AD HOC GREEN TIER LEGACY COMMUNITY COMMITTEE MEETING MINUTES
WEDNESDAY, JULY 8, 2026
(Approved)

1. Call to Order & Roll Call
The July 8, 2026 meeting of the Green Tier Legacy Community Committee was called to order by Chair Louise Howson at 10:34 A.M.

Present: Louise Howson, Jill Wiebe, Lisa O'Hearn, Paula Anschutz. Mary Smythe- Excused,

Staff: Benjamin Andrews Village Administrator, Sarah Bertges Administrative Assistant

2. Approval of the Agenda *Motion by O'Hearn to approve the agenda as presented, second by Wiebe. Motion carried- all ayes.*

3. Approval of the Minutes – June 10, 2026
A spelling error was noted on page one.
Motion by Wiebe to approve the minutes as amended, second by O'Hearn. Motion carried-all ayes.

4. Comments, Correspondence, and Concerns from the Public
Staff noted that recent email communication had been sent among committee members in a manner that could constitute a walking quorum. Members were reminded that as a best practice, any group communications should be blind carbon copied to all recipients, and that correspondence intended for the committee should be routed through staff for distribution. It was noted that the communication in question was well-intentioned and that the member was unaware of the requirement.

5. Discussion/Action Items
a. Strategic Planning; Green Tier Legacy Committee
Staff presented the strategic planning framework that was distributed following the June 10 meeting. The document was sent to members on June 11 along with instructions for populating objectives and was noted to exist as a working document accessible via a shared link.
The committee discussed the overall approach to completing the plan. Howson raised the question of whether this was an appropriate time to narrow the focus to a limited number of key objectives, given the volume of items identified. O'Hearn suggested identifying two to three near-term priorities while retaining other items for future years. Staff clarified that the plan is structured as a three-year framework covering 2026 through 2028, with items assigned by year, and that items not yet assigned could be placed at the bottom as a future cut list.
Staff recommended that each objective be clearly defined, including a timeline, assigned committee lead, budget estimate, relevant committees or approvals required, and anticipated implementation steps. The committee agreed that the most productive approach would be to assign individual members as leads for specific objectives, allowing work to proceed between meetings according to each member's strengths and areas of interest.
The committee worked through the strategic plan document and discussed several categories in detail:
Organizational and Governance Howson noted the need for quarterly status reporting. Staff confirmed this would be an administrative function supported by staff, with a reporting framework to be developed. Howson indicated she would coordinate with staff on this. Grant identification was discussed, with staff clarifying that grants are most useful when tied to clearly defined projects

rather than sought generally. Once priority projects are established, a grant calendar can be developed around application deadlines.

Website and Communications The committee discussed the current state of the Green Tier page on the village website. Bertges confirmed she had attempted to update the page earlier in the year and welcomed content submissions. The committee agreed that a single point of contact should manage content submissions to staff. O'Hearn was designated as the committee lead for website content, responsible for reviewing the current content, coordinating updates, and serving as the liaison to Bertges for ongoing changes. Other members were directed to route suggested content through O'Hearn.

The committee also discussed a GoDaddy domain name renewal invoice that had previously been paid from the committee budget. Bertges confirmed the charge was under fifty dollars. Members noted uncertainty about which domain names are registered and how long they are paid through, and agreed this should be clarified.

The possibility of leveraging social media for outreach was raised. Members acknowledged that a sustained social media presence requires dedicated time and a consistent posting plan, and that the village does not currently maintain social media accounts. Anschutz suggested approaching the Sister Bay Area Association (SBAA), which has an established following and a social media presence, about occasionally featuring Green Tier content. Members agreed this was worth exploring, with Anschutz volunteering to make the inquiry. The committee recognized that a fully developed social media program would require a committed volunteer or committee member and is better suited for a future planning year.

Engagement, Communication, and Education The committee discussed strategies for increasing public awareness, including in-person events, printed materials with QR codes linking to the village website, and coordination with partner organizations. Anschutz proposed developing a simple poster or display summarizing the committee's top initiatives, to be used at events such as the Farmer's Market, Marina Fest, and other community touchpoints. Members agreed this was a practical near-term step.

The committee discussed the value of participating in broader regional coalitions, including the Door County Green Tier network coordinated by Jeff Lutzey of the Climate Change Coalition. Howson suggested that a unified regional presence — rather than isolated municipal social media accounts — may be a more effective communications strategy and noted this as a topic for a future conversation with Lutzey.

The committee discussed the possibility of presenting brief updates to the Village Board or Parks Committee once or twice per year to maintain visibility and report on progress, particularly once the strategic plan is finalized.

Regarding partnerships with local businesses, the committee discussed initiating a conversation with Piggly Wiggly management about reducing single-use plastic bag usage and potentially coordinating a bag giveaway or reusable bag station in their lobby. Members agreed that a meeting with store management should be pursued. Howson volunteered to coordinate this outreach.

Sustainability and Environmental Impact The committee discussed the food waste composting program currently operated in partnership with the Climate Change Coalition. Howson noted the expectation that the program may be transitioned to the committee's management around 2028, and indicated she would continue coordinating with Jess from the Coalition. Members noted that if the committee were to independently operate a composting program, grant funding would likely be necessary to cover equipment and operational costs.

Regarding the community garden, the committee discussed the current underutilization of available plots at the existing site. Members raised concerns about the garden's proximity to an adjacent field where pesticides are applied. Discussion turned to a longer-term vision for a community garden model based on shared cooperative plots rather than individual assigned beds, potentially located at a more suitable village-owned site. Members expressed interest in exploring this concept for a future planning year, with Anschutz noting the Logerquist site as a potential location given its space and historic character.

Action Items:

- Howson to coordinate with staff on a quarterly status reporting framework.
- O'Hearn designated as committee lead for village website content; all members to route suggested content through O'Hearn, who will coordinate submissions with Bertges.
- Staff to clarify which GoDaddy domain names are registered and their renewal dates.
- Anschutz to contact SBAA regarding the possibility of featuring Green Tier content on SBAA's social media platforms.
- Howson to contact Piggly Wiggly management to discuss plastic bag reduction and potential reusable bag outreach partnership.
- Howson to reach out to Jeff Lutzey regarding regional Green Tier communications coordination and a potential invitation to a future meeting.
- All committee members to review the strategic plan working document, populate assigned sections, and add notes on objectives, timelines, and suggested leads prior to the August meeting.

b. Reusable Bags; Follow-Up

The committee continued discussion on the procurement of reusable tote bags for distribution to Sister Bay residents. O'Hearn presented pricing information from Tote Bag Factory for a large square canvas tote measuring approximately 15.5 inches wide by 13.75 inches high by 6 inches deep. At a quantity of 500 units with two-color printing, the estimated cost was approximately $5.91 per unit, for a total near $3,000.

The committee discussed the purpose and distribution model for the bags. The primary goals were identified as reducing single-use plastic bag usage and raising awareness of the Green Tier committee's work. It was agreed that bags would be distributed free to Sister Bay residents, with a voluntary cash donation accepted from non-residents. Given the village's lack of a payment platform, donations would be accepted in cash only, with proceeds receipted and deposited to the general fund designated for Green Tier use. The committee noted the distribution could coincide with the Marina Fest booth in September and potentially a subsequent campaign at Piggly Wiggly.

Regarding design, the committee agreed that for this initial order a two-color version of the committee's logo would be used, with no full-color artwork at this time. Members acknowledged this is a first run intended to test the distribution model, and that future orders could incorporate more distinctive design elements.

By consensus, O'Hearn was directed to order additional samples from Tote Bag Factory and any comparable vendors as needed, assess quality, confirm specifications, and place the order. A delivery deadline of August 15, 2026 was established to ensure bags are on hand prior to Marina Fest on September 5 and 6. Staff confirmed the village credit card could be used for payment upon order placement.

Action Items:

- O'Hearn to order samples of canvas tote bag options, confirm final selection, and place an order not to exceed approximately $3,000, with a target delivery date of no later than August 15, 2026.
- O'Hearn to coordinate with staff for payment processing at time of order.

c. Marina Fest Booth Coordination; September 5 & 6, 2026

Howson reported that she had been in contact with Marina Fest organizers regarding a booth for the September 5 and 6 event. Abby, the primary contact, was out of town at the time of the meeting, but it was expected that the committee would not be charged a booth fee given its nonprofit status. The booth is anticipated to be a standard 10-by-10 tent. Full confirmation is pending Abby's return.

Action Items:

- Howson to confirm booth reservation and logistics with Marina Fest organizers upon Abby's return.

d. Standing Meeting Adjustments

The committee discussed adjusting the standing meeting day and time to better accommodate members' schedules. After discussion of available days, the committee agreed to move to Tuesdays at 8:30 AM for the second week of each month, conducted primarily via Zoom with hybrid attendance available. Staff noted that August 11 falls on a primary election day and therefore cannot be used for the August meeting. The committee agreed that the next meeting would be held on Wednesday, August 12, 2026 at 3:30 PM as an exception, via hybrid format.

6. Matters to be Placed on Future Agenda, Referred to a Committee, Official or Employee

- Continued work session on the strategic plan. All committee members to review the strategic plan working document, populate assigned sections, and add notes on objectives, timelines, and suggested leads prior to the August meeting.
- Tote bag update and final design confirmation
- Marina Fest booth logistics
- Presentation or update from the composting program — staff to send an invitation to Mike (Climate Change Coalition representative coordinated through Jess) to present a composting program overview at the August meeting

7. Next Meeting

The next meeting of the Green Tier Legacy Community Committee is scheduled for Wednesday, August 12, 2026 at 3:30 PM, to be held in person in the small conference room at the fire station, with hybrid/Zoom participation available.

8. Adjournment

A motion was made by Anschutz, second by Howson to adjourn the June 10, 2026 meeting of the Green Tier Legacy Community Committee at 12:08 P.M. Motion carried – all ayes.

Respectfully submitted by Sarah Bertges, Administrative Assistant