

Agenda
Sustainable Environment Advisory Committee (SEAC)
St. Joseph, MO
October 21, 2020. 3:30 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

Review September **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
 - Decrease single-use plastics
 - Decrease greenhouse gas emissions

NOTE: We need to look at our 5 year initiative, which is also a goal of the City (Council.)

Old Business:

Sustainable Alliance of St. Joe

Report and check-in with MWSU student representative. **See contract below.**

(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 beginning the fall semester of 2020 through spring 2021. Dr. Jennifer Jackson is the instructor.
- B. Input from Council representatives and Chamber encouraged

Tree Planting

- A. Report from Martha Clark, ISA-Certified Arborist and consultant
Re: Fall Planting/Forest ReLeaf with Lonnie Messbarger and David Ball/Tree Board
 - 1. For pocket parks (14 trees)
 - 2. For Harris-Kemper neighborhood association (shrubs)
- B. Planting at MWSU Prairie

Ongoing Reports

- A. Sean DeWeese — Mosaic and MO Conservation Partnership
- B. Dr. Barta, Dr. Drake — MWSU update
- C. Dr. Kim Schutte — Historic Preservation Consultant update
- D. Katie Bruegge — Water Protection — Stormwater subcommittee, other

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CITY OF ST. JOSEPH, MO

New and Ongoing Business

- A. Monthly focus for Facebook/City Highlights
 - 1. October - Focus on climate change
 - 2. November - Recycling (to focus on America Recycles Day)
 - 3. December

***America Recycles Day**, a **Keep America Beautiful** national initiative, is the only nationally-recognized **day** dedicated to promoting and celebrating recycling in the United States. Each year, on and in the weeks leading into Nov. **15**, thousands of communities across the country participate by promoting environmental citizenship and taking action to increase and improve recycling in **America**.*

- B. Krug Park Plantings report
- C. Other including Public Comment

Next Meeting: Wednesday, Nov 18; 3:30 by Zoom

SEAC Client Contract (with MWSU Strategic Communications Class)

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.