

CITY OF STURGEON BAY
Agenda Ad Hoc NERR Advisory Committee
Friday, April 8, 2022
Crossroads at Big Creek
9:00 am

1. Roll Call.
2. Adoption of Agenda.
3. Public Comment.
4. Consideration of: UWGB NERR Update.
5. Consideration of: Prospectus and Video Update.
6. Consideration of: Outreach Strategy Update.
7. Adjourn.

NOTE: DEVIATION FROM THE AGENDA ORDER SHOWN MAY OCCUR.

Notice is hereby given that a majority of the City Committees may be present at this meeting to gather information about a subject over which they have decision-making responsibility. If a quorum of a Committee, does attend, this may constitute a meeting of the aforementioned Committee and is noticed as such, although no formal action will be taken at this meeting.

Posted:

Date: 4/5/22

Time: 12:50 pm

By: Laurie S.

NERR Advisory Members

Mark Holey, Co-Chair

Caitlin Oleson, Co-Chair

Laurel Hauser

Gregg Meissner

Charlie Henriksen

Matthew Peter

Bill Hoag

Ex Officio Members

Marty Olejniczak

David Ward

Josh VanLieshout

Pam Seiler

Christopher Sullivan-

Robinson

Bay of Green Bay National Estuarine Research Reserve

Regional Impact + Tourism + Education + Workforce Development & Quality of Life

Through Research and Monitoring + Training + Education + Stewardship

Sturgeon Bay/Door County Visitor Center

Prospectus Outline

Topics for the development of a visual intro page.

Sturgeon Bay and Door County are nationally recognized leaders in welcoming and immersing visitors in its natural resources and beauty that is remembered for a lifetime.

The nature of Door County has been stewarded by a dedicated conservation community that has maintained its international reputation for exceptional and pristine Great Lakes ecology.

Sturgeon Bay infrastructure excels in wholistically supporting science, tourism, and the arts, through museums of art and maritime, a nature preserve restoring a watershed and estuary, an extensive publicly owned waterfront, and lodging and restaurant accommodations to create a quaint and walkable visitor experience.

An active and dedicated philanthropy is a backbone that supports all community sectors to achieve their goals.

Why Sturgeon Bay/Door County:

- The City of Sturgeon Bay is at the center of some of the highest aquatic biodiversity anywhere in the Great Lakes because of its proximity to both Green Bay and Lake Michigan - - from agricultural and industrial impacted areas of the Fox River to near-pristine bays and estuaries along the northern shores of Door County.
- Sturgeon Bay and Door County have demonstrated a passion for healthy ecosystems and the quality of life they provide through the work of nonprofits like the Ridges Sanctuary, the Nature Conservancy, the Door County Environmental Council, the Door County Land Trust, and Crossroads at Big Creek, among others.
- Door County is home to 29 State Natural Areas and has more than 26,000 acres of protected land to support the estuarine fish and wildlife habitat.
- Door County has strong connections to institutions of higher education. Research programs developed by UW-Green Bay, UW-Milwaukee, the Smithsonian, and Shedd Aquarium, and others, investigate how to protect habitat for species such as the endangered dwarf lake iris, Hine's emerald dragonfly, and the Pitcher's thistle.
- Maritime history runs deep in Door County. Sturgeon Bay is a designated Coast Guard City and supports sustainable sport and commercial fishing. The City also provides a safe port of call for visiting research vessels like the R/V Neeskay from UWM's School of Freshwater Sciences and offers them the same maritime infrastructure and services that support its working waterfront and recreational boating.
- Sturgeon Bay and Door County attract 2-3 million visitors annually and promotes sustainable eco-tourism that includes evaluation of sustainable initiatives from both residents and environmental perspectives. This tourism economy, along with natural areas, agriculture and industry, allows Sturgeon Bay to offer big-city infrastructure in a quaint, walkable town atmosphere.

Criteria

- I. Community Support
 - a. Letters of Support
 - b. Partnership Building
- II. Educational Support & Opportunities
- III. Tourism
- IV. Philanthropy
- V. Environmental Support
 - a. Environmental representativeness

Sturgeon Bay/Door County (Plug and Play Attributes)

Marketing - Destination DC and SB
Research interest and community science
Countywide Community support - our letters
Leadership in Stewardship and Conservation - TNC, Ridges, etc DC Invasive Species program
Tourism/visitors
Education support
Philanthropy
Coastal program investments - Door County Coastal and National Scenic Byway
Recreational – five state parks, county parks crossroads, Ice Age trail, Ahnapee bike trail
Strong sport and commercial fisheries support involvement
Arts – Theater, Music, Painting, pottery, Write-On Door County

Key Word Phrases from Bay of Green Bay NERR Facts Sheets

UWGB Generated

BENEFITS
Regional Impact
Tourism
Education
Workforce Development & Quality of Life
A NERR System supports local economic development, enhances place-based research, creates distinct education-based resources, and facilitates local stewardship of aquatic natural resources.

NOAA Generated

Four Core Programs

Research and Monitoring
Training
Education
Stewardship

Educational Opportunities for Learners of All Ages
Training for Coastal Decision-Makers
Science and Stewardship that Matters
Community Engagement and Volunteerism
Diversity of habitat
Healthy ecosystems
Community benefits
Economic impacts

NERR Preserve Lands Site Selection Criteria

- I. Environmental Representativeness
- II. Value of the Site for Research, Monitoring, and Resource Protection
- III. Suitability of the Site for Education and Interpretation
- IV. Acquisition and Management Consideration
- V. Natural Resource and Build Infrastructure Resilience to Climate Change Impacts
- VI. Partnership Building
- VII. Institutional Commitment