

X 3-15-21

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

CITY CLERK
email
2021 MAR 15 AM 11:13

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 February **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:

#GreenerStJoe (Green Business project)

Report and check-In with Dr. Jennifer Jackson and Strategic Communication student representatives. **See contract below.**

Current SEAC representatives are Jan Storts, LuAnn Cadden and Diane Waddell.

- A. Planning is with coordination of MWSU Strategic Communication class which began in the fall semester of 2020 and continues through spring 2021.
Dr. Jennifer Jackson is the instructor.
- B. A new logo for SEAC has been developed by the class. They will also present about their work with the SEAC Facebook page and the April 22 Green Business Awards.

Tree Projects, Prairie Restoration and Native Plantings

- A. MWSU Prairie dedicated to Dr. John Rushin — Jeff Powelson
- 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. Historic Preservation — Dr. Kim Schutte
- B. Water Protection — Stormwater subcommittee, Katie Bruegge, Colleen Armstrong

Mayors for Clean Energy (Ready for 100 Campaign): GEO Team (Green Energy Opportunity Team)

The pre-planning GEO Team includes Mayor McMurray, Dr. Dawn Drake, Dr. Betty Sawin, Jan Storts and Diane Waddell. A list of organizations, groups, individuals which represent stakeholders is being formed.

Description: *That the City of St. Joseph will develop incremental goals for 2025-2030-2035 to utilize cleaner energy in areas such as transportation, built environment, housing, and other energy systems.*

Stakeholders would include representatives from City departments, businesses, academic institutions, public health, housing, environmental and low income advocates, utility companies, and members of the community.

This team will be called the GEO Team (Green Energy Opportunity) Team and will be set up through the Sustainable Environment Advisory Committee. Members will work with the Mayor, elected officials, and other city leaders as needed.

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

Feb	Clean Energy Focus (Dr. Drake)
March	Native Plants (LuAnn)
April	Earth Day (Green Small Business Awards with #GreenerStJoe) Balanced approaches to agriculture and energy (Jeff Powelson)
May	Historic Preservation (Dr. Schutte)
June	Continued historic preservation (Landmark Commission - Report from Roger Martin)
July	Sustainable urban planning/architecture (Sara Markt)
August	Trees (Dr. Barta)
September	Pollinators (Jeff Powelson)
October	Sustainable energy technologies (Dr. Drake)
November	Water Conservation (Katie Bruegge)
December	

New Business:

Community Connections

A. (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.

B. Other including Public Comment

Next Meeting: Wednesday, April 21, 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.

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Green America's Green Business Certification ensures that companies operate according to these general standards:

- They operate a "values-based" social enterprise according to principles of social justice and environmental sustainability (values statement must be featured on website);
- They are environmentally responsible in the way they run their operations and facilities ([view green office/facility standards](#)), and in how they source raw materials, manufacture products, and market them;

Bridging the Gap Green Business Network - a network of business professionals who all share a common goal – making sustainable business decision that save money and resources — and lessens impact on the environment.