

AVIAN (BIRD) COMMITTEE

MONDAY, March 25, 2019 – 5:00 PM CITY HALL, CONFERENCE ROOM 2A

Call to order by Chair Proska at 5:02 pm

Roll Call: Present, Chair Proska, McConnell; Rodriguez, Zimmermann

Excused: Leonard, Gallo

Also Present: Toni Vogel, volunteer

Approval of minutes

Approval of minutes from June 11 meeting: Moved by Zimmermann, second by Rodriguez

Discussion: Zimmermann noted that last name is misspelled (2 n's at the end of Zimmermann)

Motion Approved with correction Yes (4), No (0), Abstain (0)

Comments from the public

No comments

Discussion/Update of Purple Martin Interpretive Sign Placement and Order

Project is proceeding. Working group is McConnell, Rodriguez, and Zimmermann

McConnell is lead on the language for the sign and finalizing sign purchase.

Working group will meet to review language and McConnell will forward to all Committee members for proof-reading and edits.

Update on Avian Education Project including article in the newspaper

Written update provided by Zimmermann (lead) and working group Zimmermann, McConnell, and Rodriguez.

Committee reviewed the March 7 article in the Lake Geneva Regional News and video and photographs of the March 19 Migratory Bird Game for the Avian Education Pilot.

More discussion of the Avian Education Pilot in the Planning notes (below)

Discussion/Update Planning Activities for 2019

Projects and People Who will Review them for Planning Purposes

1. Major tasks and timeframes for the tasks
2. How big a team is needed?
3. Could volunteers be part of the team?
4. What are we doing efficiently?
5. What do we need to improve or rethink tasks?

Projects to Review (numbers from agenda - grouped by assigned lead)

Project 1. Bird City Application – Proska (lead) Team: Zimmermann for documentation and resolution drafting, add WMBD team members?

Discussion on need for communication with the Tree Committee and getting information collected and acted upon well prior to the deadline (January 31, 2020). Action steps:

September: Meet with the Tree Committee – prior to meeting, let them know that we are looking for help on our Bird City application and documentation they provide for the Tree City application.

November: 1) Work with working group on World Migratory Bird Day (WMBD) to plan that event, 2) write the WMBD celebration resolution, 3) present that resolution to City Council, gather documentation for the application

December: Finish the documentation and complete the application

Project 15. Budget Review – Proska (lead). Team: none noted

Discussion – Proska met with Comptroller Hall. Action items:

April: Proska will ask about the best way to request reimbursement for expenses

June: first of quarterly budget review. Proska will ask Hall for expenditures to date

August: Prepare budget request – note that last year’s format was appropriate

September: 1) second budget review and 2) submit 2020 budget request

December: 4th quarter budget review

Project 2. World Migratory Bird Day – Zimmermann (lead), Team: Rodriguez, McConnell and volunteer Lorenzi

[Event: May 7, 9:00 to 11:30 am, St. Francis de Sales Parrish Hall]

Discussion: Team is functioning well. Meetings at least monthly, shared information on Google Drive, and monthly updates to the Committee.

Volunteers: One continuing – Educator Lorenzi. Parents and volunteers have been recruited for events and materials. However, there are some volunteer needs. Action items:

April: 1) Avian Committee Overview presentation and print materials created, 2) Invitations and media releases, 3) judges recruited, 4) scoring sheets for judges developed, 6) event staff recruited, 7) certificates for students created and printed, 8) prizes purchased, 9) judges briefed, 10) proclamation or recognition created for City Council,

May 7: 1) Committee members and volunteers to **staff the event**. Need volunteers on **May 7, 8:00 am to noon**. So far, Rodriguez, McConnell, Vogel, and Zimmermann, 2) Chair **Proska agreed** to serve as one of the **judges**. **May 7 from 10:30 to 11:30 am**, 3) staff Avian Committee table & recruit volunteers, 11) information to students and families on presentation to City Council

May 13: Presentation to City Council 6pm

September: Plan 2020 Event

November: 1) Draft 2020 WMBD resolution (see Bird City Application), 2) Facilitate Council action

Project 4. Avian Education Pilot – Zimmermann (lead), Team: McConnell, Rodriguez, & Lorenzi

Discussion: Same team as WMBD – functioning well. Some volunteers already recruited, good media coverage and positive feedback from parents, statistically significant improvement in student performance on assessments

April: 1) Coaching sessions on **April 10 and April 24 from 2:00 to 2:45 pm** – Need volunteer coaches for student projects -so far Vogel, Zimmermann, Rodriguez/G Zimmermann, maybe McConnell, 2) Unit 3 – Bird Fair projects complete

May: 1) Bird Fair for World Migratory Bird Day (see notes above), 2) Field trip to Purple Martin nests (will need to coordinate with Nest Checkers)

June: Complete Analysis and revise curriculum

July: Complete curriculum revision and reach out to educators and group mentors

August: Meet with interested educators and mentors, modify and parse curriculum as needed

September: Plan 2020 WMDB event with current and - potentially – new classes/groups

November: In-service training for educators/mentors and assist transition to classes/groups

Project 14: PR, Marketing, Graphics – Zimmermann (lea) - Team: the lead person for each project

Discussion: **Lead Accountability:** The team lead (CZ) is responsible for documenting what is needed – strategy, timeline, products, and distribution, communicating with and meeting with the project lead, sharing notes with the **Avian Committee** and the working group, **checking** to make sure that all tasks, materials, equipping **are complete** prior to our deadlines/events. General foci for months:

April: [prep] WMBD Project lead = Zimmermann, Rodriguez & McConnell)

WMBD event materials (invitations, announcements, student certificates, media releases, Avian Committee presentation, Avian Ed pilot presentation, other)

Volunteer sign-up materials (SEE special meeting below)

May:

WMBD Project lead = Zimmermann, Rodriguez & McConnell)

Event prep, media outreach

[prep] Tourism and marketing = Project lead = Rodriguez

Announcements, invitations, marketing plan, ad partners/placement, print and electronic materials (event still under development) – [for event #1: June 18]

Purple Martin Project = Project lead = Leonard?

Volunteer announcements? Volunteer sign up materials? (SEE special meeting)

Tuesdays @ 2 = Project lead = Rodriguez

Presentation on Avian Committee, Avian Committee general information sheets, Volunteer sign-up materials (SEE special meeting) [Event = May 14 – tentative]

June:

[prep] Cookies for a Cause [Event in July]= Project lead = Rodriguez

Print and electronic materials, media release

Tourism and marketing = Project lead = Rodriguez

Media releases for Event #1, June 18, announcement, ads, invitations for July event

Library Display

Permanent Display – flyer change – for the Library

July:

Tourism and marketing = Project lead = Rodriguez

Media releases for Event #2, other materials – see event #1

Cookies for a Cause [Event in July]= Project lead = Rodriguez

Print and electronic materials, media release

August:

[prep] Swift Night Out = Project lead = McConnell

Marketing strategy, print and electronic materials, programs, invitations – event still evolving

September:

Swift Night Out = Project lead = McConnell

For event, September 12, 6 pm – media follow-up, other print and electronic materials

November and December

Bird City Application = Project lead = Proska

Organize and assemble years' materials for documentation for Bird City Application

Project 3: Swift Night Out – McConnell (lead), Team: Rodriguez? Proksa?

McConnell reported on events/tasks already complete and to complete

Jan –secured location and date { Geneva Lake Museum, Sept. 12, 6 pm)

June: will find speaker for event

August: Refreshments – ideas: Purple Martin Cookies for a Cause, Proska interested in approaching food trucks 2) Proska could assist in getting temporary license for food, 3) Design and distribute materials (see PR & Marketing above)

Late August/September – 1) Reaching out to schools and student groups – end of August, 2) media release and programs, etc.

Project 5. Purple Martin Colony – Leonard (lead): Team: Gallo?

Discussion: Leonard provided updates on tasks completed prior to March 13. However, we have no task listing for going forward. Since Martins began showing up here in mid-April last year, members indicated that there are critical issues to address quickly. Among them are:

1. Point of contact person for house checking volunteers
2. Write volunteer job descriptions (realistic, but not too complicated)
3. Recruitment of volunteers – plan (where, how, what information)
4. How to capture volunteer information – Proksa will share potential web-based sign-up
5. Purchase of House-Checker kits with supplies
6. Volunteer training
7. Point person for data collection, facilitating data collection (or limiting that responsibility for some checkers)
8. Timeline for house installation – gourd installation
9. House preparation – work day
10. Status of 7th house

Action steps:

Call a special meeting to deal with these issues.

Proksa will contact public works (Neil) to get a timeframe for installation'

Proksa will work on scheduling the hearing room and getting the special meeting notice out.

Discussion/Recommendation of future agenda items

Special Meeting: **April 4, Thursday 5:00 special meeting**

Agenda items: Project 5 planning needs – noted above

Regularly Scheduled April 22 still on the schedule

Adjourn

Motion to adjourn by Rodriquez, second by Zimmermann

Motion Approved - Yes (4), No (0), Abstain (0)

Adjourned 6:17 pm