



LEESBURG ENVIRONMENTAL ADVISORY COMMISSION

**TUESDAY**  
**March 3, 2020**  
**7:00 P.M.**

Town Hall  
Second Floor Conference  
25 West Market Street

COMMISSIONERS

Maria Bergheim (20)  
Kohler Brafford (20)  
Jennifer Chu (20)  
Bobbi Elliott (22)  
Gabriella Kelemen (22)  
Paul Sheaffer (20)  
Sarah Yeager (22)

*If you require any type of reasonable accommodation, as a result of a physical, sensory or mental disability, to attend and/or participate in this meeting, please contact Richard Klusek at 703-771-2758. Three days advance notice is requested.*

# LEESBURG ENVIRONMENTAL ADVISORY COMMISSION

***Mission: To promote and protect the environmental interests of the Town.***

## MEETING AGENDA

**Tuesday March 3, 2020**

7:00 P.M. Second Floor Conference Room, Town Hall

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes: February 4, 2020\*
4. Commission Officer Elections
5. Chairperson's Statement
6. Petitioners
7. Staff Items (15 Minutes)
  - a. Tolbert Award
  - b. April Meeting to take place March 31
  - c. Water Conservation Challenge
  - d. Rain Barrels
  - e. Energy Management Update
  - f. Environmental Portal
8. Old Business (60 Minutes)
  - a. Strategic Plan Council Memo
  - b. Annual Report
  - c. Bee City\*
  - d. Keep Leesburg Beautiful
  - e. Flower and Garden Show
9. New Business (10 Minutes)
  - a. Student Representative
  - b. HOAs
10. Adjournment

(\* ) Material attached

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**Town of Leesburg Environmental Advisory Commission  
Meeting Minutes  
February 4, 2020**

The Town of Leesburg's Environmental Advisory Commission (EAC) met on February 4th, 2020 at 7:00 p.m. in the Town Hall at 25 West Market St., Leesburg, Virginia.

**Call to Order:** Chairperson Chu called the meeting to order at 7:02 p.m.

**Roll Call:** Present: Commissioners Jennifer Chu, Paul Sheaffer, Maria Bergheim, Bobbi Elliott, Kohler Brafford, Gabe Kelemen, and Sarah Yeager arrived 7:25.

Staff Representatives: Richard Klusek

**Approval of Agenda:** The agenda was approved 6-0-1, Yeager Absent (motion by Sheaffer, second by Brafford). Added Portal to Old Business.

**Approval of Minutes:** There being no major corrections, the meeting minutes of January 21, 2020 were approved as presented 6-0-1, Yeager Absent (motion by Elliott, second by Brafford) with a need to correct spelling of Kelemen throughout.

**Chairperson's Statement:** Chairperson Chu had no opening statement.

**Petitioners:** None.

**Staff Items:**

- a. Tolbert Award (Klusek). The company we used last time to make the award is moving and is slow to respond. Discussed choosing a different vendor. Tyco, award winner, is aware of the award and that it will likely be presented on February 25<sup>th</sup>. Klusek will continue to try to obtain award with existing vendor, but may need to find another one, still trying to use recycled glass and/or a local vendor.
- b. Annual Report (Klusek). Klusek reminded the EAC that the annual report should be presented to Council the first quarter of 2020. EAC agreed to make a pdf instead of a printed report this year. Chu and Kelemen will continue to work on the report and have a draft ready for the March EAC meeting.
- c. April Meeting/Spring Break (Klusek). April meeting will be March 31, 2020. Discussed meeting attendance.
- d. Water Conservation Challenge (Klusek). Town is signing up. EAC will promote.
- e. Strategic Plan Update (Klusek). Reviewed latest changes. Elliott made motion with Brafford second, 6-0-1, to submit to Council in current form, along with the Annual Report. Need one paragraph summary for staff report to the Council.

- f. Rain Barrels (Klusek). Workshops are 2 days in April and May, with Loudoun Soil and Water coordinating. EAC will promote. Sheaffer made motion, Elliot second, 6-0-1, Yeager abstains, for the EAC to provide \$25 discount, up to \$1,000 total, and for Klusek to contact Loudoun Soil and Water with this information and to use last year's statement from EAC Chairperson.

Additional item discussed – EAC should do elections next regular meeting. Add to the next regular meeting agenda.

### **Old Business:**

- a. Recycling (Chu). Nothing to discuss this week. Looks like Town will likely follow what the County does with glass recycling.
- b. Keep Leesburg Beautiful. (Yeager). March 28<sup>th</sup> date. Trash pick-up. Cub scout packs will help. Cub scouts might also make birdhouses and bat houses for F&G show. Elliot is getting sample packs of energy bars. Discussed bringing water cooler. Yeager needs to coordinate with Town staff. Make sure everyone doesn't go to the same location. Draft flyer. Bring large poster map. DPW supplies bags and gloves. Considered purchasing a first aid kit and large bottle of hand sanitizer. Yeager and Klusek will meet with DPW to discuss details.
- c. Flower and Garden Show (Chu). Pollinators and Recycling theme. Discussed vote to spend \$1,500 for F&G/KLB, including \$800 for plants. If needed, Klusek will help us get paperwork completed to get on the list of the vendors, and also see how the Town purchases plants. Overall budget \$1,500. Elliot motion to spend \$1,500 maximum including \$800 on plants, Kelemen second, 7-0, using vendor with lowest per plant cost (Cavano's). Klusek will check to see how purchase invoice can be executed. Chu motion for subcommittee authorized to make the planning and purchase decisions for the F&G/KLB, Yeager second, 7-0. First subcommittee meeting in two weeks, Feb 18<sup>th</sup> 6:00.
- d. Bee City (Elliott). Discussed funding the first year, EAC vs. asking Town to pay for it. Town would also need to make a resolution. Need proposal for Town Council and staff report - EAC will review at our regular March meeting. Yeager motioned to ask Town to fund Bee City, with second by Brafford, 7-0. Elliot to develop proposal to Town Council to have them fund Bee City.
- e. Portal. Kelemen provided a status update. We noted the Town approves pages before they go live, and 11 pages submitted to Klusek were uploaded in December. Discussed next steps and decided Klusek will use Google Analytics to check on page hits, and then continue discussions at next regular EAC meeting.

### **New Business: Ran out of time – tabled until next regular meeting**

- a. Student Representative.
- b. Homeowner Associations (HOAs).

**Adjournment:** The meeting was adjourned at 9:02 pm, approved 7-0 with motion by Bergman and second by Yeager.



Date of Council Meeting: Feb 25, 2020

**EAC  
DRAFT**

**TOWN OF LEESBURG  
TOWN COUNCIL MEETING**

**Subject:** Fiscal Year 2020 Bee City USA Affiliate Application

**Staff Contact:** Rich Klusek, Senior Planner, Department of Planning & Zoning  
Kelly Burk, Environmental Advisory Commission (EAC) Council Liaison

**Council Action Requested:** Authorize the Environmental Advisory Commission (EAC) to apply to the Bee City USA Affiliate Program and approve funds in the amount of \$1,000 for the annual \$400 application fee, the one-time cost of \$400 for a free-standing sign to be installed at one of the Town’s entrances, and \$200 for educational outreach materials for Fiscal Year 2020.

After the Town Council approves the EAC proceeding with the initial application and its request for funding, the certification program calls for the adoption of a resolution designating the Town of Leesburg as a certified Bee City USA (resolution sample attached).

**Staff Recommendation:** Staff recommends that the Town Council:

- Authorize the EAC to apply to become a certified Bee City through the Bee City USA Affiliate Program, and
- Approve funds in the amount of \$1,000 for the EAC to proceed with the Bee City USA Affiliate Program application and requirements for Fiscal Year 2020.

**Commission Recommendation:** The Environmental Advisory Commission (EAC) recommends that the Town Council authorize it to apply to be certified as a Bee City USA Affiliate and approve funds for the application and program requirements, if approved, to include the following:

	Amount Requested	Amount Recommended
Annual Application Fee, Bee City USA Affiliate Program	\$400	\$400
Free-standing 24” x 24” sign with Bee City USA Logo	\$400	\$400
Educational materials for Leesburg Bee City USA related outreach and events	\$200	\$200

**Fiscal Impact:** The fiscal impact of this funding for Fiscal Year 2020 budget adopted by the Town Council would be \$1,000. Future funding for continued certification and participation in the Bee City USA Affiliate Program would be an annual fee of \$400.

**Work Plan Impact:** The EAC would prepare and submit the application and complete other requirements to obtain and maintain the Town of Leesburg's Bee City USA certification.

Staff may be involved in reviewing the initial Bee City USA application package for accuracy and completeness.

After Leesburg is a certified Bee City USA, staff may be involved in approving media releases and public relations related to the Town's certification and participation in the Bee City USA program. Additionally, staff may be involved in incorporating pollinator practices into policies and plans, as approved and directed by the Town Council.

**Executive Summary:** The Environmental Advisory Commission (EAC) is committed to participating in programs that enhance and protect the environmental assets of the Town of Leesburg as outlined in the 2020 EAC Strategic Plan. Participation in the Bee City USA program aligns with not only the EAC's strategic objectives but also with the Town's commitment to minimize adverse environmental impacts of human activities as described in Chapter 2 Natural Resources of the 2012 Town Plan (as amended through August 2018).

The EAC will apply for Bee City USA certification on behalf of the Town and work with staff to ensure the accuracy and completeness of the application package. After Bee City USA has approved the Town's initial application, the application calls for the Town of Leesburg to adopt a resolution announcing it as a certified Bee City and outlining its commitment to supporting and expanding awareness of pollinator conservation. The attached resolution is submitted as an example. The EAC will work with staff and the Town Council to revise the resolution to accurately reflect the Town of Leesburg's commitments to the pollinator conservation.

After Leesburg becomes a certified Bee City USA, the EAC will work with staff on a 24" x 24" free-standing sign to be installed at one of the Town's entrance. The sign would be permanent during the Town's active certification and participation in the Bee City USA program. Certification and participation in the Bee City USA program is renewed annually in February.

Town Council approval of the application and funding would permit the EAC to move forward with Leesburg's certification as a nationally recognized Bee City.

**Background:** On August 9, 2019, Mayor Kelly Burk emailed the EAC about the Bee City USA Affiliate Program. She read about the program in the VML Governing Magazine and saw that only two cities in Virginia – Vienna and Scottsville – were certified as a Bee City by the Xerces Society for Invertebrate Conservation. As of February 2020, Hampton and Lynchburg have been certified by the national program. Mayor Burk asked the EAC to consider Leesburg participating in the program, citing the importance of bees to our food supply.

In February 2020, the EAC finalized its strategic plan that includes strengthening its pollinator education and programs. The EAC reviewed the requirements of the Bee City USA Affiliate Program and determined that certification and participation in the Bee City USA program aligns with its strategic objectives and the Commission's pollinator theme for the 2020 Flower and Garden Festival. The EAC voted to submit the Bee City USA Affiliate Certification Program to the Town Council agenda for review and approval.

The Bee City USA Affiliate Program endorses a set of commitments, defined in a resolution, for creating sustainable habitats for native pollinators. Incorporated cities, towns, counties, and communities nationwide make these commitments and become certified as a Bee City USA Affiliate. Becoming an affiliate institutionalizes local government and community commitment to pollinator conservation and provides support for widespread collaboration to establish and maintain healthy pollinator habitat on public and private lands.

Requirements of certified Bee City USA Affiliates include:

1. Establishing and maintaining a standing Bee City USA Committee;
2. Publicly acknowledging Bee City USA affiliation with signs and online presence;
3. Hosting annual pollinator awareness events;
4. Creating and enhancing pollinator habitat on public and private lands through increasing the abundance of native plants and reducing use of pesticides;
5. Incorporating pollinator-conscious practices into city or county policies and plans;and
6. Annually applying for renewal and reporting on the previous year's activities.

After the Town Council authorizes the EAC to apply and approves funds for the Bee City USA certification, the EAC will coordinate the application process for certification:

**Initial Application:** The EAC will draft the initial application and work with staff to ensure accuracy and completeness before submitting to Bee City USA. After reviewing the Town's initial application, Bee City will then notify the Town if it can proceed with certification.

**Final Application:** Upon approval of the Town's initial application, certification calls for the Town of Leesburg to adopt a resolution announcing it as a certified Bee City USA and outlining its commitment to supporting and expanding awareness of

pollinator conservation. The attached resolution is submitted as an example. The EAC will work with staff and the Town Council to revise the resolution to accurately reflect the Town of Leesburg’s commitments to the pollinator conservation. Once the resolution is adopted by the Town of Leesburg, the EAC will submit the final application for certification to Bee City USA.

The proposed timeline for Bee City USA certification, pending Council approval:

	Steps to Bee City USA Certification	Proposed Timeline <sup>1</sup>	
1	Approve application and funding for Bee City certification	February 25, 2020	Town Council
2	Submit initial application to Bee City USA	March 6, 2020	EAC Staff <sup>2</sup>
3	Draft and Submit Certified Bee City USA Resolution to Town Council Agenda <sup>3</sup>	March 10, 2020	EAC Staff <sup>2</sup>
4	Approve Certified Bee City USA Resolution	March 24, 2020	Town Council
5	Assemble Bee City USA Committee <sup>4</sup>	Ongoing	EAC
6	Install Bee City USA Free-standing sign at Town Gateway	March 30, 2020	EAC Staff <sup>5</sup>

<sup>1</sup> Proposed timeline assumptions based on approval and review estimates.

<sup>2</sup> Staff engaged to review documents, etc. to ensure accuracy, completeness and consistency with Town policies and plans.

<sup>3</sup> Assumes parallel process for submitting initial application and drafting the resolution.

<sup>4</sup> Continuous process initiated by completion of Step 1 - Town Council approval of application and funding.

<sup>5</sup> Staff may be involved in site selection, facilitating the manufacture, and installing the sign.

After the Town of Leesburg is designated a certified Bee City USA, the EAC would manage and direct the fulfilment of the Bee City USA Affiliate Program requirements listed above. The following offers suggestions for how Bee City USA certifications requirements may be achieved:

1. Establish and maintain a standing Bee City USA Committee:  
Affiliates of Bee City USA are led by a broad-based committee that includes a team of private and public leaders. The EAC will assemble a Town of Leesburg Bee City USA Committee comprised of EAC Commissioners as well as interested Leesburg residents and business leaders.
  
2. Publicly acknowledge Bee City USA affiliation with signs and online presence:

EAC will work with staff to commission a permanent Bee City USA Affiliate sign. The sign would be free-standing, measure 24" x 24", and would be placed at one of the Town's entrances. The EAC suggests the Town consider East Market Street entrance but will work with staff on site selection.

For online presence, the EAC will work with Town's Public Information Office to determine how best to convey information about the Bee City USA certification on the Town's website. The EAC Environmental Portal pages may be tapped as a repository for pollinator educational resources.

3. Host annual pollinator awareness events:  
The EAC's theme for its 2020 Flower and Garden Festival booth is pollinator preservation, during which the Commission plans to educate and engage the public through hands-on activities and educational materials. Other events and activities in Leesburg may be considered for pollinator outreach and education.
4. Create and enhance pollinator habitat on public and private lands through increasing the abundance of native plants and reducing use of pesticides;  
The Town of Leesburg Bee City USA Committee will collaborate with local government, community, HOAs, schools, and business leaders to identify opportunities to achieve this objective.
5. Incorporate pollinator-conscious practices into city or county policies and plans; and  
The Town of Leesburg Bee City USA Committee will collaborate with local government to identify opportunities to achieve this objective.
6. Annually applying for renewal and reporting on the previous year's activities.  
The Town of Leesburg Bee City USA Committee will perform this function.

**Attachment:** (1) Bee City USA Affiliate Program Application  
(2) Sample Resolution from Bee City USA  
(3) Bee City USA Affiliate Logo for Town Gateway Sign  
(4) Washington DC Bee City USA 2018 Annual Report