



# 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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Wednesday, November 4, 2009

4:00 PM

215 Martin Luther King, Jr. Blvd.  
Room 100 - Madison Municipal Building

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### CALL TO ORDER / ROLL CALL

**Present:** 13 -

Sam J. Breidenbach; Michael A. Hernandez; Joann K. Kelley; James G. Lorman; Bryant Moroder; Michael E. Whaley; James R. Bradley; Trudi Jenny; Lou W. Host-Jablonski; Marc B. Kornblatt; Leslie C. Schroeder; Sherrie Gruder and Daniel J. Bertler

**Absent:** 5 -

Judy Compton; Joseph M. Alexander; Julia D. Voss; Richard A. Heinemann and Richard A. Slone

Others present: Brian Joiner

**PUBLIC COMMENT - There was no public comment.**

### DISCUSSION ITEMS

1. [13906](#) Update of Building a Green Capital City Plan
2. [16331](#) Review Planning Process Documents

**Brian Joiner handed out handouts of all the items, which were previously emailed.**

**Brian Joiner asked for introductions again. Asked people for any organization they represent and what is their favorite of their "Top Five Ideas".**

**Bryant Moroder – Sustain Dane, looking to get cooperation between different sectors, government, business, academia, and non-profits.**

**Jim Lorman – Edgewood College, Dane County Watershed Commission, Interested in how the process is relevant beyond the city limits.**

**Dan Bertler – Supreme Structures, sits on Small Business Advisory for Chamber of Commerce – not really representing small business sector. Interested in an ultimate goal – one stop, one phone call for City of Madison sustainable, green initiatives.**

**Leslie Schroeder – citizen, interested in local foods issues.**

Mike Whaley – Findorff, interested in encouraging rewards not obstacles for businesses.

Mike Hernandez – Principal of Sherman Middle School, does not represent School District. Interested in how we can get rain barrels for every house.

Sam Breidenbach -- TDS Custom Construction owner, interested in a tighter alliance between home remodelers and the city to limit adversarial relationships. Get City and private builders to think outside the box.

Marc Kornblatt – teacher at Lincoln Elementary School 3rd Grade, interested in nuclear energy for the future. Replace coal plants with something clean.

Joanne Kelley – MGE, interested in supporting policies to create community micro-grids. Local mini power sources with a community grid system.

Trudi Jenny – representing the faith community, retired from American Girl, most interested in transit, improving bus system so people will not use their cars. RTA.

Jim Bradley – Home Savings Bank, Dane buy local, work on improving the approval process around building projects. Reward system for businesses.

Sherrie Gruder – chair of SDE, sustainable design specialist for UW extension, Focus on Energy, interested in getting to zero net energy by upgrading housing stock and improve new buildings.

Brian Joiner – co-founder of Sustain Dane, consulting company, Joiner Associates, volunteer, retired, professor of statistics.

**APPLY THE NATURAL STEP SYSTEM CONDITIONS TO ONE OF THE IDEAS IN THE ROOM.**

Brian decided to use the idea of rain barrels as an example of how to apply the Natural Step system conditions. Brian reviewed the Natural Step system for everyone and then went through the process of asking questions from the Natural Step applied to the vision of getting rain barrels to everyone in the city.

**REVIEW SUSTAINABILITY BASELINES AND RESOURCES**

Brian Joiner reviewed the document Sustainability Baselines and Resources. This is a document about good stuff that is already going on in terms of goals and initiatives.

Marc Kornblatt asked about printing the various attachments vs. using a computer to read them. Sherrie Gruder said some documents are well worth having in hard copy and the city has high-speed double-sided copiers. Brian Joiner agreed that we need to get a handle on how many copies we should or shouldn't be making.

Brian Joiner asked how many people want copies if a document was emailed out in advance, versus documents emailed shortly before the meeting. Four people needed such documents available in hard copy. Nine people said they would want hard copies if something got sent out late.

Jim Bradley said he thought we would need copies provided for long documents such as the original Blueprint for a Green Capital City.

#### RESOURCES DOCUMENT

Exhibit A distributed at last meeting lists the Sustainability Categories we will be using. The Sustainability Baselines and Resources document is organized according to those categories.

Jim Lorman asked if there would be a process for adding things. Brian Joiner said yes; if you find something, send it to Jeanne. This is a living document we might update once a month. It refers to things going on in the Madison area. We're talking about sustainability goals and initiatives.

Sam asked what if New Jersey (for instance) has a great idea? Sherrie Gruder said that information will be fine for our final document, but what we're looking at in this document are our own goals locally.

Brian Joiner said this document is for what exists, not for new ideas of what we might do.

Sherrie Gruder said the original concept for the document was a review of city of Madison goals and initiatives. Brian Joiner thought we want to be inclusive of other local entities goals and initiatives as well.

#### LISTS OF EXAMPLES OF SYSTEMATIC THREATS

Brian Joiner said we can't just look at the particular areas we're interested in, but we have to consider how things relate to the whole. We have to go back and forth between the big and smaller pictures. Handout. We'll spend more time on this as we begin to develop more targeted goals and initiatives.

#### SUBGROUPS FORMED BASED ON THE SUSTAINABILITY CATEGORIES::

##### Natural Systems

No volunteers

##### Planning and Design

Jim Bradley, Jim Lorman, Lou Host-Jablonski, (probably Joe Alexander)

##### Energy and Climate

Joanne Kelley, Sherrie Gruder, Dan Bertler, Sam Breidenbach

##### Economic Development

Leslie Schroeder, Mike Whaley, Bryant Moroder

##### Employment and Workforce Training

No volunteers

Education, Arts and Community

No volunteers

Children health and safety

No volunteers

Affordability and Social Equity

Marc Kornblatt and Trudi Jenny

Brian Joiner said this was just a starting point and asked the groups to:

- a) Review materials and suggest additions to the baseline materials and to the systemic opportunities and threats.
- b) Develop a draft compelling vision for the category.
- c) List three systemic threats and three systemic opportunities.
- d) Identify a facilitator within the group. Facilitators must get their group's information in to Jeanne in time for distribution before the next meeting on Nov. 16.

#### CATEGORY SUBGROUPS REPORTS

Economic Development

Leslie Schroeder reported that Mike Whaley is their facilitator, but she spoke for the subgroup since he had to leave early. Opportunities in local foods -- incubators for beginning farmers, community kitchens, rich farmland. Threats -- global competition, financing systems for green development, resource depletion

Affordability and Social Equity

Marc Kornblatt, facilitator

Vision is to end poverty and develop a sustainable society

Threats

- a) Homelessness,
- b) Unemployment leading to crime,
- c) Stressed families failing to support children's ongoing development.

Opportunities

- a) Making sustainable affordable housing
- b) Democratize our processes (POCS)
- c) Address achievement gap between people of color and others regardless of socioeconomic class.

Planning and Design

Jim Bradley, facilitator

Getting a sense of scale. Decided on "village" a neighborhood level scale.

Threats

- 1) A lot of development on the periphery
- 2) Lack of understanding key baseline data
- 3) Enable and encourage narrow focus on what are broad issues

**Opportunities**

- 1) Build community capacity around engaged citizens
- 2) Enhance and rebuild natural environment
- 3) Facilitate effective use. Habits become sustainable

**Energy and Climate**

Sam Breidenbach and Sherrie Gruder, co-facilitators

**Threats**

- 1) Climate change and related issues
- 2) Peak oil, in the event that we don't find alternatives, we will be in a bind.
- 3) Energy costs will create poverty and people can't meet needs

**Opportunities**

- 1) Generating local energy
- 2) Green energy jobs
- 3) Price signal that pushes the market
- 4) Alternative transportation
- 5) Community participation

**Vision: Madison generates 75% of energy and food within a 100-mile radius, creates a clean quiet, independent environment. 75 – 80% of all dollars are kept locally.**

**ADJOURNMENT**

Leslie Schroeder motioned to adjourn the meeting. The motion was seconded by Trudi Jenny and pass unanimously. The meeting was adjourned at 6:10 p.m.