

## Environmental Town Hall 2017

Name of Event: Madison Green Forum 2017

Description of event A Madison wide informative event on environmental topics specific to Madison: planting native trees and flowers, promoting the bee population (and not further harming the bee population), importance of shade trees, installing solar panels on residences, and recycling and composting more effectively. The aim is to have 100 people attend, guest speakers that are topic experts, and engage the public on these important issues as part of a wider communication plan (using social media, working with local businesses, collaborating with other Madison organizations, etc.).

Goal of event: The goal is for the engagement of the participants to turn into action. Participants will walk away knowing why an energy assessment is important and how to get one, getting solar panels on their houses, planting native, planting pollinator gardens, and composting and recycling.

Who will lead the Project? Trina Mallik with help of Brooke Winters, intern from Drew University, Claire Whitcomb and Ellen Kranefuss

Other Participants Friends of Madison Shade Trees, Community Garden, Garden Club, DPW, Ciel Power, Greenhouse Solar

Preliminary Agenda

There will be three subtopics, arranged in 'pods' of discussions. We will arrange chairs (and maybe tables) so that people can attend the discussion of their choosing.

- 1 Greening our Yards: planting pollinator gardens, native plants, and eco lawn care
- 2 Lowering our Energy Bills: energy audits of home (Ciel Power), installing solar panels (installers and current homeowners that have solar panels will lead discussion)
- 3 Reducing our Trash: DPW will attend; this breakout is meant also for participants to exchange ideas about how to consume less, throw away less, reuse more, and recycle more effectively.

7:40 to 7:50pm Welcome, Opening Remarks ( follow up from Green Form that occurred four years ago, introducing subject areas of this event mentioned above), Introduce Mayor Conley

7:50 to 8:00 Mayor Conley's remarks

8:00 to 8:20 Breakout session

8:20 to 8:40 Breakout session

8:40 to 9:00 Breakout session

9:00 to 9:20 Wrap up with announcements of green businesses, answers to eco-quiz, personal pledges of what attendees will do, raffle prize?

Handouts: We decided not to use folders but have handouts on tables as people enter. We can ask people to bring folders in advance. We can also have relevant handouts at breakout tables. A lot of this material already exists so we just need to pull it together. Included will be a map of Madison with its parks, green cleaning information, Sustainable Madison pledge, and information about what is recycled where.

We will compile a list of names and email addresses for when we need volunteers or have new initiatives we'd like to promote, e.g. a town swap. We will also provide our new websites, FB and Twitter accounts.

Current action items:

Status	Action Item	Person in Charge	Notes
Done	Prepare Flyer to put in businesses and Community House, around town	Claire and Howard	
	Eco quiz	Ellen	Will publish a question once per week via Madison Eagle and our Twitter account
	Articles in Eagle in lead up to event	Claire and Mary Ellen	Identify article topics – one for each breakout? Post on our MEC FB page and Twitter too
Not likely to be done by event; can get more signatures at event	Approach Stop n Shop about reducing plastic bags, getting solar energy	Trina	It would be great to announce something by Stop n Shop at the event;
	“Do you know posters”	Brooke	Need to get positive stories from companies- see below
Done	DPW	Trina	Find out what is recyclable and where; do they spray insecticides to ask about neونics?
	Look up Butterfly Rick's home kits	Trina	
Not likely to ask her to attend event	Carissa Finnerty's Girl Scout Bee Project	Claire	Contact Corinne, Clarissa's mom, for her participation in the event. We can have her presentation up.

Breakout	Discussion Leads	Notes
Home energy	Ciel Power (need to determine who),	

assessments/solar energy	Greenhouse Solar (Frank), Shade Trees (someone from FMST)	
Planting Native/Pollinator Gardens/Eco friendly lawn care	Encourage people to visit MRC and Inside the Walls at St. Pauls; CAS butterfly garden is nationally acclaimed! Ask Susan Manna to come	Decided to use our local experts instead- Mary Ellen, Gene Cracovia, Cathie Coultas?
Reducing trash, recycling effectively	Claire has a compost resource from Eileen Fischer; Who is going to lead this breakout?	Decided to have DPW and our own ideas

Handouts:

- 4 Claire sent a "Help Madison Go Native" handout (email 4/3/17)
- 5 Do a Morris Plains type recycling handout
- 6 FMST/SMTB will have a handout on the Emerald Ash borer issue
- 7 A bookmark with key facts on it? Decided against the bookmark, instead will end electronic follow ups reminding people of what actions were outlined at Forum.
- 8 Planting pollinator gardens (based off Mary Ellens? Susan Manna from CAS?)
- 9 MUA two pager
- 10 Pledge from Sustainable Madison website
- 11 Map of Parks by FMST

Did you know posters:

- 12 Starting Line Sports recycles gently used shoes all year round. Owner Bob Kopenol sends out an eblast regularly asking customers to bring in shoes. He donates them to the More Foundation, which ships them to Africa. They are refurbished and sold to raise money for organic seeds for agriculture, etc. Claire looked at the website and it's pretty interesting. After the shoe drive is over, Claire would like to do a story for the Eagle highlighting them. And we can plug our event.
- 13 Don't cut shade trees. To cut one down is equivalent to planting 189 two and a half inch diameter trees and then waiting 20 years!! The effects include water filtration, windbreak, clean air, erosion, shade. Shade trees add up to \$10,000 value to a house!
- 14 We have a Community Garden and that it has a library!
- 15 Suburban Shoes will accept shoes on a permanent basis to be donated or repurposed.
- 16 DPW- any questions can be emailed to [dpw@rosenet.org](mailto:dpw@rosenet.org)
- 17 Envelopes with bubble wrap is recyclable in paper recycling
- 18 DPW recycles cell phone batteries
- 19 Moving boxes can be dropped off Monday and Wednesday from 9 to 11:30am
- 20 Kids Consignment has positive stories
- 21 Madison is solar friendly!

Trina's actions:

- 22 Call Green Path landcare
- 23 Follow up with Mary Ellen about distributing her pollinator garden plan (emailed on 5/12)
- 24 Follow up with DPW (Carrie) on outstanding questions
- 25 Find out from ACE if they take batteries or who does? Home Depot? Office Depot? Best buy?
- 26 Need to find a date to do "Did You Know" posters?
- 27 Call Suburban Disposal (973-227-7020) to get data on the amount of trash that Madison generates
- 28 Ask Mary Ellen about sending out a twitter and FB post, two questions a week to promote event
- 29 Look at Claire's email on composting from Eileen Fischer

Ellen's:

- 30 Go through Sustainable Madison and extract helpful information that should be on a “Did you Know” poster and/or handout
- 31 Go through outcomes from Green Forum 2013 and address any follow ups that have occurred (e.g. Sustainable Madison website); we will use this opening of event so that it is a bit of a follow up

Claire’s:

- 32 Press release to Madison Eagle one a week (by noon on Tuesdays) to promote event. Can have the flyer information and a Did you know question?

Historical notes:

- 33 Gene Cracovia sent Brooke a contact to be a speaker on native plants, Peter Nitzsche; Cathie Coultas also may know of one
- 34 Kathi Caccavale ([kathi@sumcom.org](mailto:kathi@sumcom.org)) sent Brooke [www.jerseyyards.org](http://www.jerseyyards.org) as a resource to let our attendees know about: What we do in our own yards and neighborhoods determines how clean our water is for drinking and how healthy our waterways are for fishing and swimming. By making smart landscaping choices, we can transform our yards into natural ”sponges” to capture stormwater and reduce the “people” pollution carried into our rivers and bays. Jersey-Friendly Yards ([www.jerseyyards.org](http://www.jerseyyards.org)) is an easy-to-use, online source of information about how to landscape for a healthy environment in New Jersey. The website provides state-specific resources for reducing use of fertilizers and pesticides, conserving water, planting native species, creating habitat for wildlife, and improving overall yard health. Users can search the Plant Database and create a custom plant list for conditions on their own property.
- 35 Rutgers Master Gardener presentation may be better for when we have a dedicated event for that speaker
- 36 In our promotion of the event and at the event, we have to push out our social media channels. And those of FMST, SM, does Community Garden have them? We should at least friend each others
- 37 What is the Backyard Habitat Certification?
- 38 As an opener, put out interesting/shocking facts about the carbon footprint of certain actions (idling, shopping online vs. going to rte 10, reusable totes vs plastic bags, planting own vegetables vs buying from stop n shop, I’m just thinking outloud here). We can ask the audience to guess and then present the answers in posters. Try to ask questions that pertain to breakouts.
- 39 Claire added Energy Sage to the list of solar resources. Aggregates solar companies so residents get different quotes, towns compete. Learned about this from Ciel Power.
- 40 Big message: phase out neonicotinoids (to help save bees)
- 41 Display Corinne Finnerty’s daughter, Carissa, Girl Scout Gold Award Bee project. Along with planting bee friendly plants within Madison, from donated seed packets, she'll also want to educate the Madison community on the importance of planting pollinator plants in their gardens and avoid pesticides in their yards and gardens.

- 42 Claire: This is the Chatham company my neighbor uses. <http://www.greenpathlandcare.com/blank> Provides natural tick control and organic lawn care. Owned by an organic farmer —I like that they have been accredited by the Northeast Organic Farming Association (NOFA). I contacted NOFA and they have a fairly out of date list of organic lawn care suppliers (see below). Anthony Vitale in Madison is defunct. I contacted the Environmental Approach in Chatham but not sure how environmental they actually are. They do not emphasize organic lawn care on their website.

43 Helpful list:

<http://www.bernards.org/Environmental%20Commission/Document/2013/OrganicLand>

[CareProviders4-9-2012doc.pdf](#)

- 44 NOFA also recommended their board member, Allan Johnson as a speaker. He teaches organic gardening courses and is an organic inspector. Could talk about native plants. I will wait to contact him—his info: [dajjorg@verizon.net](mailto:dajjorg@verizon.net).
- 45 We can't pick and choose. Must tackle all these things together.
- 46 Giveaway: pollinator seedling and shade tree seedlings
- 47 We need a notetaker at every breakout