



**University of Wisconsin-Madison
Lakeshore Nature Preserve Committee
Friday February 5, 2021
10:00-11:30 am
Remote WebEx meeting
APPROVED Minutes**

Present

David Bart, Janet Batzli, Rob Beattie, Gary Brown, Andrew Busker, Sara Hotchkiss, Rhonda James, Kelly Ignatoski, Karen Oberhauser, Anna Pidgeon, Stephen Sentoff, Joe Webb

Also Present

Tom Bryan (Friends), Ann Burgess (Friends), Adam Gundlach (Preserve), Bryn Scriver (Preserve), Laura Wyatt (Preserve)

Minutes

A motion to approve the minutes from December 18, 2020 was made by Batzli and seconded by Pidgeon. The motion was approved unanimously.

Staff Reports

1) Administration (Gary Brown)

See Preserve Staff Reports – February 5, 2021

Brown noted that with the exception of the Howard Temin Lakeshore Path none of the Preserve trails are plowed or sanded. Visitors should come prepared for the trail conditions.

Brown clarified that weekly testing is only for UW students, faculty, and staff. Campus visitors and Preserve volunteers do not need to be tested, but they should still practice physical distancing and wear a face covering.

2) Program and Operations (Laura Wyatt)

See Preserve Staff Reports – February 5, 2021

The Preserve will be hiring 2 new temporary seasonal positions this spring. One of our current staff Heidi Belling left for a full-time position elsewhere and Connor Kotte will be leaving in May for a Master's Program project in Ecuador.

The visitor counter at the entrance to Picnic Point counted 6,759 visitors in January.

3) Capital Projects (Rhonda James)

See Preserve Staff Reports – February 5, 2021

The Garden Committee (Eagle Heights and University Houses Community Gardens) is considering creating a long-term plan for the garden areas so they can keep track of needed improvements and budgeting. James said groups that are within or adjacent to the gardens (i.e. Biocore, GreenHouse, FH King, Agroecology) will be included in planning discussions.

4) Field Activities (Adam Gundlach)

See Preserve Staff Reports – February 5, 2021

5) Volunteers and Outreach (Bryn Scriver)

See Preserve Staff Reports – February 5, 2021

Batzli heard from students there's been an uptick in interest in birding. Biocore tried to find binoculars for students. Webb said Outdoor UW does not have binoculars for rent. Pidgeon said a new student chapter of the Audubon Society is trying to get binoculars through a small grant. They may apply for a Preserve Student Engagement Grant. Batzli thought it would be great to have a short audio birding trail available. Sentoff said the Friends are planning to continue self-guided tours for the Preserve through the spring.

Friends of the Lakeshore Nature Preserve report (Stephen Sentoff)

See Friends Preserve Staff Reports –February 5, 2021

Review and approval of 2021 Work Plan and Budget (Preserve staff)

Preserve staff highlighted items that are new or updated from the 2020 Workplan. No changes have been made since the Preserve Committee saw the draft at the 12-5-20 meeting.

A motion was made by Beattie to approve the 2021 Workplan. Webb seconded the motion. The motion passed unanimously.

There is just one difference in the 2021 budgets since the Preserve Committee last reviewed it at the 12-5-20 meeting. \$18,000 was added to the Operating Budget under Equip/Infrastructure-Site amenities to cover the cost of hanging the Picnic Point gates after lead paint removal and repainting. The gates will be hung on new posts located just behind the stone pillars with space for visitors to walk around. To rehang the gates on the stone pillars would require a complete rebuild of the pillars and be more costly.

Batzli would like to see the \$5,000 in the budget for Physical Plant/shops operations for pit toilet cleaning to be paid out of 101 funds rather than gift funds. Beattie agreed that basic maintenance (toilets, trails, mowing, facility maintenance, erosion control, trash removal, etc.) seem to be clear university responsibilities. Brown said he and Wyatt will be meeting with AVC Rob Cramer soon. He appears to be interested in understanding the Preserve budget and what may be built into our overall 101 funded budget. Maybe toilet cleaning can be paid for out to contributed services if not 101 funds.

Hotchkiss offered the Committee's support for making a case for increased UW funding with data or from an academic point of view, if needed.

Brown said if there are any significant changes to the budget as a result of increased UW funding, we'd bring the budget back to the committee for a conversation. He hopes to have more budget information by April. If the committee votes now, there is nothing preventing us from modifying it later.

A motion was made by Oberhauser* to approve the 2021 Operating and Capital budgets. Beattie seconded the motion. The motion passed unanimously.

Communication Plan Audiences and Key Messages Brainstorm Activity

Audiences:

1. Recreational users (Beattie)
2. Birders
3. Bikers
4. Eagle Heights community members (Batzli)
5. UW students, faculty, staff
6. Alumni
7. Community stakeholders – greater Madison
8. UW Health community
9. Site-seeing visitors (i.e., Lot 60 tailgaters)

10. Citizen science
11. NGOs – Audubon, Clean Lakes Alliance, etc.
12. UW Athletics and its fans
13. UW band
14. Vet-Med clinic users
15. Administrators

Key Messages:

1. Pivot message for recreational users – open them to other aspects of the Preserve (ecological, educational qualities).
2. “Ecosystem services” – impact of the Preserve on integrity of surrounding land/water.
3. Welcome, you are in the Preserve!...
4. You can help the Preserve! (donate, volunteer). Take ownership/responsibility, find your niche.
5. Take principles you learn in the Preserve home and implement there.
6. What does it feel like to be here.
7. Cultural acknowledgement of history of this land.
8. Teaching and research importance, coupling with the mission.
9. To administrators: the Preserve helps fulfill the mission of the University.
10. Instill wonder and respect for the place.
11. Intentionally foster learning and discovery while in the Preserve.
12. help people to envision the futures? offer scenarios?
13. Get folks to think long term - having this here in excellent condition for future generations.
14. Piggybacking on the UW Arboretum messaging – Importance of the land to the University.

Committee generated ideas will be reviewed by Preserve staff for possible inclusion in the Communication Plan.

Status of Master Plan (Rhonda James)

Staff continue to develop and submit the paperwork for hiring a consulting firm for the Lakeshore Nature Preserve Master Plan update process. At all points in the process there will be opportunities for input by the Preserve Committee.

Adjournment

Submitted by Bryn Scriver, Preserve Volunteer and Outreach Coordinator

**This item will require additional action, a revote, due to the motion being made by a non-voting member of the Preserve Committee.*