



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Meeting Minutes - Draft SUSTAINABLE CITY AD HOC SUBCOMMITTEE FOR THE PRIVATE SECTOR

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Monday, December 21, 2009

5:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 300 - Madison Municipal Building

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### CALL TO ORDER / ROLL CALL

The meeting was called to order at 5:09 p.m.

**Present:** 12 -

Joann K. Kelley; James G. Lorman; Bryant Moroder; Michael E. Whaley;  
James R. Bradley; Trudi Jenny; Lou W. Host-Jablonski; Leslie C.  
Schroeder; Richard A. Heinemann; Richard A. Slone; Sherrie Gruder and  
Daniel J. Bertler

**Excused:** 4 -

Judy Compton; Sam J. Breidenbach; Marc B. Kornblatt and Joseph M.  
Alexander

**Others present:** Jeanne Hoffman, Brian Joiner, Karl Van Lith, Jim LaGro and  
Teresa Coffman.

### APPROVAL OF MINUTES

Dan Bertler moved to approve the minutes and Trudi Jenny seconded the motion. The minutes were approved subject to the changes below.

Trudi Jenny asked to have a correction to last week's correction, which was made to the Nov. 16 minutes. Replace "We try to roll the unclaimed categories together with the four categories being worked on, e.g. Trudi Jenny thought Children, Health and Safety and Education, Arts and Community could be in with Affordability and Social Equity." with "We consider working on Affordability and Social Equity as working on all three categories listed under Social, Capital and Community Health."

Sherrie Gruder asked to have "Sherrie Gruder brought up that we're not doing a stakeholder analysis. Brian Joiner said we should at least make good guesses about them." In the Dec. 7 minutes replaced with "Sherrie Gruder said that although we are not doing a formal stakeholder analysis, we should informally consider who might be a stakeholder and why they would have a stake in the plan."

Minutes approved as corrected.

**PUBLIC COMMENT - None**

## DISCUSSION ITEMS

[13906](#) Update of Building a Green Capital City Plan

[16331](#) Review Planning Process Documents

Prof. Jim LaGro, UW-Madison Department of Urban and Regional Planning, gave a presentation on the report prepared by his students entitled "Madison Sustainability Report: Precedents from around the world & a synthesis of public input"

There was discussion of Professor LaGro's presentation on "Madison Sustainability Report: Precedents from around the world & a synthesis of public input"

Sherrie Gruder suggested we use the Sustainability Report's general categories (p.81) that we aren't working on directly to inform the work we are doing on our current Sustainability Categories.

Brian Joiner asked if the process was working for everyone. Every two weeks each group sends in a report to Jeanne and she sends all of them back to everyone. Is it too much information?

The subcommittee members said they preferred to get all the information, including, if possible, input from the Public Subcommittee, and they would pick which parts they would read.

Brian Joiner suggested that all the groups have their input submitted by Wednesdays and the compilations would be sent back to everyone before the following meeting.

Brian Joiner handed out the Update Document, and asked people to report briefly on their "compelling visions."

A discussion followed of how broad or specific compelling visions should be.

Brian Joiner suggested that if it won't fit in one paragraph, write two paragraphs and it could be word-smithed down later. It shouldn't have actions in it.

Sherrie Gruder emphasized that the vision helps to define the steps to getting there; the steps don't define the vision.

Discussion of the document, Imagine Green Madison that could provide phrasing everyone can use for his or her "compelling visions." In response to questions about whether we are duplicating efforts that have already been made.

Sherrie Gruder said what we're creating is a document that's a blueprint, so it's not the same as Imagine Green Madison.

Jim Bradley offered to send it to Jeanne

Brian Joiner said we would send it out to everyone for his or her use.

Some questions and answers:

- 1) When is the baseline data drawn from? There is a mix.
- 2) Should goals be included in the compelling vision? Yes, if it seems to work. It will not be possible to have clear numerical goals for every vision.
- 3) Is there some overarching statement that recognizes that we are part of a region and interdependent? Yes, the SDE report will include regionalism. Some solutions may need to mention regional organizations or connections.
- 4) How does our work get implemented? We turn it into a recommendation report to the Mayor and he decides if he accepts it. Then it goes to the City Council and gets referred to committees and staff and then sent back to the Council. The Council then votes on whether or not to accept it. That doesn't mean the whole thing gets implemented. The SDE committee may take up particular things that are in it. It would exist as a City plan, so other city committees and internal working groups can refer to it, as well.
- 5) Will the recommendation report be a collection of the Update documents, or do we have to go through a compilation process? A writer will pull it together. The Exhibit B document will be the template for it.
- 6) Will the vision statements be in recommendation report? Yes.

Other issues with respect to compelling visions:

As a way of dealing with things we don't know how to measure, we could admit that right in our vision statement. We could also include priorities. The compelling vision could answer "why" – mentioning the benefits we will get from the vision. There will be an umbrella vision statement for the plan as a whole. The Imagine Green Madison document put metrics in a different area than vision, so maybe we could do the same thing.

Sherrie Gruder said the important thing is that you develop a general vision for the Sustainability Category.

Brian Joiner said he was concerned that we've spent too much time on vision statements and we should move on to coming up with actions and policies.

Some further questions and answers:

- 1) How do we determine who is a stakeholder? Consider the example of the Edgewater, and all the different people who had a stake in that issue.
- 2) When and how do we bring in other experts? We can do it during the process of developing solutions. We can use experts from the Public Sector Subcommittee. We might schedule two people to come in during our meetings and talk to us. We can also talk to people outside the meetings. You can ask Jeanne for help if you need a specialist in a certain area but you don't know anyone.

Change to meeting schedule: The second January meeting is moved to Jan. 25, not Jan 18. Jan 18 is Martin Luther King Day. The next meeting is Jan. 4.

Sherrie Gruder asked if we'd like flip charts for solutions brainstorming. Sticky notes can be put in groups to visually show what's missing and what goes with what.

**ADJOURNMENT**

Leslie Schroeder made a motion to adjourn and the motion was seconded by Dan Bertler. The motion passed unanimously and the meeting adjourned at 7:02 p.m.