Participants/CharterPages/LegacyCommunitiesWebinars.html</a>		

**RESOLUTION #2020-16 RESOLUTION APPROVING PARTICIPATION IN THE WISCONSIN DEPARTMENT OF NATURAL RESOURCES GREEN TIER LEGACY COMMUNITY PROGRAM.**

**WHEREAS**, the Wisconsin Department of Natural Resources in partnership with the League of Wisconsin Municipalities, 1,000 Friends of Wisconsin, Wisconsin Energy Conservation Corp, Center on Wisconsin Strategy, Wisconsin Counties Association and the cities of Appleton, Bayfield, Fitchburg, Middleton, Ashland, Monona, Eau Claire, Bayside, Port Washington, Sheboygan, La Crosse and the Village of Weston have created a Green Tier Charter For Legacy Communities with goals of:

1. To assist (municipalities, counties) in achieving superior environmental performance in one or both of the following two areas: (1) water resource management; (2) sustainability practices; and goals relating to economic development, public health and social equity; and to recognize their efforts and progress;
2. To improve the quality of life and economic vitality of communities;
3. To help (municipalities, counties) and the Wisconsin Department of Natural Resources address wastewater, stormwater, drinking water, wetlands and other water issues in a holistic, watershed-based manner;
4. To assist (municipalities, counties) in preparing, implementing, and improving an overall watershed plan(s) that integrates the municipality's full range of water resources issues;
5. To assist (municipalities, counties) in preparing, implementing and improving over time a sustainability plan that reduces a (municipality's, county's) impact on the environment;
6. To facilitate access to state and federal funding for projects and activities related to achieving the purposes of this charter, such as energy efficiency, renewable energy, greenhouse gas reductions, comprehensive planning, transportation policies, and integrated planning for wastewater treatment, storm water treatment and management; and drinking water;
7. To realize taxpayer savings through reduced municipal expenditures on motor vehicles fuels and energy resulting from efficient development patterns;
8. To help (municipalities, counties) comply with various water regulations in a more efficient, cost effective and flexible manner;
9. To achieve other demonstrable and measurable environmental improvements beyond what is required by local, state, or federal law; and

**WHEREAS**, the Village of McFarland was invited to join in this voluntary program and believe participation will further enhance the Village's current commitments to sustainability, and

**WHEREAS**, the Village of McFarland will benefit from such a partnership with the Green Tier Legacy Communities Program by receiving positive recognition, gaining access to a DNR staff liaison and their resource team, receiving prioritization in applying for certain grants and streamlining in certain DNR permitting processes, and

**WHEREAS**, by adopting this resolution the Village of McFarland agrees to sign and hold to the Green Tier Charter for Legacy Communities. The Village will participate in the quarterly meetings, networks and share information with our public and the communities in the program, and provide an annual report noting the progress in our goals, baselines and sustainability plans.

**NOW, THEREFORE, BE IT RESOLVED**, the Village Board of the Village of McFarland declares itself a signatory to the Green Tier Charter for Legacy Communities and authorizes the Village President, Village Administrator, and Village Clerk/Treasurer to execute the necessary documents on behalf of the Village Board, and

**BE IT RESOLVED**, that Village Staff are directed to assist with meeting the Charter goals and to submit an annual report to the Organizational Signatories, and

**BE IT RESOLVED**, that upon adoption, the Village Clerk/Treasurer is hereby directed to send a copy of this resolution to the Wisconsin DNR and the Legacy Communities Green Tier Steering Committee.

The above and foregoing Resolution was duly adopted at a regular meeting of the McFarland Village Board on the 14 day of September, 2020.

VILLAGE OF MCFARLAND:

\_\_\_\_\_  
 Brad Czebotar  
 Village President

ATTEST:

\_\_\_\_\_  
 Cassandra Suettinger  
 Village Clerk/Treasurer

<b>RESOLUTION # 2020-16</b>	
<b>MOTION</b>	<b>SECOND</b>
<b>ACTION</b>	<b>DATE</b>
Adopted	
Referred	
Tabled	
Withdrawn	
Defeated	
Published	
<b>INDIVIDUAL VOTING RECORD</b>	
Brassington –	Kryzenske –
Clow –	Rupert –
Czebotar –	Utter –
Flaherty -	
<b>VOTING RESULTS</b>	
Motion Carried	
Motion Defeated:	