

Agenda
Sustainable Environment Advisory Committee (SEAC)
St. Joseph, MO
February 17, 3:00 PM

This will be a Zoom meeting set up through the City of St. Joseph.

Welcome to committee members, staff, and guests and **call to order** by Diane Waddell, moderator.
 Thanks to Dr. Kim Schutte, staff liaison, for setting up the Zoom call.

Note January **Minutes**

Roll call by check-in

Statement of purpose in recognition that we are a part of the Mayor's Climate Network

This committee comes from a Resolution which states: *Resolved, That the City of Saint Joseph continue to expand on innovative environmental programs to reduce greenhouse gas emissions*

- Goals:**
- Rethink, Refuse, Reduce, Reuse, Recycle
 - Plant and nurture trees and native plants
 - Decrease single-use plastics
 - Encourage and support businesses which model environmental sustainability
 - Decrease greenhouse gas emissions

Old Business:

Sustainable Alliance of St. Joe (Green business Guide)

Report and check-in with MWSU student representative, as available. **See contract below.**
 Current committee representatives are Jan Storts, LuAnn Cadden and Diane Waddell.

(The Sustainable Alliance of St. Joe [would be] a group of vetted organizations, businesses, and educational facilities in St. Joseph which models, encourages, and supports sustainable environmental practices.)

- A. Planning is with coordination through MWSU Strategic Communication class which began in the fall semester of 2020 and continues through spring 2021.
 Dr. Jennifer Jackson is the instructor.
- B. Input from Council representatives and Chamber is encouraged
- C. A new logo for SEAC has been developed

Tree Projects, Prairie Restoration and Native Plantings

- A. MWSU Prairie recently dedicated to Dr. John Rushin and other— Dawn Drake
- B. Mosaic and MO Conservation partnership on prairie restoration — Sean DeWeese
- C. Krug Park Native Plantings — LuAnn Cadden
- D. Tree projects

Ongoing City Partnership Reports

- A. Dr. Kim Schutte — Historic Preservation
- B. Katie Bruegge — Water Protection — Stormwater subcommittee, other

Mayors for Clean Energy (Ready for 100 Campaign), working with the MO Sierra Club: GEO Team (Green Energy Opportunity Team)

- A. Note: we are resourcing the resolutions of KC, St. Louis
- B. The (pre) GEO Team met on Feb. 16. This included Mayor McMurray, Dr, Dawn Drake, Dr, Betty Sawin, Jan Storts and Diane Waddell. We are assembling a list of organizations, groups, individuals which represent stakeholders. We meet again Feb 16,

New and Ongoing Business

Monthly focus for Facebook/City Highlights: 2021 Facebook monthly themes:

Feb	Clean Energy Focus (Dr. Drake)
March	Native Plants (LuAnn)
April	Earth Day (and noting our Green Small Business Awards)
May	Historic Preservation (Dr. Schutte)
June	Continued historic preservation (Landmark Commission)
July	Sustainable urban planning/architecture (Sara Markt)
August	
September	
October	Sustainable energy technologies (Dr. Drake)
November	
December	

Katie Bruegge will adopt a month to focus on water conservation or something similar.

Community Connections

A. Super Science Saturday, Ja 30, was virtual. SEAC submitted three videos.
Thanks to Dr. Csengele Barta, LuAnn Cadden, and Natalie Ward!

B. (On hold) Proposed partnership with Tama Wagner and Isobel McGowen regarding a city-wide program to place 1000 branded trash receptacles throughout the city with the aim of reducing litter city-wide and a comprehensive trash pick up service. This is through Community Alliance (Chamber of Commerce) and I Love Hall Street.

C. Other including Public Comment

Next Meeting: Wednesday, March 17, 3:00 per Zoom

SEAC Client Contract (with MWSU Strategic Communications Class, fall semester)

The purpose of this contract is to set forth the terms and understanding between Fuse Innovations and the St. Joseph Sustainable Environment Advisory Committee (SEAC). Specifically, this contract promotes mutual interest through cooperation regarding the advancement of SEAC and their public reach.

Problem Statement

St. Joseph SEAC has an opportunity to become established in the community by defining brand identity and developing relationships with local businesses to build a Green Business Alliance.

Goals

1. Establish relationships between SEAC and local businesses

Objectives

1. Increase recognition and awareness of SEAC by 20% within local businesses.
2. Increase familiarity with the businesses by means of print media, coverage by two news outlets, and hitting 500 original followers on the SEAC Facebook page.
3. Have 10 local businesses committed to incorporating eco-friendly practices and vetted for a future Green Business Guide for the general public.

Identifying the Audience

Why Businesses and not the general public?

To eventually have businesses doing green business practices and vet them for a future green business guide. Once we are recognized by local businesses, they will be more eco-friendly and hopefully increase our brand awareness to the general public.