

Renewable Energy Committee
Tuesday, April 7, 2009 – 3:00 p.m.
County Board Room – Polk County Government Center
100 Polk County Plaza, Balsam Lake, WI 54810

AGENDA

- Call to order
- Approve agenda
- Approve minutes of March 16, 2009 meeting
- Public comments
- Items for discussion and possible action:
 - Strategic Plan
 - Action steps for adopted goals
 - Draft county energy policy
- General discussion of renewable energy issues
- Member reports and comments
- Adjourn

(Agenda items may not be presented in this order.)

Renewable Energy Committee

April 7, 2009 - 3 p.m.

Board Room - Polk County Government Center
100 Polk County Plaza, Balsam Lake, WI 54810

- Minutes -

Attendance: Marlin Baillargeon, Thomas Engel, Kathryn Kienholz, Kathleen Melin, Jeff Peterson, Mike Voltz, Gregg Westigard Absent: Larry Jepsen, Jay Luke

Others present: Bob Kazmierski, UW Extension Office

Meeting called to order at 3:05 PM by Chairman Jeff Peterson

Motion: (Baillargeon/Voltz) to approve agenda. Carried

Motion: (Baillargeon/Voltz) to approve minutes of March 16, 2009 Carried

Public Comments: None

Consensus: Jeff Peterson to request a replacement for Larry Jepsen from County Board Chair Beseler

Discussion: Strategic Plan - Session 5

Bob Kazmierski reviewed previous planning sessions and distributed the committee completed *Polk County Renewable Energy Committee 2009-2010 Strategic Plan*.

Motion: (Westigard/Baillargeon) to adopt the *Polk County Renewable Energy Committee 2009-2010 Strategic Plan* Carried

(*Polk County Renewable Energy Committee 2009-2010 Strategic Plan* attached.)

Motion: (Westigard/Baillargeon) to adopt and forward to the Executive Committee the following Polk County Energy Policy and recommendations. Carried
(*Polk County Energy Policy* attached)

Member Reports: Marlin Baillargeon is exploring Federal Stimulus money with RCDC for a Northwest Wisconsin 12-County Biomass Inventory. Also, reported that Tom Engel and he had made a presentation at the March Fair Board meeting.

Mike Voltz reported on his effort to evaluate geothermal energy for the Balsam Lake Municipal Building. Also, requested help at the 4/24/09 Earth Day at the Recycling Center.

Gregg Westigard reported on the property status at the Polk County Fairgrounds.

Tom Engel reported on his investigation into using "Looped" Municipal Geothermal Energy.

Kathleen Melin reported on the upcoming Geothermal System Design seminar at the Lamar community Center on 4/24/09.

Bob Kazmierski commented on the possible UWEX sustain ability conference and requested all members to respond to the questionnaire he emailed committee members/

Next Meeting: Is set for May 14th @ 3PM

Motion: (Kienholz/Baillargeon) to adjourn at 5:20 PM

Prepared by: *Thomas G. Engel*

Polk County Renewable Energy Committee 2009-2010 Strategic Plan

Participants;

Jeff Peterson-Chair
Tom Engel-Secretary
Mike Voltz
Gregg Westigard
Kathleen Melin
Marlin Baillargeon
Jay Luke
Larry Jepsen
Kathryn Kienholz
Art Gamache

Facilitated and compiled by:

Bob Kazmierski, Community Resource Agent, Polk County UW-Extension

Strategic Planning Defined:

“Life seems to be characterized by long stretches of boredom punctuated by periods of intense terror.” - Steven Jay Gould

“Strategic Planning Defined: Strategic planning is a tool that helps organizations figure out what is really important and what to do about it... in other words organized common sense.” – Bob K.

Strategic Planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization is, what it does and why it does it. The strategic planning process is really about getting people together to talk about what is really important, and then doing something about it. The process allows organizations to:

- Examine the environment in which they exist to operate
- Explore the factors and trends that affect the way they do business and carry out their roles.
- Seek to meet their mandates and fulfill their missions
- Frame the strategic issues they must address.
- Find ways to address these issues.

The benefits of strategic planning are numerous. An organization can increase effectiveness and efficiency; improve understanding through better learning; make better decisions; enhance organizational capabilities; improve communication and public relations; and increase political support.

Mandates:

Mandates prescribe what the organization is and what must or should be done under the organization's charter and/or directives. A mandate can be expressed formally or informally through elections, community expectations, legislation, policy, procedures and budget requirements.

Who is the Renewable Energy Committee and what should be done?

- Ad hoc committee within Polk County, WI
- Study, research, and educate
- Make recommendations to policy makers
- Offer concrete proposals
- Promote energy savings
- Bring jobs to Polk County
- Educate ourselves on all emerging energy trends
- Serve the whole county
- Work with EDC and other partners
- Interest in sustainability with focus on renewables
- Explore, pursue all applicable renewables

Identify Stakeholders:

The key to success for public organizations is satisfying important stakeholders according to each stakeholders criteria for satisfaction. **Definition of Stakeholder:**

“A stakeholder is any person, group or organization that can place a claim on the organization's resources, attention or output (or is affected by its output).”

“Those you affect...those who affect you.”

Highly Important:

- Energy Companies (NW Electric ,Polk-Burnett /WE)
- Home Heating Coops
- County Board
- Taxpayers (residents, children)
- Plan commissions

Very Important:

- Land Info Dept.
- Focus of Energy
- UWEX
- Consultants
- Farmers
- Wood lot Owners
- RC&D
- Local business partners
- Contractors/Property developers
- Natural Step Groups

Important:

- Legislators: state, federal, Governor Doyle
- Sanitation/public health dept.
- Towns association
- Municipalities

Mission Statement:

Mission Statements build upon the stakeholder analysis and mandate steps. They can also provide an early look at the vision of success that Polk County Renewable Energy Committee may want to articulate. A mission statement is an action-oriented formulation that defines how the organization proposes to get from where it is currently to where it wants to be in the future.

***Mission Statement:** The mission of the Polk County Renewable Energy Committee is to research, evaluate, and promote sustainability with a focus on renewable energy systems for Polk County residents, businesses and public agencies.*

Identify Strategic Issues:

A strategic issue is a fundamental challenge affecting an organization's mandates, mission, product or service level, clients or users, financing, organization and management. The identification of strategic issues is the heart of the strategic planning process.

What problems exist that R.E. Committee can address?

- Educate county board to ensure that R.E. committee continues to exist.
- Capitalize on social/political interests of renewables
- To address rising costs of conventional energy and environmental degradation associated with them
- Economic benefits vitality – sustainability of communities
- Capture outgoing monies go towards purchase of energy
- Inefficiency and waste in present system
- Pollution/emission in present systems
- Rising cost of all forms of energy
- Lack of awareness regarding renewables
 - Technologies/innovations
 - Functions
 - New research/subsidies
 - Local suppliers
 - Home efficiency
 - Economics of energy consumption
 - Regulations
- Integration of dual systems opportunities/existing systems subsidized by renewables
- Need common solutions – Be a conduit to provide solutions
- Lack of demonstration projects

Using the list of expectations, each individual identified, organized, and prioritized strategic issues into three categories:

POLICY QUESTIONS AND GROUPINGS

1) Partnering –

- How to bring present players together to look at what we have, what we can change now and where we want to be in the future?
- How do we get partners to contribute to the cause?
- How can we overcome territoriality of various county entities to work together for a common goal?
- How do we establish a renewable energy network?

2) Outreach Education –

- How can we develop a clearinghouse for county residents?
- How can we get more county residents interested in renewable energy?
- How can we demonstrate the economic benefits of sustainable/renewable energy to county board?
- How can we increase awareness on the complete cost of individual and institution choices on the local economy?
- How can we overcome skepticism of county residents to get them to consider new or different or ‘weird’ energy ideas?
- How do we influence county policy?
- Economic Development-How can we encourage businesses that use or produce renewable energy to locate here?

3) Organization Development-

- How can we do a project/something for nothing?
- How can the renewable energy committee stay focused during economic times?
- How do we stay aware of funding opportunities?
- How do we take the lead and still have followers that do something?
- How do we get the job done and be self supporting?
- What is our focus? More specificity?
- How can we complete demonstration projects?
- How do we express relevancy to the County Board?

Strategy Formulation:

In order for the committee to better fulfill its mission, meet its mandates and achieve its issue specific objectives and goals, the Polk County Renewable Energy committee created a set of strategies to address the top three strategic groupings identified above.

Strategy Defined:

- Pattern of purposes, policies, actions and decisions that address a strategic issue
- Can be an extension of mission
- Politically acceptable
- Technically workable – viable/attainable
- Need specific action steps

Polk County Renewable Energy Committee: 2009-10 Action Plan Worksheets

<p style="text-align: center;">Goal Evaluation</p> <p style="text-align: center;"><i>How well does the goal meet the SMART criteria? Is accountability clear? Does the goal have a deadline?</i></p>	<p style="text-align: center;">Disposition</p> <p style="text-align: center;"><i>What is the status and/or disposition of the goal?</i></p>	<p style="text-align: center;">Revision (if appropriate)</p> <p style="text-align: center;"><i>What is the new or revised statement? OR What are comments about the goal?</i></p>
<p>Specific Goal #1 – Work with executive committee to establish county energy policy</p> <ol style="list-style-type: none"> 1. Draft policy/energy efficiency, 2. Demonstrate cost savings 3. Communicate with decision makers 4. Create new standards/policies for new construction/efficiency. 5. Create a guidelines for other facilities/opportunities 6. Ride share 7. Purchase efficient vehicles 8. Build leadership <p>Deadline: <i>Immediate</i> Primary Responsibility: <i>Gregg Westigard</i></p>	<p><input type="checkbox"/> Maintain</p> <p><input type="checkbox"/> Replace with a new or revised statement</p> <p><input type="checkbox"/> Completed</p> <p><input type="checkbox"/> Discontinue</p>	
<p>Specific Goal #2 – Establish a 5 year county renewable energy goal</p> <ol style="list-style-type: none"> 1. Assessment of energy consumption 2. Set goal to reduce usage by ___% in 5 years. 3. Reduce consumption/increase energy efficiency of Polk County campus <p>Deadline: December, 2009 Primary Responsibility: <i>Jeff Peterson</i></p>	<p><input type="checkbox"/> Maintain</p> <p><input type="checkbox"/> Replace with a new or revised statement</p> <p><input type="checkbox"/> Completed</p> <p><input type="checkbox"/> Discontinue</p>	

<p align="center">Goal Evaluation</p> <p><i>How well does the goal meet the SMART criteria?</i></p> <p><i>Is accountability clear? Does the goal have a deadline?</i></p>	<p align="center">Disposition</p> <p><i>What is the status and/or disposition of the goal?</i></p>	<p align="center">Revision (if appropriate)</p> <p><i>What is the new or revised statement? OR What are comments about the goal?</i></p>
<p>Specific Goal #3 – Partner with fair board on their long range plan</p> <ol style="list-style-type: none"> 1. Contact Fair Board 2. Establish site for publicity opportunity to expose others about renewables 3. Generate income/energy for fair upgrades fair facility <p>Deadline: <i>Immediate</i></p> <p>Primary Responsibility: <i>Tom Engel</i> <i>Marlin Baillargeon</i></p>	<input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue	
<p>Specific Goal #4 – Biggest winners/losers contest – county – wide</p> <ol style="list-style-type: none"> 1. Examine Polk County wellness program (model) 2. Gain partnerships 3. Outreach education for residents towards home efficiency, 4. Market program to residents 5. Conservation education – expose residents to renewables 6. Zero waste contest <p>Deadline: December, 2009</p> <p>Primary Responsibility: <i>Gregg Westigard</i></p>	<input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue	

<p>Goal Evaluation <i>How well does the goal meet the SMART criteria? Is accountability clear? Does the goal have a deadline?</i></p>	<p>Disposition <i>What is the status and/or disposition of the goal?</i></p>	<p>Revision (if appropriate) <i>What is the new or revised statement? OR What are comments about the goal?</i></p>
<p>Goal #5 – Weekly radio station updates</p> <ol style="list-style-type: none"> 1. Contact WXCE, WPCA 2. Gather information to share 3. Solicit volunteers to speak 4. Develop schedule <p>Deadline: <i>December, 2009</i> Primary Responsibility: <i>Marlin Baillargeon</i></p>	<p><input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue</p>	
<p>Specific Goal #6– Video tour of renewable efforts</p> <ol style="list-style-type: none"> 1. Determine resources- WITC 2. Cost analysis 3. Footage of local projects 4. looped on community access, schools exposure <p>Deadline: <i>December, 2009</i> Primary Responsibility: <i>Bob Kazmierski Mike Voltz</i></p>	<p><input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue</p>	
<p>Specific Goal #7 – Develop renewable energy committee web-site/connected to county server</p> <ol style="list-style-type: none"> 1. Contact Polk County IT 2. Explore options 3. Collect information 4. Post information 5. Create clearinghouse 6. Post video tour (above) <p>Deadline: <i>Immediate</i> Primary Responsibility: <i>Bob Kazmierski Kathryn Kienholz</i></p>	<p><input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue</p>	

<p>Goal Evaluation <i>How well does the goal meet the SMART criteria? Is accountability clear? Does the goal have a deadline?</i></p>	<p>Disposition <i>What is the status and/or disposition of the goal?</i></p>	<p>Revision (if appropriate) <i>What is the new or revised statement? OR What are comments about the goal?</i></p>
<p>Specific Goal #8 – Project seminars – to complete a project – e.g. habitat for humanity</p> <ol style="list-style-type: none"> 1. Partner with Lamar, RREA and others 2. Grant Search 3. Explore liability issues 4. Design curriculum 5. Marketing 6. Demonstration projects 7. Build capacity <p>Deadline: 2010, ongoing Primary Responsibility: <i>Kathleen Melin</i></p>	<p><input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue</p>	
<p>Specific Goal #9 – Recruit grant writer to volunteer toward R.E. Committee efforts</p> <ol style="list-style-type: none"> 1. R.E. committee does grant search/clearing house for grants 2. Solicit/recruit Colleen Gifford 3. RC&D (Pam) 4. WCWRPC 5. UWEX <p>Deadline: Spring, 2010 Primary Responsibility: <i>Kathleen Melin</i> <i>Marlin Baillargeon</i></p>	<p><input type="checkbox"/> Maintain <input type="checkbox"/> Replace with a new or revised statement <input type="checkbox"/> Completed <input type="checkbox"/> Discontinue</p>	

Other Strategies to address issues

Partnering	Enlist local groups/businesses (utilities) to co-sponsor energy tours or workshops	Partner with recycling on Earth Day	Require county board to participate in TNS Study Group
Outreach Education	Polk County Fair Presentations	Using wellness program as a model, involve county employees	Develop a public presentation
	Produce and distribute informational literature blogs, newsletters, brochures	Advertise meetings – invite and welcome new members	Demonstration project
	Erect a wind system on the SCF hill	Form a non-profit to provide clearinghouse of information	Educate at schools – build interest with youth
Organizational Development	Recruit problem solvers/power actors'/more county board to serve on committee	Expand committee/recruit volunteers to serve on working groups – task force	Hire staff to do grant writing/search Use WCA and NACO for grant search

Polk County Renewable Energy Committee

4/7/09

To: Polk County Executive Committee

Proposed Action steps for 2009 and the 2010 budget

The Renewable Energy Committee recommends that the Executive Committee consider the following ideas for implementation in 2009 and as it starts the planning process for the 2010 budget.

Minimizing energy use and the maximum use of renewable energy sources will be considered in all Polk County actions for the current year and in planning for the coming year's budget.

These are some specific actions that could be started now or included in the budget:

-Energy use will be considered as a factor in all vehicle purchases, including highway vehicles and the sheriff's fleet.

-Energy use and conservation and the use of renewable energy sources shall be a part of the planning of every new building project for the coming years, including the projects at Golden Age Manor.

-The Johnson Control program, Focus on Energy, and similar programs shall be extended as soon as possible to the Highway building, Golden Age Manor, and other buildings not now included in these energy use programs.

-The county will explore energy saving steps such as a four day work week and the encouragement of car pooling.

-An energy cost factor shall be included in all RFP requests and energy costs shall be reported in all new proposals and resolutions.

-Evaluate the use of personnel appliances such as refrigerators, heaters, and microwaves in county offices.