



**University of Wisconsin-Madison
Lakeshore Nature Preserve Committee
Monday September 23, 2019
9:30am-11:00pm
Union South, Agriculture Room
Approved Minutes**

Present

David Bart, Janet Batzli, Rob Beattie, Gary Brown, Sara Hotchkiss, Kelly Ignatoski, Anna Pidgeon, Steve Sentoff, Joe Webb

Also Present

Adam Gundlach (Preserve), Gisela Kutzbach (Friends), Roma Lenehan (Friends), Jeff Schneider (Preserve), Bryn Scriver (Preserve), Laura Wyatt (Preserve)

Minutes

A motion to approve the minutes from May 15, 2019 was made by Bart and seconded by Webb. The motion was approved unanimously.

Staff Reports

1) Director Report (Gary Brown)

See Preserve Staff Reports – September 23, 2019

The Preserve staff continue to lead the development of a strategic plan. Focus group meetings were held in the spring and more than 575 responses were received from an online user survey.

2) Program Manager Report (Laura Wyatt)

See Preserve Staff Reports – September 23, 2019

Batzli liked seeing the permits listed in the staff report and the diversity of projects. She would like to have master's theses or ongoing projects identified so that she can understand some of the expertise going into the Preserve and make connections with those researchers or projects. Wyatt said she can identify those and noted that a lot of the projects taking place in the Preserve are by students who are learning how to conduct research. Results and information presented need to be considered under that condition.

3) Capital Projects Report (Gary Brown for Rhonda James)

See Preserve Staff Reports – September 23, 2019

The new Lot 130 parking lot is now open. Lot 129 has been permanently closed. It will be excavated and planted with native species this fall and next spring.

Brown will bring concept studies of the new Gym/Nat building to the Preserve Committee later this fall and the plans develop. This will be a total rebuild of the existing facility. The UW has already reached out to the Ho Chunk community to be involved in the process.

Bird friendly glass is not required on UW building projects, but University Recreation and Wellbeing is interested in including this in the overall design of the project.

The Near West Campus Storm Water Management Plan includes the new Gym/Nat project, the new Meat Sciences building, and the planned Vet Med Addition project. Most of the stormwater coming off of the new Gym/Nat will be piped to a deep storm water collection basin under the future new Near East recreation playing fields.

Batzli said she'd share information about an educational innovation small grant opportunity related to the Wisconsin Experience and our Shared Future Heritage Marker. Some of this work could be highlighted using the grant. Typical grant size is about \$8,000.

4) Field Activities Report (Adam Gundlach)
See Preserve Staff Reports – September 23, 2019

Fall burns are planned for Willow Creek Woods and portions of Eagle Heights Woods including the north and west slopes and the mound zone.

5) Volunteers and Outreach Report (Bryn Scriver)
See Preserve Staff Reports – September 23, 2019

Scriver passed out the new Preserve brochures for each member to take one. They cost \$1.40 each to print and were paid for with gift funds.

Preserve and UW Arboretum staff shared a table at the “Sustain-A-Bash” event sponsored by the UW Office of Sustainability on September 20. Staff talked to 123 students about the programs at the Preserve and Arboretum and helped students make custom prairie seed mixes to take home.

Friends of the Lakeshore Nature Preserve report (Steve Sentoff)
See Friends of the Lakeshore Nature Preserve report – September 23, 2019

Thank you to Doris Dubielzig who organizes the Friends tours. The tours are a great way to get people out in the Preserve to know what's there. The tours had a total attendance of 240 people.

The Friends had a table at the UW-South Madison Partnership Community Celebration. The table was very engaging with things for kids to look at, and it got nice coverage from the UW including photos.

Mission-Vision-Guiding Principles (Gary Brown)
Handout, Lakeshore Nature Preserve Mission Statement
Handout, Guiding Principles of the Lakeshore Nature Preserve

Brown's goal is to brainstorm ideas for mission and visions statements. Preserve staff will develop a few drafts based on today's feedback, and he will share those drafts with the committee at an upcoming meeting.

Vision:

The Preserve does not currently have a vision statement, only a mission statement that was developed in 2005.

The Preserve's primary audience is who we serve daily—students, faculty, staff, and university administration.

The committee spent time brainstorming on a vision statement for the Preserve starting with a few key words that trigger emotions related to the Preserve. Those words included: Stewardship, Showcase, Wellbeing, Habitat, Health, **Engage**, **Inspire**, Educate, History, Ecological integrity, **Protect**, Future, Nature, Learn, Land ethic, Culture, Appreciate, Respite, Resource, Wonder, Recreate, Connection, **Peaceful**, Cooling, Beauty, Wildlife, Relax, Gathering, Research, Inquiring, Quiet, Conserve, Restore

The committee identified the most important words in the list for the vision statement in bold (Engage, Inspire, Protect and Peaceful).

The vision statement should be thought as coming from the Lakeshore Nature Preserve as an entity, not a staff vision statement, not a vision statement of the Preserve Committee. It's a vision statement for the Preserve as a whole.

Webb noted that vision statements can either impress new ideas to customers—wow factor—or meet the audience with what they want. The vision statement needs to connect around these two realms.

Mission:

The Mission statement was created in 2005 during the Master Planning process under the direction of Bill Cronon, former chair of the Preserve Committee.

Brown asked if there was a way to include something about the Wisconsin Idea in the Preserve's mission statement. Bart said that's ok just don't say, "the Wisconsin Idea" in the statement because it can turn people off.

Someone expressed that they like the last sentence of the current mission—"It contributes to a powerful sense of place and fosters an ethic of stewardship to promote mutually beneficial relationships between humans and the rest of the nature." Batzli said this could describe anyplace—the UW Arboretum, the Aldo Leopold Nature Center, etc. She likes the first sentence in the current mission, "The University of Wisconsin-Madison Lakeshore Nature Preserve permanently protects the undeveloped lands along the shore of Lake Mendota where members of the campus community have long experienced the" because it places the Preserve along Lake Mendota.

Words to keep from the current mission statement:

Permanently protects (Brown noted that FP&M administration has said they want "permanently" taken out of the mission as they don't want to hinder future campus administrators with changing visions_ for this place), interacting, shore, promote, "long experienced", relationships, nature, safeguard, cultural, communities, "promote mutually beneficial", *some alternative to* "sense of place"

Batzli thought we could draw off the new "Our Shared Future" heritage marker to bring in the historic and cultural aspects of the Preserve's land use with respect to the Native American communities.

Kutzbach noted the Friends of the Lakeshore Nature Preserve mission is to "inspire people to connect and care for the Lakeshore Nature Preserve."

Guiding Principles:

The Committee seems generally satisfied with the 3 primary goals under the current Guiding Principles.

Someone stated that they liked the following line from the current guiding principles document, “The Lakeshore Nature Preserve should be a showcase for rethinking a city’s relationship to the natural systems in which it’s embedded...”

Tag line:

Brown said we might want to consider a tag line, for example “The largest outdoor laboratory on campus.” More work and discussion to come at a future meeting. Committee members were encouraged to think about other alternative tag lines for the Preserve.

Committee calendar and subcommittee organization (Laura Wyatt)

See handout, Lakeshore Nature Preserve Committee September 2019 thru July 2020

Preserve staff are struggling to find a time when all voting members can meet. The student members have classes in the mornings. Your flexibility is appreciated as dates for future meetings are discussed. Quorum is important this fall as we work on the Strategic Plan and begin work on the budget for FY20.

Adjournment

A motion was made by Bart and seconded by Batzli to adjourn the meeting. The motion was approved unanimously.

Submitted by Bryn Scriver, Preserve Volunteer and Outreach Coordinator