

AVIAN (BIRD) COMMITTEE MONDAY,
MAY 20, 2019 –

5:00 PM CITY HALL, CONFERENCE ROOM 2A

Members: Chairperson Selena Proksa, Beverly Leonard, Sarah McConnell, Jill Rodriguez, Carol Zimmerman, Karen Gallo

Call to order by Chairman at 5:01 PM by Chair Selena Proksa

Roll Call: Present: Proksa, McConnell, Rodriguez, Zimmermann, and Gallo
Excused: Leonard

NOTE: Zimmermann is still spelled incorrectly on the agendas and website

Approval of minutes from April 22, 2019

Motion to approve by Zimmermann, second by Rodriguez; Unanimously approved

Comments from the public: No members of the public present

Discussion/Update **Alliant Energy Grant** next steps –

Discussion: Rodriguez connected Library staff. They are fine with the general outline of the project – will house and check out the backpacks/bird-watching kits. They will work with us on checking out the backpacks/kits (see note below). Discussion of check-out period – perhaps 2 days, maximum a week (to be discussed with library staff).

Grant money available = June 15

Target date for kick-off = July 1

Project leader: McConnell, team so far – Gallo (graphics – Zimmermann)

The action steps for the team and assistance from members

Gallo will contact the Library staff (Sara Soukup) to discuss housing the kits and check out process and duration.

McConnell will

- organize shopping and to-do lists
- confer with Lakeland Audubon (Kevin Dickey) on bird-watching kit prototypes {Note: Audubon meeting is on the 28th}

Zimmermann will create a shared folder for the team with

- information to the team on a local business that does embroidery and will also sell/provide messenger bags or backpacks
- list of materials and budget submitted to Alliant
- add Carrie Koster to folder – see if she is interested in volunteering

Proksa will assist with access to grant funds – transfer to Avian budget

Discussion of the Tourism Grant – Library Programs

Discussion: Rodriguez is working on contacting the speakers for the June and July programs. She is checking on travel, logistics, and equipment they will need for the presentations. She is

also trying to find Purple Martin house vendors who can display state-of-the-art Purple Martin houses at the June event (or other types of houses).

Discussion of the need to have firm event descriptions and a workable strategy for the second day open house tours. Discussion and action items for workable house in next item.

**Event days: June 18 and June 19
July 23 and July 24**

Project Lead: Rodriguez , team member = Toni Vogel (Graphics – Zimmermann)

Action Items

Rodriguez

- Information from speakers and vendors
- Check with Library for second-day option of playing a PowerPoint – in case of rain
- Title for June event and a short description of event (need clarification of the “hook” for out-of-town visitors)
- Title for the July event and a short description of event
- Identification of the audience for the event (who is the target for publicity)
- Forward June event information and audience to Zimmermann as soon as possible
- Decision about inviting an outside (TV personality) as a host for June event
- Meeting – discussion of dissemination strategy???

Zimmermann

- Complete tri-fold (rack card size) – after receiving firm June description
- Update a PowerPoint to use as a “rain-day” alternative for the second-day open house

Note: We do not have a strategy or timeline for public dissemination of materials.

Discussion of Purple Martin houses

Discussion: Birds are nesting at the Library, Beach, and Fermano Park houses. The one functioning house is at the Library. Retro-fitting the houses with nesting birds is one longer viable. Do need at least one house to use for “open-house” programs.

Short-term solution: Hope that the Library house remains viable – but also retrofit the house at the **boat pier**. Find a way to thank the Public Works crews for all the assistance. Do major retro-fits for next year.

Deadline for Retro-fit: June 15

Project Lead: Leonard, everyone else is pitching in

Action Items

Proksa: Clear the one retro-fit project with Administrator Nord and the Public Works team

McConnell: Send cable purchase information to Zimmermann (16 gage)

Zimmermann: Purchase manufacturer cable and deliver to Public Work

Note: Thank you to Public Works team still undefined

Discussion of Volunteer website & Facebook page

Discussion: Only three responses to the Sign-up genius website – Zimmermann reports that the two-step process (go to Facebook, follow the link from there) plus the very long url – may be limiting access. Rodriguez asked who she can contact to get the Facebook link on the City's Avian page. Proksa suggestion the City Administrator and the City Clerk.

Discussion of Swift Night Out

Discussion: McConnell reports that she has recruited Craig Thompson to speak. The expected audience of 60+ meets his public service requirement of 50. The Geneva Lake Museum is excited about the event planning so far and the possibility of food trucks. Proksa indicated that food trucks are possible. The Committee/Museum needs to get a temporary use permit from Planning and Zoning.

Event date: September 12

Project lead: Sarah McConnell, support from Selena and Zimmermann

Motion: To apply for a temporary use permit from Planning and Zoning to allow for food trucks at the Geneva Lake Museum for Swift Night Out on September 12. Moved by Zimmermann, second by McConnell, passed unanimously.

Action Items

Proksa: Will physically get the application and fill out

McConnell: Will sign application

Continue planning and working with Museum partners

Agenda items for the next meeting

Meeting date moved to June 10 (Monday)

Suggested agenda items

1. Alliant Energy Bird-Watching Kits
2. Tourism-funded Library Programs
3. Swift Night Out (marketing also part of Tourism grant)
4. Purple Martin Houses
5. Purple Martin Sign
6. Volunteer recruitment and web presence
7. Budget Review (expenditures and residual)

Adjourn: Zimmermann moved to adjourn, second by Rodriguez; approved unanimously.

Adjourned 5:57 pm