



Meeting Minutes

Tuesday February 8, 2011, 6:30 pm
Mill Street Grill, Plymouth, WI

Present: Brian Schwaller, President (Ecomanity)
Tammie Hogan, Website Manager (Energy Strategies, One Source Business Solutions)
Kendra Schielke, Secretary (Camp Y-Koda, Arbonne)

CALL TO ORDER AND INTRODUCTIONS

- Meeting was called to order at 6:30 pm and the SLG mission statement was reviewed and approved.
- Member introductions were made
- Rain barrels are still available for \$25 members/ \$50 nonmembers.

BUSINESS

EDUCATIONAL SERIES-THINKING GREEN THURSDAYS

- This month's Thinking Green Thursday presentation, "Got Electronics...Get Earth Wise," is February 17th at Mojo's.
- 18 people were present at last month's presentation; we would like to see 25-30.
- Brian Schwaller reminded everyone of our motto, "each one reach one," and encouraged everyone to bring a guest and promote this event.
- Flyers are still available for distribution.
- Members are encouraged to continue seeking and scheduling speakers for September through December of 2011.
- SLG should consider other venues for the future; Plymouth Integration Center was suggested.

NOURISH

- Carol Christensen, Founder and Executive Director of Nourish Farm-to-Family Philanthropy, spoke about her organization and suggested collaboration between groups.
- Brian Schwaller agreed that people of similar interests attend both of these and other organizations' meetings, and it could be possible and beneficial to schedule meetings and events collaboratively.
- Carol also requested that SLG members volunteer Nourish.

MARKETING AND COMMUNICATION

- Brian Schwaller and Tammie Hogan brought up the discussion of the benefits of creating a new webpage.
- SLG's current website is free and the group is outgrowing it. By purchasing a website, we could have a better, more navigable site. Benefits of this new website include more drop down menus, better linkage, connections to search engines, setting up pay pal for donations, and keeping the same domain name.
- Tammie provided the group with rough estimates on the price and stated that she would cover some of the costs, resulting in a cost of about \$300-\$400 for SLG.
- Members unanimously approved the motion to create a new website.
- Tammie surveyed present members about their preferred methods of communication, with the conclusion that Email is preferred, followed by Facebook and the Website. Kristia Wildflower encouraged members to get on Facebook and talk about SLG.

UPDATES

- SLG will be taking a leadership role in Earthfest this year, by working with local businesses and organizations to bring in a new crowd and promote this great event.
- SLG is now a member of the Chamber of Commerce and will need members to attend events and represent the organization.

GUEST-MYTHIC PAINT

- Kristia Wildflower's guest, Scott Miller, with Mythic Paint, shared some information about himself. His company uses green paint that was chosen as the best paint manufacturer by the U.S. Regenerative Network. The U.S. Regenerative Network brings together a select group of leading product manufacturers and service providers from the green building industry to form an exclusive business consortium. Their mission is to exchange valuable "best practices," increase sustainability performance, improve efficiency, and significantly enhance revenue for each Member of the Network.

OTHER NEW BUSINESS

- Tammie suggested that we consider other forms of advertising, such as business cards. They are easier to keep on hand and distribute than flyers. Trisha Knowles

offered to look into getting a discount from Vista print. Kristia offered to design the card based on the SLG banner. Using a more local company, such as the one that produced our signage, was suggested, along with the use of recycled cardstock. It was also suggested that we promote the supplier on the back of the card and order 1000 to start.

- Public Relations- We should have a presence at community events. Suggestions from members included solar panels, garbage and recycling stations and rainbarrels.
- Parades- Kristia will carry our banner, along with another member. We should also hand out business cards.
- We are a member of WI Energy Business Association.
- It was mentioned that there are national sustainable groups that are similar to ours and it may be in our best interest to research and connect with them.

MEETING CLOSE

- The meeting came to a close at 8:00 pm.

UPCOMING EVENTS

- Next month's meeting Tuesday, March 1 at Paradigm.
- Choices for Sustainable Living meetings 3rd Monday every month at First Congregational Church in Sheboygan.
- Thinking Green Thursday February 17th at Mojo's.
- Goodside Grocery now accepting applications for memberships.
- Maywood Local Food Fair February 20th.
- Sheboygan Theater for Young Audiences Gala February 26th.
- Sheboygan Area Local Food Alliance Movie February 21st.
- First Annual Sheboygan Falls Future Farmers of America Alumni Wine and Cheese Tasting Extravaganza and Silent Auction February 19th.
- All internal events are posted on the SLG website calendar.

ACTION ITEMS

- Create new website.
- Design layout for business cards and choose supplier.
- Continue to distribute Flyers and for Thinking Green Thursdays and invite more people.
- Ensure that a member coordinates with presenters and create press releases each month.
- Have interested members complete Board applications and consider potential nominees for other Board positions and Treasurer position.

Respectfully submitted by Secretary Kendra Schielke.