



OFFICIAL NOTICE AND AGENDA

Notice is hereby given that the Sustainability Committee of the City of Stoughton, Wisconsin will hold a regular or special meeting as indicated on the date, time and location given below.

Meeting of the: **SUSTAINABILITY COMMITTEE OF THE CITY OF STOUGHTON**
Date/Time: **Monday, January 9th, 2023 @ 6:00 p.m.**
Location: The meeting of the Sustainability Committee will be conducted virtually.

Via Zoom: Join the meeting from your computer tablet or smartphone:
<https://us06web.zoom.us/j/85100776841?pwd=d01rbGlvVkRoTjJ5aEhkdkp1Y2FMUT09>
Meeting ID: 851 0077 6841
Passcode: 682556
One tap mobile
+19292056099,,85100776841#,,,,*682556# US (New York)
+13017158592,,85100776841#,,,,*682556# US (Washington DC)

Members: Ben Heili, Rachel Venegas, Donelle Scaffidi, Stephen Jackson, Denise Duranczyk, Scott Taylor, Jeff Leverich, Jen Cummings, Heath Massey & Sienna Scott

Guests: Alyssandra Scanlon, Sharon Lezberg, Kristin Runge & Michelle Probst

Item # AGENDA

1. Call to Order
2. Land Acknowledgement
3. Communications
4. Approve December 19th Minutes

NEW BUSINESS

1. Survey Discussion
2. Outreach Plan
3. Adjournment

FUTURE AGENDA ITEMS



cc. Mayor Swadley, Department Heads, Council, Attorney Matt Dregne, Library Clerical Asst., Receptionists, Stoughton Newspapers/Wisc State Journal *Note: An expanded meeting may constitute a quorum of the Council. Meeting may close per Statutes 19.85 (1)(b) to consider the licensing of a person, then reopen for regular course of business.

Find your local number: <https://us06web.zoom.us/j/km4p9ML73>

December 19, 2022, City of Stoughton Sustainability Committee Meeting Notes

Committee members present: Scott Taylor, Donelle Scaffidi, Steve Jackson, Ben Heili, Sienna S., Jeff Leverich, Heath Massey

Guests: Michelle Probst, Kristin Runge, Mayor Swadley

Call to Order: 6:02PM

Land Acknowledgement: Donelle reads from the story, "The Serviceberry"

Communications:

We will meet on the 2nd and 4th Mondays of January.

Caitlin G. will join committee, may come to 1/9 meeting

Scott, Ben, Steve & Donelle recently attended meeting with other city groups, Innovation Center & RDA, to discuss possible future connections

Discussion of Survey:

Survey takes 14 minutes in current form. Kristin shows us what survey will look like on different devices.

First questions are bland warm up questions. Kristin's staff simplified some of the questions to make them more understandable.

We wordsmith several questions, particularly: converting terraces to raingardens; converting mowed turf to native vegetation (Kristin's staff will work on this one later); installing rooftop or backyard solar; others.

Kristin can receive additional survey comments/revisions in coming days.

Steve asks how will survey be analyzed. Perhaps we will let Kristin provide analysis, review it and have her reanalyze if necessary.

Review of Survey Outreach Plan/Calendar:

Michelle P. shows us flier promoting survey. Michelle's staff is designing postcard to mail to everyone within Stoughton zip code (or school district?). Michelle asks if there are community events in near future where we could promote survey. We could use "Norse Afternoon of Fun" on Feb 5th for promotion. Possibly Chamber (1/23) & Rotary meetings. We can mention survey at council meetings (1/5) and promote it on social meeting. Coffee with the Mayor (1/13). We can distribute fliers at any or all events.

We assign outreach tasks to committee members. Michelle records tasks and responsible parties in her outreach spreadsheet.

Michelle reminds us that survey opens 1/10 & it will run for 1 month. We will start promoting survey on 1/10.

Postcard design will be submitted to Inkworks by 12/27.

Flier design will be complete first week of January to allow time for printing.

Michelle will email survey promotion calendar after this meeting.

Review & Approve 11/21 meeting minutes:

Ben moves to approve. Sienna seconds.

Further Survey Discussion:

Jeff proposes incorporating referencing to carbon emissions/climate change into survey questions. Some committee members favor this, other don't feel it is necessary or that it might polarize respondents. Donelle will propose this idea to Kristin who will offer her opinion. We do not decide how to proceed on this question.

Adjourn:

7:40 PM Steve moves to adjourn, Jeff seconds.

Outreach Calendar

Types of media needed:

- Flyer. Size is 11x17 and 5.5x8.5 The City will be able to print these
 - Flyer should have links that work and direct people to the survey
- Postcard: 4 ¼ x 11
- Facebook/social image
- Caption for social media and email blasts

Facebook image to post with the following caption:

The City of Stoughton’s Sustainability Committee is developing a Sustainability Plan that addresses the long term impact of actions and policies on our community’s environmental, social, and economic health. We want to hear from you about your concerns, ideas, and suggestions.

Event, Venue, or organization	Type of Media	Who	When	Status
Utility Stuffer	1/3 size of standard paper	Aly has made the stuffer	Jan. 20th for Feb. bills	**stuffers were already printed, but we need to determine if link/QR code needs to be updated. If it needs to be changed,

				maybe we could print a sticker or smaller paper with qr code and link? Or reprint?
Postcards to all households within Stoughton	Mailing	Inkworks (printing and mailing) Design - Aly Liaison: Denise	Right before survey launch; needs QR code	Denise sent info to Sharon, Michelle and Aly. Because the link/qr code was not working, we held off on printing Inkworks said it can take up to two weeks from dropping it off at the post-office, so we will be able to get the mailer out while the survey is open.
Nors afternoon of fun	In person event—handing out half sheets	Steve will follow up on details	Sun Feb. 5	
Coffee with the Mayor Jan 13	In person event—handing out half sheets	Mayor Swadley will put a slide and have handouts. Steve will attend and handout flyers (also with print off surveys)	Jan 13	Can also set up a time for assisting individuals with taking the survey
Print flyer and half sheets with QR code	Paper; full sheets	Donelle will talk with Mayor Swadley about getting these printed and everyone	Right before survey launch; needs QR code	

		can pick up flyers for distribution at City Hall		
Local businesses, restaurants, etc. downtown	Fliers and physical advertising at local community spaces	Donelle and Jeff	Right before survey launch; needs QR code	
Chamber of commerce	Intro with link to the survey (can provide flyer as an attachment)	Scott		
School District	E list-serve Peach Jar	Steve will send to contact and look into details	Early January	
Walmart and Picknsave	Fliers	Jeff	Right before survey launch; needs QR code	
Library	Signage and email	Michelle will coordinate it with display right when you walk in Donelle will talk to Jim about email	Right before survey launch; needs QR code	
Senior Center & Senior Housing	Signage	Steve	Right before survey launch; needs QR code	
Meals on Wheels volunteers		Steve	Right before survey launch; needs QR code	Through the senior center
Assisted Living (Nazareth home, Skaalen home)	Signage	Heath	Right before survey launch; needs QR code	
City facebook page; City Quarterly publication	Social media	Donelle will ask Mayor	Right before survey launch; needs QR code	

Draft document, 12-8-2022 (Survey Planning, Outreach Calendar, Report Development)

Stoughton Neighborhood Facebook pages	Social post	Donelle will talk to Jen	Right before survey launch; needs QR code	
The Hub	Print press and social media	Donelle		
Churches	Fliers, emails, social	Jen (Donelle will talk to Jen)		
Sustainable Stoughton	Email, social, fliers?	Sienna		
All committee members	Utilize their networks of members/connections	Everyone		
City Council Members	Share in their own social media and constituent communications	Ben and reach all the committee		
Utilities	Email/newsletters	Done	Done	They need final on the insert 30 days prior to the mailing on the first of the month. This will be to announce the survey (too late for the Community Dialogue)