

Agenda
Sustainable Environment Advisory Committee (SEAC)
St. Joseph, MO
January 20, 3:00 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**.
Thanks to Dr. Kim Schutte, staff liaison, for setting up the Zoom call.

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

Consider adding:

1. *'and native plants' to Plant and nurture trees*
2. *Encourage and support businesses which model environmental sustainability*

Old Business:

Sustainable Alliance of St. Joe

Report and check-in with MWSU student representative, as available. **See contract below.**
Current committee representatives are Jan Storts, LuAnn Cadden and Diane Waddell.

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

Tree Projects, Prairie Restoration and Native Plantings

- A. MWSU Prairie recently dedicated to Dr. John Rushin — Dawn Drake
- B. Mosaic and MO Conservation partnership on prairie restoration — Sean DeWeese
- C. Krug Park Native Plantings — LuAnn Cadden
- D. Other

Ongoing City Partnership Reports

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

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CITY CLERK

Mayors for Clean Energy (Ready for 100 Campaign), working with the MO Sierra Club

(see notes below from Billy Davies)

- A. Discussion of KC, St. Louis plans
- B. Follow-up, noting suggestions for committee and next meeting with consultants

New and Ongoing Business

- A. Monthly focus for Facebook/City Highlights
 - 1. Review 2020 highlights
 - 2. Plans for 2021

- B. Super Science Saturday, Jan 30, will be virtual. Dr. Barta has invited us to make videos about what SEAC is and is doing. (LuAnn and Diane will work on this with some assist.)

B. (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.

- D. Other including Public Comment

Next Meeting: Wednesday, Feb 17, 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.