

## VILLAGE OF GRAFTON

### SUSTAINABLE GRAFTON AD HOC COMMITTEE MEETING MINUTES

**MAY 20, 2009**

The Sustainable Grafton Ad-Hoc Committee meeting was called to order at 4:00 p.m. by Chair Rick Flood.

Members present: Rick Flood, Paul Van de Sand, Laura Weber, Pamela Atterberry, John Gassert, Jim Brunnuquell, and Roger Kirgues (4:21 p.m.).

Members absent: Ginny Plumeau

Staff/Officials present: Director of Public Works/Village Engineer Dave Murphy, and Administrative Assistant Melissa Depies.

Others present: Todd Springer, Branding Consultant

#### **PERSONS WISHING TO BE HEARD**

None

#### **MINUTES**

Laura Weber noted that on page 2, first line of the April 15, 2009, meeting minutes Patrick Doyle should be changed to Patrick Boyle.

Motion by Jim Brunnuquell, seconded by Paul Van de Sand, to approve the February 18, 2009, and April 15, 2009, Sustainable Grafton Ad Hoc Committee meeting minutes, as amended. Approved unanimously.

#### **NEW BUSINESS**

##### **PRESENTATION FROM GRAFTON BRANDING CONSULTANT:**

Todd Springer explained that he has been contracted by EDGE to create a logo and implement a brand vision for the Village. He stated that we all need to understand the vision, believe in the vision, and take action in the vision. When developing a brand a Village needs to consider the current residents, residents we want to attract, current businesses, businesses we want to attract, as well as visitors.

The brand projects not only what we aspire to be, but who our community needs us to be. You ask yourself what do we mean by "Quality Life Naturally". We are here to improve and enrich the quality of life here in Grafton.

It is important to remember what our position is today and what is important in taking our position out several years from now.

The term “Naturally” was developed with a dual purpose. It was chosen because of its obvious implication of a healthier life style, which is the trend of the general population. The secondary meaning is more hidden, that being what is naturally part of this community. Examples include: Grafton’s history, the blues history, and the natural part of who we are. Family and neighbors are all a part of who we are. Sporting and community events are an example of a vibrant and healthy community and help define who we are.

Mr. Springer stated that what this group is doing is supporting the Village’s decision to become branded as well as the brand line: “Quality Life, Naturally”.

He stated that the next step in the branding process is to understand the brand and start living the brand as officials, residents and/or visitors.

His goal as a Brand Champion is to get everyone to understand the promise and then start living in a manner that supports the promise.

Rick Flood questioned how long his contract was. Mr. Springer responded that his contract is for 1 year; however he expects it will take 2 or 3 years to complete the branding, the contract with the publicizing firm is 6 months with the expectation that it will be renewed for an additional 6 months.

Mr. Flood stated that he nominated the Village of Grafton for the Green City of the Year award. He questioned if this nomination is something that Mr. Springer could do in the future. Mr. Springer stated that he would not take it over; however, he would assist with the nomination if necessary.

Laura Weber stated that she liked the term “Naturally”. She stated that she understood it immediately and the message came through. She liked the emphasis on the values for each generation.

## **OLD BUSINESS**

### **RIVEREDGE NATURE CENTER PARTNERSHIP: 2009 SUSTAINABILITY FORUM:**

Laura Weber stated that Riveredge would like to withdraw from a fall presentation and would like to postpone the program to 2010 due to their inability to get a coordinator. Additional sponsorship is also needed and with the economic situation donations are limited.

Ms. Weber suggested that Grafton do something on a smaller scale, maybe something for just municipal leaders to get the concept moving forward.

Paul Van de Sand sated that he does not want to take the lead role in this due to the amount of time and effort needed to put this together; however, all the components are there, we just need someone in charge. It would be a shame to see the work already done just put to the wayside.

Ms. Weber questioned if other communities are interested in what is being done. This could be a forum for municipalities to share information on goals and steps being taken to achieve that goal.

Roger Kirgues stated that Mequon is the only community that he knows of that is taking any initiative on going green. Mequon is very active in their initiatives and are doing well. He would like to see this Committee focusing on promoting ways to get businesses to participate in conservation.

Mr. Van de Sand stated that other communities are looking at what Grafton is doing. Grafton has become a leader and model for energy conservation and going green. He suggested starting with a smaller program for local businesses, get the interest here first then expand.

John Gassert liked the idea of keeping it local, a program offered to local business leaders where discussions can take place to compare what each company is doing to conserve energy. Discussions can include what is working, what is not working, what has been tried, and what are future plans.

It was Mr. Kirgues' opinion that the Village would be better served if all local businesses understood what we are trying to do. This presentation could help educate them accordingly.

Mr. Brunquell stated that there is plenty of progress to be made right here in the Village without spending additional funding to go outside of the Village.

Mr. Springer stated that the Village should own this initiative, make it a Grafton event first, once it is established and successful then open it up to other municipalities and/or businesses.

Mr. Van de Sand stated that someone could do a presentation on what exactly LEED is as well as a presentation on best practices for energy management.

Mr. Van de Sand offered to set an outline and agenda for a 1-1/2 to 2 hour presentation with Chamber of Commerce and EDGE sponsorship.

**ONE-2-FIVE ENERGY MANAGEMENT ASSESSMENT:**

Village Administrator Hofland contacted the City Administrator in Wauwatosa regarding the One-2-Five Energy Management assessment who indicated that it was a great process. They gave a positive recommendation.

Motion by Roger Kirgues, seconded by Paul Van de Sand, to support Village Staff in completing the One-2-Five Energy Management Assessment.

Laura Weber stated that she needed more detail on the assessment.

Mr. Kirgues explained that it is a program that assesses current business programs and does a global comparison in at least five areas to help determine where a company can improve something to help save energy. There will be no financial obligation for the assessment, only staff time to complete the assessment.

Mr. Van de Sand indicated that he was allowed to give 19 licenses for this assessment at no charge. Of those 19, 11 have been used, he would really like to see Grafton take advantage of this energy management tool.

Mr. Kirgues stated that participating in the assessment may stimulate some ideas where the Village can increase energy savings.

Motion to support Village Staff in completing the One-2-Five Energy Management Assessment was approve unanimously.

#### **SUSTAINABILITY GUIDE PLAN:**

Director of Public Works/Village Engineer Murphy stated that the new Public Works facility is currently two points away from being at a Silver LEED level. He indicated that the Village will be doing some value engineering and LEED value engineering to determine what can be done cost effectively to achieve these additional two points.

Rick Flood stated that he has reformatted the Sustainability Guide Plan to include more detail. He noted that Village Administrator Hofland has added a couple of items in the document to demonstrate how the format should function.

Laura Weber stated that this format makes the plan more dynamic.

Mr. Flood questioned how to expand on the 13 sections. He is looking for input on strategies and implementation activities for each section.

Mr. Van de Sand and Mr. Kirgues volunteered to expand on the energy component of the plan.

#### **ADJOURN**

Motion by Roger Kirgues, seconded by Laura Weber, to adjourn the meeting at 5:19 p.m. Approved unanimously.