

## **City of Ashland- Sustainability Committee Meeting Notice**

**Thursday, May 27, 2021  
6:00pm via Go To Meeting**

The meeting can be accessed from a computer, tablet or smartphone at  
<https://global.gotomeeting.com/join/330502869>.

You can also dial in using your phone. United States (Toll Free): 1 866 899 4679 using  
Access Code: 330-502-869.

### **Agenda**

- 1) Approval of Agenda
- 2) Consent Agenda
  - a) Approval of minutes from the April 29, 2021 Sustainability Committee meeting
- 3) Citizen Comments
- 4) Projects/Discussions
  - a) Presentation by Marisa Bayer and discussion regarding City's Partners in Energy participation and planning efforts
  - b) Presentation and discussion about waterfront native plantings project and report
- 5) Announcements/Reports/Comments/Questions
  - a) Updates on waterfront zoning and Unified Development Ordinance (UDO) amendment process
- 6) Adjournment

*It is possible that members of and a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above stated meeting will take no action other than the governmental body specifically referred to above in this notice.*

*The City of Ashland does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or provision of services, programs or activities.*

**NOTE:** Upon reasonable notice, the City of Ashland will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Megan McBride at (715) 682-7041.

## **City of Ashland – Sustainability Committee Meeting Minutes**

A meeting of the Ashland Sustainability Committee was held on **Thursday, April 29, 2021 at 6:00 p.m.** via GoToMeeting.

**Committee Members Present:** Dale Kupczyk, Lissa Radke, Cheyanne Reeves, Laura Graf

**Committee Members Absent:** Tamara Sylte, Jessica Eckhardt, Parker Sterling

**Staff Present:** Megan McBride

Megan McBride opened the meeting at 6:00 p.m.

### **Agenda**

#### **1) Consent Agenda**

Motion to approve the agenda by Dale Kupczyk, seconded by Cheyanne Reeves. Passed unanimously.

#### **2) Approval of Minutes**

##### **a) Approve of minutes from the January 28, 2021 and February 25, 2021 meetings**

Motion to approve minutes from the January 28, 2021 and February 25, 2021 Sustainability Committee meetings as presented by Lissa Radke. Seconded by Dale Kupczyk. Passed unanimously.

#### **3) Public Comment (non-agenda items)**

None

#### **4) Projects/Discussions**

##### **a) Brainstorming and discussion about stated Sustainability Committee goal of increasing tree planting throughout the City**

Lissa Radke pointed out that Ashland is a designated Tree City, and suggested that goals identified in that application may be a good place to start. She also supported the following ideas:

- Promoting an “Adopt a Tree” program in the downtown;
- Coordinating group buys in partnership with the County Land & Water Conservation Department annual native plant sale;
- Organizing volunteers to help with installation of trees purchased through a group buy/native plant sale; and
- Starting a memorial tree program along the lake walk where people can pay for trees to be planted in memory of a loved one.

Dale Kupczyk pointed out the importance of being intentional about the types of trees we are planting and preserving, particularly those by the lake walk or which currently obscure views of the lake.

Lissa Radke suggested that we could look at what other waterfront communities do to promote trees which enhance biodiversity, while balancing with the desire to maintain and improve lake views.

Laura Graf supported the idea of a memorial tree program, and suggested that it could be structured such that people are actually purchasing 2 trees, one to be planted as a memorial and another to be planted elsewhere. She also suggested that fruit trees would be a nice addition in public spaces.

Lissa Radke spoke in support of including fruit trees in public spaces, and pointed out that since these don't grow as tall they could be a good option in some waterfront parks to also address concerns about lake views.

b) Updates and discussion about native plantings project and summer volunteer opportunities

Megan McBride explained that the general idea for the project for which grant funding was applied for is to work with a qualified firm to help design the planting areas and maintenance schedule which could be sustained by volunteers. Additionally, there would be a community event of some kind organized at the 6<sup>th</sup> Ave Beach location to partner with the City's new Main Street Program and hopefully engage a broader audience. She asked for feedback and questions from the group.

Lissa Radke suggested that the County Land and Water Conservation Department would be a great resource, and that local gardeners could also likely be recruited to help with training of new volunteers and ongoing maintenance.

Laura Graf suggested that there should be specific volunteer events/times for people to sign up for, and said that volunteer recognition will be very important to effectively recruit, retain and celebrate volunteers.

Cheyenne Reeves supported the idea of creating various ways for volunteers to get involved which give them more autonomy on how they allocate their time. She suggested that a volunteer pledge could be utilized, with clean up supplies (or whatever supplies would be needed for the specific type of volunteer project) provided and pledge goals set ahead of time. As people meet pledge goals, they could receive small prizes or be invited to some type of community celebration. She offered that the Farmer's Market could be a venue for volunteer recruitment as well.

Laura Graf expressed support for this idea, and also suggested that the Farmer's Market could be a good venue for general sustainability education as well.

**5) Announcements/Reports/Comments/Questions**

a) Updates on waterfront zoning and Unified Development Ordinance (UDO) standards for green infrastructure

Megan McBride provided an overview of the public input process being utilized to inform updates to the City's waterfront UDO and zoning standards related to landscaping and green infrastructure. She introduced the committee to the public input website being used, and will present relevant findings to the Committee at a future meeting.

b) Updates about City's Partners in Energy program participation

Megan McBride updated the committee that the City is working with Xcel Energy to participate in their Partners in Energy program. This will be a two-phased project, with the first phase centered around creating City and overall community energy action goals, and the second phase focusing on implementation of the adopted plan. More information will be brought to a future meeting, and the Sustainability Committee will likely be asked to participate in some way during the current planning process.

**6) Adjournment**

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|--------------------------------------------------------------------------------|
| Motion to adjourn by Dale Kupczyk. Seconded by Laura Graf. Passed unanimously. |
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*Meeting was adjourned at 7:00 p.m. Minutes done by Megan McBride*

# PARTNERS IN ENERGY

HELPING COMMUNITIES BUILD AN ENERGY FUTURE

INFORMATION SHEET  
MINNESOTA



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

Partners in Energy provides the tools and resources to support communities in achieving their energy goals. The program offerings include support to develop an energy action plan or electric vehicle plan, tools to help implement your plan and deliver results, and resources designed to help the communities we serve stay informed and achieve their energy goals.



**56**  
COMMUNITIES  
SERVED SINCE 2014



## AVERAGE SAVINGS PER COMMUNITY IN 2019

**Electricity** 5.2 Million kWh

**Greenhouse Gas** Equivalent to  
removing 502 cars off the road



## TOTAL PARTICIPANTS IN 2019

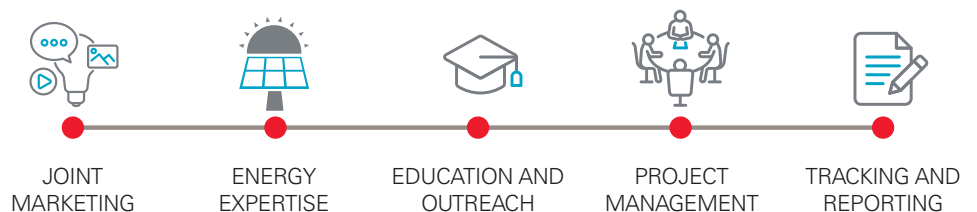
**Energy Efficiency Programs**  
43,500

**Renewable Energy Programs**  
24,500

## Planning support



## Implementation support



## Additional resources to boost results

In addition to our team, tools and resources, we provide opportunities for you to interact and network with other communities participating in Partners in Energy.



### COMMUNITY SUMMITS

Attend in-person events with other communities to share best practices. We provide educational opportunities that feature experts on current energy topics and opportunities to learn from each other.



### OFFICE HOURS

Attend monthly webinars that cover trending topics, plus access to and examples of initiatives and activities happening in Partners in Energy communities. Ask questions and share experiences.

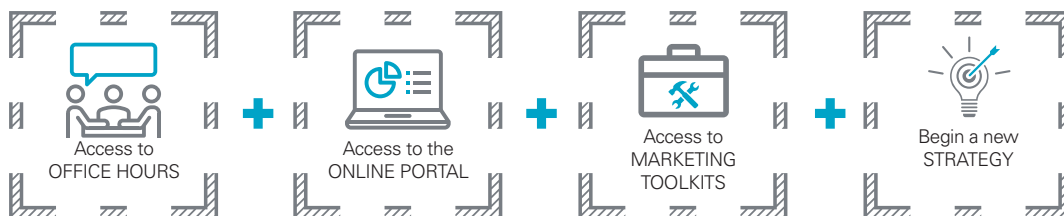


### ONLINE PORTAL

Get access to documents related to your community's work, and examples of other community goals, strategies, and collateral. It connects you to a variety of community program materials, a collateral library, toolkits for outreach and education, as well as collaboration forums.

## Keeping graduates energized

We invite communities that have participated to stay engaged. Since you've developed a blueprint for your energy future, we have resources to keep your momentum going and keep you up to date with what's new at Xcel Energy.



## Join us

Apply in January or July. Applications available at [xcelenergy.com/PartnersInEnergy](https://xcelenergy.com/PartnersInEnergy).

Questions: [PartnersinEnergy@xcelenergy.com](mailto:PartnersinEnergy@xcelenergy.com) or 800.369.4362.



**PARTNERS IN ENERGY**  
An Xcel Energy Community Collaboration

Questions for Sustainability Committee to consider prior to Partners in Energy discussion May 27, 2021:

1. Why does (or should) energy efficiency and renewable energy matter to Ashland?
2. How is your community already supporting energy efficiency? Renewable energy?
3. What barriers are Ashland residents and businesses facing when it comes to being energy efficient? Supporting renewable energy?

Memorandum of Understanding  
Phase 1 – Plan Development

Ms. Deb Lewis  
Mayor  
City Hall  
601 Main Street West  
Ashland, WI 54806

We are pleased that the City of Ashland has elected to participate in Xcel Energy's Partners in Energy. This offering is designed to provide your community with the tools and resources necessary to develop and implement an energy action plan that reflects the vision your community has for shaping energy use and supply in its future. Participation is intended to span 24 months. The initial 4-6 months are dedicated to developing a strategic energy action plan and the remaining time is focused on Xcel Energy's support implementing that plan.

The intent of this Memorandum of Understanding (MOU) is to confirm the City of Ashland's intent to participate in the initial plan development phase of the Partners in Energy program and outline the commitment that your community and Xcel Energy are making to this collaborative initiative. The primary objective of this phase of the program is to develop an energy action plan for the City of Ashland.

This is a pilot program and the cost of delivering it will be shared equally by Northern States Power Company – Wisconsin, doing business as Xcel Energy, and The City, who agrees to pay up to \$15,000 to Xcel Energy to cover the vendor costs of delivering this service through the Planning and Implementation phases of the program. Charges shall not exceed this amount unless approved in writing by the City. Xcel Energy shall invoice the City of Ashland on a quarterly basis with time and materials spent to date.

Xcel Energy will provide during the Planning Phase:

- Consulting support to assist in identifying potential community stakeholders, and constructing or delivering an invitation or informational announcement regarding the planning process.

- Data analysis of community energy use and Xcel Energy program participation to the extent that it is legally and technically prudent and feasible. The results can be used to identify potential opportunities to implement plan strategies. Xcel Energy will attempt to integrate data provided by the City of Ashland into the analysis if feasible.
- Professional facilitation support for 3-5 plan development work sessions with the community stakeholder group to develop the energy action plan's vision, focus areas, goals and implementation strategies.
- Assistance as needed in synthesizing the community and program data collected with the vision of the community to identify attainable goals that align with suitable strategies and tactics.
- Development of the energy action plan that will incorporate inputs from the stakeholder planning team and will be accessible to the community.
- Commitment to delivering an actionable and complete energy action plan within six months of the City of Ashland and Xcel Energy signing this MOU.

In addition to payment for services, the City of Ashland agrees to provide during the Planning Phase:

- A single contact point to recruit active and engaged stakeholders, coordinate planning meeting logistics as well as distribution of deliverables, and lead participation of the community in the planning process.
  - Community staff engagement in developing workshop agendas, participating in post-workshop check-in meetings and follow-up work, and implementation planning.
- Commitment to ensuring community stakeholder engagement throughout the planning workshops. This could include consultation with key community stakeholders who may be relevant to the plan but not present on the energy action planning team, to gain input on proposed goals and strategies.
- Timely review of Energy Action Plan document, as well as shepherding the completed plan through stakeholder review process.
  - Good-faith evaluation of the recommendations and analysis provided, as well as fair consideration of the potential strategies and tactics identified to ensure alignment with the community's goals and priorities.

- Meeting facilities to host the stakeholder group during the development of the plan.
- Identification of existing community energy plans, programs, or initiatives that could be leveraged in successful development and delivery of this plan.
- Commitment to delivering an actionable and complete energy plan within a six month timeframe of the City of Ashland and Xcel Energy signing this MOU. Within this period the City of Ashland is committed to completing the formation of the energy action planning team and the development and approval of the energy action plan.
- To the extent not otherwise protected by law, public distribution of the work products developed with the support of the Xcel Energy's Partners in Energy Program.

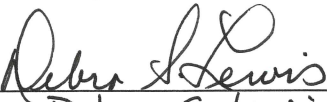
Resource Commitment Summary  
Plan Development Phase

| City of Ashland                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Xcel Energy                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Single point of contact</li> <li>• Support in maintaining community stakeholder engagement throughout the planning process.</li> <li>• Involvement in development and review of Energy Action Plan content.</li> <li>• Meeting facilities</li> <li>• Access to existing energy-related plans and programs</li> <li>• Commitment to completing the plan development and approval</li> <li>• To the extent not otherwise protected by law, agreement that the energy plan resulting from this work will be available to the public</li> </ul> | <ul style="list-style-type: none"> <li>• Assistance identifying and recruiting stakeholders</li> <li>• Analysis of community energy use and program participation</li> <li>• Facilitation of planning sessions</li> <li>• Training and guidance developing goals and strategies</li> <li>• Documentation and delivery of the renewable energy action plan</li> <li>• Commitment to completing the plan development</li> </ul> |

All communications pertaining to this agreement shall be directed to Megan McBride on behalf of the City of Ashland and Tami Gunderzik on behalf of Xcel Energy.

Thank you again for your continued interest in Xcel Energy's Partners in Energy. We look forward to assisting the City of Ashland in the development of their energy action plan.

For the City of Ashland:

  
Debra S. Lewis, Mayor

Date: 3/23/21

For Xcel Energy:

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Date: \_\_\_\_\_