



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Climate Action Plan Steering Committee

Thursday, December 16, 2021

4:30 PM

LifeSize Virtual Meeting Room

In efforts to reduce the spread of COVID-19, this meeting will be conducted through video conferencing. The meeting can be viewed by clicking this link (or typing the URL in your web browser address bar): <https://stream.lifesizecloud.com/extension/4857797/a8c61270-e220-4ad3-a234-c76d9d7dde51>

If you wish to speak on an agenda item, you can do so as part of the virtual meeting. Contact the Planning & Development Department at the email or phone number below so we can provide you with the necessary information to join in.

Members of the public who would like to provide written comments on any agenda may do so by emailing kuhlmanl@cityoflacrosse.org, using a drop box outside of City Hall or mailing the Planning & Development Department, 400 La Crosse Street, La Crosse WI 54601. Questions, call 608-789-7361.

Call to Order

Mindel called the meeting to order at 4:32 pm.

Roll Call

Present: 5 - Dorothy Lenard, Cathy Van Maren, Casey Meehan, Susanna Hanson, Mackenzie Mindel

Approval of Minutes

Lenard motioned to approve the minutes, Meehan seconded. The motion carried by a voice vote.

Agenda Items:

- 1 [21-1745](#) Prepare for January 2022 outreach and engagement for Xcel Energy's free energy assessment for businesses and non-profits.

Attachments: [Outreach Kit Cover Letter](#)
[Talking Points to Business Owners](#)
[Talking Points to Partner Organizations](#)
[Energy Assessment Postcard](#)
[Sample Social Media](#)
[Social Media Image 1](#)
[Social Media Image 2](#)
[Social Media Image 3](#)
[Sample Email Text](#)
[Sample Newsletter Copy](#)
[Outreach Kit \(Combined\)](#)

Marisa Bayer reviewed Partners in Energy process so far and attached free business energy assessment promotion kit. She encouraged committee members to consider who is in their network to reach out to, including commercial property owners. The benefit is limited to Xcel customers in La Crosse. Bayer will notify staff when postcards go out. The free business assessment likely doesn't go to schools and universities. There is a \$4,000 limit per business and Bayer will ask about total budget; assessments must be done in 2022, and improvements have to be done within 6 months of that. Van Maren suggested doing an assessment on a media organizations office to give them a sneak peak for a story. Menonomie's program was featured in a podcast from a local business organization, so members could reach out to podcasters and local radio newscasters. Van Maren suggested staggering promotion throughout the year. Bayer will check if the season would affect the assessment.

- 2 [21-1747](#) Memo Re: Using Transit-Oriented Development to Reach Carbon Emission Reduction Targets

Attachments: [Memorandum](#)

Amy Webster and staff provided overview of memo. Van Maren spoke in favor of higher-frequency transit and route design improvements. MTU has an app for bus tracking and could promote it more on their webpage. College orientation should include how to ride the bus. Van Maren said the Transit Alliance tables at UWL and offers bus buddies. A bus route will return to operating through campus in 2022.

- 3 [21-1739](#) Select 7 CAP Team Members and 3 Alternates or Additional Members

Attachments: [Possible CAP Team Members](#)

Van Maren asked if people not selected could have another role, Lenard seconded. The consensus of the committee was to keep all applicants involved in one way or another.

- 4 [21-1748](#) December Consultant Update

Attachments: [Website Report 12/15/21](#)

Mindel wants a comprehensive communications plan. Meehan will share to WTC and

Sustainability Institute newsletters; suggests staff use Next Door app to share. Mindel offered to map outreach. Van Maren suggested used multimedia beyond email. Lenard suggested having steering committee members serve as point person for subsection of CAP Team members. Mindel also brought up using the Regional Read as a outreach for engagement.

Adjournment

Mindel adjourned the meeting at 5:42 pm.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.