



# City of La Crosse, Wisconsin

City Hall  
400 La Crosse Street  
La Crosse, WI 54601

## Meeting Minutes

### Climate Action Plan Steering Committee

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Monday, December 9, 2024

4:30 PM

Eagle Room

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This meeting will also be conducted through video conferencing.

Join Zoom Meeting:

<https://cityoflacrosse-org.zoom.us/j/89556262687?pwd=TMzYMQRWEj7sOuWitzv04sLbpMOYp5.1>

Meeting ID: 895 5626 2687 Passcode: 102161

Join by Phone: +1-507-473-4847

#### Call to Order

Mindel called the meeting to order at 4:30 p.m.

#### Roll Call

**Present:** 4 - Andrew Ericson, Casey Meehan, Dorothy Lenard, Mackenzie Mindel

**Excused:** 2 - Natalie Heneghan, Stephanie Hanna

**Absent:** 1 - Adam Jacobson

#### Approval of Minutes

A motion was made by Lenard, seconded by Meehan, that the be APPROVED Approval of Minutes. The motion carried by the following vote:

#### Notices and Discussion

#### Agenda Items:

- 1     [24-1460](#)     Request for Funding Assistance for Lighting Retrofits at Black River Beach Neighborhood Center - Jim Flottmeyer

**Attachments:**     [Cost Estimate](#)

[CAPSC Budget \(Dec 24 Update\)](#)

*The CAPSC had referred action for 30 days so staff could share the budget. Jim Flottmeyer spoke about the building's history, existing conditions, and recent lighting audit. The lighting audit revealed exterior lights were not retrofitted to LED. Kish estimates a cost up to \$5,164. Of ~\$100k remaining, ~\$38k is flexible to be spent on this project. This project was brought to the board because the energy saving*

*performance contract did not cover external lights. Staff clarified additional wall pack included as an optional product for security. Staff reported that there is money in the budget for this project due to projects being delayed or not needing funding.*

**A motion was made by Lenard, seconded by Meehan, that this Request be APPROVED . The motion carried by voice vote.**

2      [24-1467](#)

Request to Fund Leadership in Energy and Environmental Design (LEED) for Cities Certification Fees - Mindel

*Since Mindel would have to recuse herself and there would no longer be a quorum, she postponed this item until the next meeting.*

3      [24-0067](#)

Outreach & Engagement Update

*Bright Action (BA) connected with Unitarian Universalist and Habitat for Humanity, and are awaiting response from School District. They are proposing a trusted leader messaging campaign on some action(s), i.e., heat pumps. Who has a heat pump, or who is planning on getting a heat pump? How do we get people who aren't already showing up? Who are the right people to talk to about this? They are developing bus ad/poster campaign. Staff is reviewing acknowledgement program ideas. Ericson supported the bus ad campaign. While BA is not for businesses, employees (and students) can use it.*

*Paul Nicholas helped with the accessory dwelling unit (ADU) event, which attracted 42 attendees and 3 reporters. He is finalizing blog post and will send out the newsletter. Meta will not let Nicholas post on Instagram, so the drawing for the lunch with the mayor is on hold. Johnson Controls is adding a quote to the measurement & verification post. Staff and Nicholas are brainstorming ideas for a combined workshop, recognition event. Mindel would like to emulate Dane County Climate Champions program. Staff will develop library of ADU designs for website and further developing plans.*

4      [24-1575](#)

Discussion on Grant Services, Reporting, and Pursuits

**Attachments:**      [Building Blocks for Sustainable Communities | US EPA](#)  
[Climate Smart Communities Initiative](#)  
[Consumer Recycling Education and Outreach Grant Program | US EPA](#)  
[Municipal Investment Fund](#)

*The AARP Community Challenge Grant is wrapped up, except for ADU design library and reporting. Micro grantees are wrapping up their projects this month for the Youth Climate Action Fund. The City is waiting to hear back on second round (\$100,000). Staff is working on having the Community Foundation administer. The mayor signed the Energy Innovation Grant and staff is working on additional documents. Outreach for audits will start in January. Staff will be reviewing linked grant opportunities, and committee members can send grant suggestions. Staff would like to be more strategic with spacing out grant applications. Mindel shared Municipal Investment Fund, which is up to \$500,000.*

5      [24-1576](#)

Implementation Plan Status, Part 1 - Mitigation Goals

**Attachments:**     [Increase Bus Frequency](#)  
[Assist Private Fleets with EV Transition](#)  
[Reduce Home Energy Audit Costs](#)  
[Promote Energy Audits and Incentives for Commercial Buildings](#)  
[Annual Residential Solar Purchase Program](#)

*Staff discussed increasing bus frequency. Extending 30-minute service could create a labor challenge – more drivers, longer shifts, or shifting shifts. MTU prioritizes accessibility. Next steps may include promoting MTU Works program and La Crosse Area Transit Advocates (LATA) Bus Buddy Program. Staff will follow up with MTU Director on ideas. The MTU Board is meeting Monday. LATA is meeting Tuesday. Staff requested help researching what other cities doing to increase ridership and examples and opportunities to offer free rides to/from events. Cathy Van Maren said some cities accept event tickets as a transit pass for a limited time, but staff would need more specifics about how that works.*

*Staff went over assisting private fleets with EV transition. The City, County, UWL did fleet EV studies. USPS has installed 20 chargers. Mayo and Trane have goals to convert to EVs. Next steps are to share EV study report with departments and work with Enterprise on leasing, get insight from County and UWL process, and identify and share EV incentives while available. Staff requested assistance with identifying what other cities doing to help fleet EV conversion.*

*Staff talked about reducing home energy audit costs. The City secured ~\$750,000 Energy Innovation Grant Program funding with Green Homeowners United (GHU) and has canvassing about City programs. Next steps include conducting outreach to attract at least 350 household to participate in program. Staff requested help with identifying community leaders that could help spread the word. Mindel asked about areas to prioritize, such as highest emitters and heat islands. Grant focuses on Justice40 Tracts, and the next step would be EPA Inflation Reduction Act Disadvantaged Communities. GHU would mostly focus on homes under 4 units; Mindel would like some focus on multifamily and recommended Middleton efficiency navigate. City could work with Elevate using their efficient navigator for larger multifamily units. EIGP covers audit and basic energy efficiency up to \$2,000. GHU shared example how to stack IRA incentives to put together bigger projects for very little money.*

*Staff went over promoting energy audits and incentives for commercial buildings. Xcel Energy offers this as part of Partners in Energy; they mailed postcard notification but got little response. Property Assessed Clean Energy (PACE) is available but hasn't been adopted much in La Crosse. Next steps could include Bright Action's trusted leader messaging campaign on heat pumps, and microgrid feasibility study with County and Western Technical College. Staff requested help with finding available incentives available from the State and Federal governments, and any incentives have other communities created (i.e. density bonuses). Mindel suggested adding this information to the City's website, and coupling Xcel audit with recognition.*

*Staff discussed annual residential solar purchase program. The City and County worked with MREA in 2020. Next steps may include developing a solar group buy for 2025 with County and MREA. Staff requested assistance with reviewing and summarizing Ann Arbor Solarize Tool Kit, and spreading the word about a 2025 group buy, including identifying groups that can amplify this program and people who already*

*have solar panels and can talk about their experience. Mindel mentioned a Michigan city, likely Ann Arbor, had a referendum to fund sustainability.*

### **Next Meeting / Agenda Items**

*CAPSC will not move to a different day, so the next meeting will be 1/13. Many members mentioned meeting as early as 3 p.m. as an option, though.*

### **Adjournment**

**Mindel adjourned the meeting at 5:34 p.m.**

*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](mailto:ADAcityclerk@cityoflacrosse.org), with as much advance notice as possible.*