

AVIAN (BIRD), COMMITTEE
MONDAY, JANUARY 27, 2020 – 5:00 PM C
ITY HALL, CONFERENCE ROOM 2A

Members: Chairperson Selena Proksa, Beverly Leonard, Sarah McConnell, Jill Rodriguez, Carol Zimmermann, Karen Gallo, Kelley Happ

1. Call to order by Chairman, Selena Proksa – 5:02 pm
2. Roll Call: Present: Proksa, McConnell, Rodriguez, and Zimmermann;
Excused Happ, Leonard, and Gallo
3. Approval of minutes from January 03, 2020 meeting as distributed
Move to approve Rodriguez, second by McConnell – approved unanimously
4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda. Comments will be limited to 5 minutes – No members of the public were present
5. Discussion of the proposed collaborative effort to integrate “bird friendly” events with other local efforts to promote pollinators and native species (follow up on discussions with Tree Board and others)
See attached notes on proposals (follows)
Discussion of an informal collaboration structure with the Avian Committee taking the lead. Members are tasked to identifying as many potential organizations that we could invite to be part of the collaboration – and to reach out to representatives using the materials drafted on the proposals for Grow Native.
Noted that McConnell and Zimmermann will reach out to Lakeland Audubon this week.
McConnell will plan to attend a workshop at the Public Library Sat., Feb 8 9:30 to 12:30 – given by Northwind Perennials
Proksa and Rodriguez will look for contacts from FFA and Master Gardeners, Walworth County.
6. Discussion of events on the Avian Calendar for 2020
See attached notes (follows)
7. Update on Bird City Application and possible thank you’s for assistance
Zimmermann reported that the application has been sent.
8. Update on “Learning to Soar” projects (school and after-school programs)
Zimmermann reported that the 5th grade at St. Francis will be repeating the program this year, that the curriculum has been mapped on the 5th grade standards, that she met with the public-school curriculum director and principals, and that the public schools would like to begin using the curriculum for an afterschool experience – in fall 2020.
9. Update on introduction of shared budget sheet for the Avian Committee

A spreadsheet for recording expenditures and revenue is posted in a shared folder. Members are asked to either record any expenditure and provide the information in the various columns in the sheet (such as date of receipt and notes on expenditure) OR to bring documentation of expenditures to the monthly meeting, so expenditures can be entered.

Zimmermann recommended that the budget be a standing agenda item on every agenda.

10. Update/discussion on gourd installation

Waiting for an update from Leonard on location, timing, and any needed materials and construction

11. Update/Discussion on new sign

Motion by Zimmermann for McConnell to research and begin the purchasing process a second Purple Martin sign – as approved by City Council in the 2020 budget.

Seconded by Rodriguez. Approved unanimously.

Discussion that the sign placement will need to be proposed to and approved by the Park Board.

12. Next Meeting: Monday February 24, 2020 @ 5:00 PM

Proposed agenda items

- Grow Native
 - list of organization to invite and engage
 - continued discussion of collaboration on member events and projects
 - continued discussion of the focusing event
 - next steps
- Swift Night Out – food trucks and other details
- Learning to Soar – update and discussion of volunteer tasks
- Update on Purple Martin colony
 - Gourds
 - Maintenance issues
 - Volunteer staffing and training
- Budget update

13. Adjourn

Rodriguez move to adjourn at 5:55 pm Seconded by Zimmermann. Unanimously approved.

(attachments follow)

Grow Native!

enrich and improve the bird, pollinator, and human communities of Lake Geneva by planting native species

Here are the **guiding principles** the Avian Committee would propose for the collaboration.

1. Maximize what we are all doing (projects/events) by **sharing information**, highlighting the nexus between **native plants and birds/pollinators in our projects and events**, and **cross-promoting events and projects**.
2. **Find one focusing event or project** that provides a visible example of the value of native species for birds and pollinators. This event or project should be moderate enough in scope so as to **provide a clear success**, but also **sufficiently compelling to garner public and media attention**. It should **engage as many of our collaborating groups** as possible.

Proposed actions:

1. **Identify and engage groups with foci on native trees and plants, birds, pollinators, and/or water/environmental quality** - that share an understanding of the interplay among these factors.
2. **Surface/identify existing events, projects, and resources** from those groups that focus on native plants and trees and/or providing habitat, water, food, and protection for birds and pollinators.
3. In 2020, inspire all collaborating entities **to stress the benefits of native plantings for birds and pollinators and humans**.
4. Get all collaborating entities to **cross-promote events**.
5. Create and focus the **Avian Committee outreach efforts (calendar rack cards and digital ads)** on these **collaborative events**. (See 2019 rack cards and digital ads for examples.) Encourage other collaborating entities to do this as well.
6. Keep, build, and share an **electronic calendar for all collaborating entities**.
7. Identify a “PR” person for each entity (for example, for Avian this is Kelley Happ) to **keep in touch and work together to create traditional and digital media releases/postings**.
8. Identify a photo archivist from each entity (for example, this is Carol Zimmermann for Avian) to keep, build, and share a Google Drive folder with **digital images from events and projects to use in collaboration promotion and media/social media**.
9. **Get all collaborating entities to work together on one, focusing event or project**.

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Working on a common calendar

We already have events on the Grow Native calendar in February, March, June, and September! Building on last year's publicity and public outreach program, the Avian Committee will create rack cards for events and tri-fold calendars for multiple events (see example to the right). Along with this, the Avian Committee wants to work with other organizations to promote these events on social media and to media outlets.

Examples so far:

February

- Backyard Bird Count
Avian Committee, Lakeland Audubon, Learning to Soar Students

March

- Conservation @ Home - Tuesdays @ 2
Geneva Lake Conservancy and Geneva Lake Museum

May

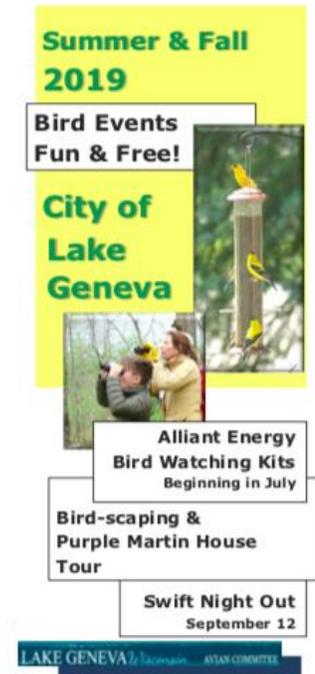
- Bird Walk
Geneva Lake Conservancy
- World Migratory Bird Day
Avian Committee, Learning to Soar students, Geneva Lake Museum, Geneva Lake Conservancy, Lake Geneva Public Library

June

- Purple Martin Open House
Avian Committee, Lake Geneva Public Library

September

- Swift Night Out
- Avian Committee, Geneva Lake Museum, Audubon (Schlitz Audubon Raptor Program)



To get more information about joining the common calendar, please talk to any Avian Committee member or email Carol Zimmermann at czlakeg@gmail.com

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Ideas for a focusing event/project for the 2020 Grow Native project and events.

1. Use existing programs and resources to focus on public education and outreach about the inter-relationship among native plants, birds, pollinators, and humans.
2. Use two public buildings/green spaces as “teaching laboratories” for residents and visitors.
3. Create a collaboration of public, non-profit, and private entities to provide information, materials, organizational help, and publicity for these projects.
4. Create events at the public buildings/green spaces both to provide information and to engage people in the creation of natural areas that fulfill the criteria for these existing programs.
5. Provide signage for public education. Note that the programs listed below offer signage for gardens/spaces that receive certification.
6. Think about sustainability and funding for the human and material resources to keep up these green spaces.
7. Celebrate, recognize, and publicize success.

Existing programs we can use (just thoughts at this point)

- Conservation @ Home (This is the program that Geneva Lake Conservancy is promoting, there is also Conservation @ Work)
- Audubon Bird Friendly Yards (Avian would work with Lakeland Audubon on this)
- National Wildlife Federation - Certified Wildlife Habitat (can be a private garden to a whole community)
- Arbor Day Foundation - Time for Trees

Public Building and Green Spaces (suggestions at this point, discussions already with Museum)

- Geneva Lake Museum
The Museum has one garden planted by City Beautification, but needs additional planting around the new sign they are erecting, around the pond, and to replace some plantings damaged last winter. They are interested in being a laboratory
- Public Library of Lake Geneva
The Library already has native plantings by Northwinds Perennials. The Avian Committee also has a Purple Martin house and sign at this site.

Thinking sustainability

- The Avian Committee has a go-fund-me page and has been doing Cookies for a Cause fund-raising at Simple the past two years.