

Sustainability Council meeting Wednesday, October 14, 2020 by GoToMeeting

Present: Jennifer McLaughlin, Jacob Meshke, Robert McGrath, Betty L Beer, Robin Buterbaugh, Shelly Brandenburger, Mike Lockrem, Stephanie Aure, Anna Barr, Norma Chandler

Absent: Paul Peterson

Visitor: Lawrence Novotney, Todd Langland, Mladin Gajic

A Motion to Approve the Agenda was unanimously passed. M/Bob McGrath S/Norma Chandler

The September, 2020, **Minutes were approved** unanimously. M/Shelly Brandenburger S/Ron Buterbaugh

Open Forum

- Mladin Gajic gave a presentation about zero waste dining on behalf of his startup company Plastic Score, www.plasticscore.co
 - Crowd sourced, mobile app
 - Restaurants improve their score from based on customer ratings
 - No cost to restaurants unless they buy the marketing pack
 - Plastic Score provides a sustainability audit at no charge
- They're interested in working with us to gather data about community restaurant sustainability
- Jacob has concerns over profit vs. nonprofit status from a city and council perspective
- Jacob will discuss with Paul what options could be to work with them

Jacob Meshke's reports:

- **Updates on charging station:** Good success with charging station, 10 charges over 30 days. Most in 1-2 hr range
- **20th St. Interchange:** Environmental assessment released next week.
- **Bob Sheldon parking lot in progress**
- **City Street Manager position open:** Good applicants so far
 - May be creating a public works department
 - Will have whoever is hired come to present at sustainability council
 - We can let them know that sustainability is important and keep them engaged

Business Signage:

- Anna Barr gave an update--The draft is done and can be sent to the print shop
- Customizable
- The business can insert logo and other info prior to printing
- Reach out to Kelsey and chamber about business interest and logistics
- Also reach out to Allegra

Committee Structure:

- Discussion about committee structure

- Keep committees as is and assign tasks OR disband committees and form committees of interested people as projects come up
- Not much discussion, general consensus to keep as is, send an email to Jennifer if other thoughts

Marketing/Advertising and Funding Approval

- Potential to put out ads about sustainability in the next few months
 - 8 ads in register and 1 full page ad in community guide publication--\$2000
 - 2x4 ad in Shopper--\$64 for black and white, \$115 for color
 - 4 ads would be \$250 for black and white, \$450 for color
- 2 types of ads: How to be sustainable, and promoting what Brookings is already doing
- Community guide example: 5 ways to be sustainable
- Discussion to move forward with ads since we have the money in the budget
 - Motion to approve proceeding with advertising using the Register package
M/Robin Buterbaugh S/Stephanie Aure
- Marketing committee to meet and come up with ideas to make the community guide deadline

Subcommittees:

- Marketing/Communication—see above, and also banner and tablecloth are done
- Waste—no report
- Energy—no report
- Local Foods—no report
- Bike/City—No report

Future Agenda Items:

- Betty Beer suggested BSC reach out to BMU about the solar project
 - Have Russ from BMU give an update at next meeting
- Next meeting: November 4th
- Ashley from downtown could come to the meeting as well

New Board Members: The executive committee chose Louis Hescher as the newest member. Another spot may be opening if Jane Hegland's position becomes vacant. City code allows us to fill position as it is considered vacant from lack of attendance. No opposition to filling the spot.

Motion to adjourn M: Bob McGrath/ S: Stephanie Aure Meeting adjourned.

Respectfully submitted, Robin Buterbaugh

