

Agenda
Sustainable Environment Advisory Committee (SEAC)
St. Joseph, MO
November 18, 2020. 3:00 PM
This will be a Zoom meeting set up through the City of St. Joseph

2020 NOV 12 AM 10:10
CITY CLERK

Welcome to committee members, staff, and guests and call to order

Review October **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 review and re-evaluate our 5 year initiative, which is also a goal of the City (Council.)

Special Report:

We welcome Mayor Bill McMurray, who has signed the Pledge of Missouri Mayors for Clean Energy. We also welcome Missouri Chapter staff supporting Mayors for Clean Energy in Every service Territory:

- **Marisa Frazier:** marisa.frazier@sierraclub.org
- **Billy Davies:** william.davies@sierraclub.org

as well as Jim R. Turner, past Chair of the Missouri Chapter of the Sierra Club. They will discuss the Campaign for Clean Energy (See notes and picture below.)

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 and Prairie Restoration Report

- A. Report from Martha Clark, ISA-Certified Arborist and consultant
Thanks to Martha for her coordination of the ordering, transport and planting of 14 trees from Forest ReLeaf for pocket parks; thanks for her coordination with Lonnie Messbarger — MDC and David Ball — Tree Board. (See minutes for details.)
- B. Report from Dawn Drake on the MWSU Prairie recently dedicated to Dr. John Rushin
- C. Sean DeWeese — Mosaic and MO Conservation Partnership on prairie restoration

Ongoing Partnership Reports

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

New and Ongoing Business

- A. Monthly focus for Facebook/City Highlights
 - 1. October - Focus on climate change
 - 2. November - Recycling
 - 3. December — Holiday Sustainability and New Years' Resolution in Sustainability!
- B. Krug Park Plantings report - LuAnn Cadden
- C. 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.
- D. Other including Public Comment

Next Meeting: Wednesday, Dec 16; 3:30 per 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.



THANK YOU MAYOR MCMURRAY!

FOR YOUR PLEDGE TO WORK WITH COMMUNITIES TOWARDS -

A STRONGER, HEALTHIER, MORE RESILIENT ST. JOSEPH,
 NEW JOBS AND BUSINESS OPPORTUNITIES,
 A MORE EQUITABLE SOCIETY, &
 A ST. JOSEPH POWERED BY 100% CLEAN, RENEWABLE ENERGY!

Has your mayor taken the pledge? Learn more at sierraclub.org/MO-mayors




About Sierra Club:

- Our motto: Explore-Enjoy-Protect (info. on Sierra Club’s vision & policy positions [here](#))
- The Sierra Club is the most enduring and influential grassroots environmental organization in the United States. We amplify the power of our 3.8 million members and supporters across 56 Chapters in the U.S. to defend everyone’s right to a healthy world.
- Here in the Show Me state the **Missouri Chapter** is 50,000 members and supporters strong working towards a healthier, stronger, and more just Missouri for all. In addition to our state Executive Committee which governs the Chapter, we have 6 full-time staff members working to support Chapter’s volunteer leaders across the state. (Check us out on [Facebook](#)).
- Locally, NW Missouri Sierrans organize under the **Thomas Hart Benton Group**

About Missouri Mayors for Clean Energy

- Local elected officials are leading the way in shaping a just transition towards a healthier, stronger, clean energy future for the U.S. by making commitments to work with their communities and colleagues to implement policies that put the health and well-being of people first. **Today, 23 Missouri mayors and county executives have signed the pledge.**
- Mayors understand first-hand the threats to security and public health that families are facing across the country. We are asking mayors to respond to this moment by signaling their support for clean energy and healthy communities and to working with community stakeholders to make a plan to get to 100% renewable energy. Learn more [here](#).
- Mayor Bill McMurray signed the pledge in August, 2020!
- Missouri Chapter staff supporting Mayors for Clean Energy in Everygy service Territory:
 - **Marisa Frazier:** marisa.frazier@sierraclub.org
 - **Billy Davies:** william.davies@sierraclub.org
- This initiative is part of a tactic to the Sierra Club **Ready for 100 Campaign** which provides a roadmap and tools for volunteers and community groups to work together to build a grassroots movement towards a clean energy future. **Today over 100 million people in the U.S. live in a community working towards achieving 100% clean, renewable energy.**
- Anyone can read our campaign principles [here](#). To learn more and get involved with the campaign, contact Billy Davies at william.davies@sierraclub.org.

More Missouri Chapter Campaigns/Initiatives (Let us know if you’re interested!)

- **Public Lands** - protecting our natural treasures, like the Eleven Point State Park, and organizing to protect 30% of all federal public lands by 2030.

- **Outings** - we provide opportunities throughout the state for Missourians to get out and enjoy our natural treasures.
- **Democracy** - supporting community allies leading the fight to preserve and protect our democracy and communities by stopping gerrymandering and supporting medicaid expansion.
- **Politics and Legislation** - support sound policy and environmental champions.