

AVIAN (BIRD) COMMITTEE MINUTES

MONDAY, JULY 30, 2018 – 5:00 PM

CITY HALL, CONFERENCE ROOM 2A

Call to order by Acting Chairwomen Sarah McConnell at 5:00 pm

Roll Call: Leonard, Swanson, Rodriguez, and McConnell Absent: Proksa and Administrator Oborn

Also Present: Dennis Hines, Reporter for the Lake Geneva Regional News, volunteers Karen Gallo and Carol Zimmermann

Approval of minutes from June 11-Tabled as paper copies of the minutes were not available. McConnell noted that approval of both the June 11 and July 30 minutes would be placed on the August Agenda

Comments from the public limited to 5 minutes

Carol Zimmermann presented information on the Alliant Energy Foundation Grant process and noted the need for the Committee to develop outcome and impact goals, a budget, and documented collaborative efforts in order to successfully pursue this and other grants. Rodriguez asked that Zimmermann send the document electronically to the committee and volunteers.

Karen Gallo updated the committee on the two Purple Martin houses at the fishing pier and the boating pier. While no Purple Martin activity is present at the houses, committee members advised that newly fledged birds may be looking for a home and – if these birds find the houses this summer – they may come back to nest next summer.

Discussion/Action on Purple Martin Project:

- a. Housing and Nesting: All hatchlings have fledged, except one at the Fermano Park house.
- b. Security of Houses: no issues raised
- c. Signage at Houses: McConnell reported that she has found a possible sign vendor and will endeavor to get a quote.
- d. Banding Program: Leonard reported that 25 birds were banded when Purple Martin expert Dick Nikolai visited July 12 and 13
- e. Street Department directive end of season/spring season: Leonard reported that she had met with Neil Waswo (Street Department). Public Works/street department will take down, store, have access for power-washing, take down older houses (modified) take off porches, and need to move Library house away from an over-hanging tree. Some cables also need to be replaced. Currently we have 2 replacement cables. Leonard will check on maximum cable gage.
- f. Goal for next season – Gourd add-ons: Leonard will get quotes. McConnell suggested starting with gourd additions on only one house. Swanson noted this as a good educational opportunity (showcase history of houses).

Discussion/Action on Avian Committee Education/Events including:

- a. Purple Martin Programs: McConnell et al. noted the very good coverage in the Lake Geneva Regional News and thanked the reporter on the story (who was present).
- b. Lake Geneva Bird City Website: No issues
- c. Library Programs: Rodriguez noted that she was working on a poster for the Library.
- d. Tuesday at Two on July 17, 2018 with Helen Pugh as guest speaker. Leonard noted that July program - Tuesday at 2 about Purple Martins was well attended.
- e. Education Signage: McConnell has found a possible vendor. She is continuing to get quotes on signage. Discussion that this should be added to the budget, but might also be a good candidate for a grant request (such as the Alliant Energy Foundation grant).
- f. Swift Night Out on September 13, 2018: McConnell is drafting a media release. Motion by Swanson to create a bi-fold brochure for this event. Second by Rodriguez. Discussion: Volunteer Zimmermann will create and electronically share a draft. Motion Carried. Vote: 3 Yes, 0 No, 0 abstentions
- g. Simple Cookies/ Educational Table at Delaney Street: Rodriguez will follow up with Mayor Hartz. Zimmermann will update handouts and electronically forward to the committee. No action on educational table at Delaney Street at this time.
- h. Farmer's Market Educational Table: Farmer's Market offer from Sean Paine educational table. McConnell – possibility of using older houses for educational purposes-perhaps an alliance of Master Gardeners. Rodriguez proposed to do this next year – tabled for now.
- i. New Event: Avian Committee Educational Saturday August 4th, 9:30 to 11:30 am Table at Geneva Lake Association Meeting - Lake Geneva Country Club. Leonard will attend. Zimmermanns will come and bring display and handouts. Gallo may also attend.

Discussion/Action on Fund Raising:

- j. General Fund Raising: Leonard returning Refund from trap return. \$237 refund to return to the fund.
- k. Budget: McConnell noted the need to develop a detailed budget to present to Council and to use for grant writing. Added as an August agenda item.
- l. Go Fund Me: Rodriguez started the GoFundMe page. Must talk to Karen Hall, set up account and create link.
- m. Simple Bakery - Cookie for a Cause: See discussion above
- n. Alliant Energy Grant – See Discussion above.
- o. Tourism Promotion Grant: Rodriguez passed out draft copies for review (she will forward electronic copies to the committee. Tourism grant should be submitted by September 1, 2018. Noted that the grant should focus on attracted overnight guests/tourists to the area. Another focus: attract families. McConnell suggested that marketing should focus on avian groups (such as the Audubon Society and other eco-tourism groups through social media. Discussion of the need to clarify the type and timing of the event. Some suggestions were to time in mid-June when birds are here and lake-centered tourism is in the shoulder season. Discussion of combining this with another complimentary event, such as the June Paint-In.

- 4) **Discussion/Action on 2019 Budget Request:** Rodriguez moved that the overall budget request should be \$5,000. Second by Swanson. Discussion: McConnell suggested focus on current houses, not expansion; partnering with other entities (such as Blackpoint Assn. Walking Tours, recruiting volunteers for tours and presentations, and information/training for private owners of houses. McConnell asked that committee members have line items and budget requests for the August meeting. Assignments are: Signage-McConnell; Add-on gourds – Leonard; Tourism Event – Rodriguez; Cable replacement – Swanson (with information on cable gage from Leonard); Educational materials – Rodriguez. Motion Carried. Vote: 3 Yes, 0 No, 0 abstentions
- 5) Discussion/Recommendation of future agenda items: On the Agenda for the Committee as a Whole (need to clarify the date in September). During August meeting, the Committee will need to organize the message, the presentation, and the materials (PowerPoint, handouts, bird cookies) to be used at that meeting.

Next meeting to be Monday, August 27th, 5 pm

Adjourn: McConnell moved to adjourn, Swanson seconded. Motion Carried. Vote: 3 Yes, 0 No, 0 abstentions. Adjourned 6:02 pm

**THESE MINUTES ARE NOT OFFICIAL UNTIL APPROVED BY THE AVIAN
COMMITTEE**

8/7/2018 4:00 pm

cc: Aldermen, Mayor, Administrator, Media