

Heart of the City

November 14, 2005; Café Carpe

Present: Anders Yokum, Beth G, Jill Ottow, Ann Engleman, Leslie LaMuro, Kitty Welch, Jill Kessenich, Lue Ehnger, Mary Gates, Bill Camplin, Cathy Kauffman, Joan Callan, Greg Idezikowski, Joanne Moon

Meeting called to order at 7:00 pm by Andy.

Minutes of last meeting passed out, read during meeting, approved.

Announcements:

- Andy: Movie premier, "High Cost of Low Price" Saturday, library 2:00
- Andy: Congratulations to Ed/Outreach committee on brochure prototype
- Andy: Verlo Mattress building will have a Green Roof!
- Suggestion: first annual "Sustainability" award to Verlo? Referred to Ed/Outreach committee
- Nod also to Carpe, for building addition and rain garden
- Submit these examples to newspaper.
- Public radio November 19: WI academy of arts&sciences is doing study on rural life, go to PortalWisconsin.org for more info
- Beth: New county sustainability group meeting monthly. Contact Beth or Greg David
- Beth brought article from Rolling Stone on Global Warming, etc
- Beth: Friends of Rose Lake had opening on new park, Beth spoke with people there about HOC.
- Beth: Letter to editor about Wal-Mart movie, needs someone to sign or write their own letter. Jill K said she will submit letter.
- Ann: Julie Short sent letter about highway 12 bypass, encouraging HOC to give input.
- Bill: Will be presenting info about bypass at council meeting on 11/15
- Bill: Clipped article from Journal Sentinel about oil in Alberta Canada. Oil industry exec is pushing for development, claims infinite supply, Bill calculated it to be 225 years (not quite infinity)
- Beth: Was alerted Northwest corridor development – Steve look into Industrial Development commission, do they know what is going on there?

Inspirational Moment:

Lue read a poem sent to her by her daughter.

Treasurers Report:

Approximately \$635.96 Beth was reimbursed \$35 for supplies

Ann: Has approached Mark Nordeen about website. \$300 to setup and maintain, will purchase domain name (heartofthecity.us)

Motion: HOC allocate \$300 for development of website to Oakhill. Jill: Could we pay in 2 installments in order to allow printing of brochure. Andy volunteered to cover cost up front in order to pay all at once. Ann/Jill K. - passed

Committee reports:

Govt Policy: Chuck Ogg did research on Green space. Bill Contacted financial people to discuss green belt idea. Steve following Northwest corridor, researched anti-greenbelt info on web. We need to be thinking of candidates for upcoming council election.

Discussed using alternative term to "Green Belt" (Heritage Trail suggested by Lue). Lue spoke with Bruce Hokum, got map poster of County Land Use Plan. Lue purchased Jefferson County Land Use plan book, she was very encouraged by the pro-preservation tone of the plan.

Outreach/Education

A brochure prototype has been developed by Leslie. Want to publish web URL in brochure, secure domain name ASAP. Looking at possible ways to distribute brochure. Got pricing on 2 color brochure \$309, single color \$150 for 500 copies.

Speakers Bureau: Currently developing talking points, speakers packet, PPT presentation, tabletop display. Currently looking for speakers to add to list. Working with Daily Union toward a monthly column. Working on 5 minute radio spots with Michael Clish. Wed Dec 14, Focus on Energy to talk about energy audits. Working on a ideas for Science Fair projects.

Motion: Ed/outreach committee is authorized to print 500 brochures on recycled paper. Beth/Leslie. Passed.

Projects

Bill, Greg, Beth cleaned up bike path. Ed committee has taken over Energy Forum. (Note Beth said just for this event, possibility still there for future events to be put on by Projects) Spring: planning a Bark River event, celebrate green spaces, preservation/expansion. Joanne Moon: Money is currently budgeted for 2009 for work on Pond, but may be lost due to budget cuts. Fish&Wildlife and DNR may be getting involved.

Speaker

Scott Lastusky (introduced by Jill K).

Notes from Scott's presentation provided in a separate document.

Adjournment 9:07 Camplin/Tesmer