



BIRD CITY WISCONSIN: Making our communities healthy for birds ... and people

December 12, 2012

Nancy Greifenhagen
Environmental Coordinator
Village of Menomonee Falls
W156N8480 Pilgrim Road
Menomonee Falls, WI 53051

Dear Nancy,

On behalf of the Steering Committee for Bird City Wisconsin, our congratulations on having achieved recognition as a Bird City for 2013. It is an accomplishment that puts Menomonee Falls in the forefront of efforts to forge a statewide coalition of citizens and public officials who know that birds are more than beautiful -- they are significant.

We recognize the work that goes into meeting Bird City's criteria and submitting an application. Municipal governments are proving that they not only can implement sound conservation practices on their own, but that they can educate their residents to play an increased role in making our communities healthy for birds... and people.

I was personally pleased to have been a part of the celebration that took place last July to mark the grand opening of the education kiosk for the Tamarack Preserve. It was a great event and offered strong evidence that you have put together a great partnership future conservation efforts and for the celebration of International Migratory Bird Day.

Our review committee found much to commend in the village's application. Of particular note:

- The village's protection – and efforts to enlarge – the Tamarack Preserve, along with a solid policies on invasives and native landscaping, along with partnering with Wild Ones.
- Participation in Tree City and receipt of two Growth Awards
- The prominent establishment of a Bird City page on the village web site and inclusion of information on "Cats Indoors!" and other ways to protect birds

Public announcement of your achievement -- along with that of five other Wisconsin communities -- is being made statewide on Dec. 17, as Bird City Wisconsin celebrates recognizing its 60th community in just over two years.

A copy of that news release is enclosed. I always urge communities to share the news with their local media contacts, which we realize you know best. I hope you also will be thinking about other ways in which we can help you achieve recognition for this accomplishment, perhaps involving Bird City's public presentation of your two streets signs, flag and plaque.

Looking ahead, here are some important considerations we want you to be aware of:

- BCW is prepared to supply you with additional signs, flags and plaques *at our cost plus shipping*. Contact us for details.



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- We also have available for sale at our online store T-shirts, caps and smaller plastic versions of the street signs -- designed for such locations as local businesses, parks, refuges and nature centers. See <http://www.birdcitywisconsin.org/Store/MiniSign.pdf>.
- To make it easier to share news of your recognition and to allow other communities to be aware of "best practices" statewide, we have created a special section on our web site, <http://www.birdcitywisconsin.org/BirdCities/BirdCitiesInWisconsin.htm>, devoting a page to each community's achievements. The Menomonee Falls page should show up soon.
- BCW is an annual recognition project, much like Tree City USA. Our formal program year runs from April 1 to March 31, but your recognition takes effect immediately and your first renewal will not be due until Jan. 15, 2014. Details on that process are available on our web site but we also plan follow-up contacts. We have made room at the bottom of our signs for adhesive decals that we issue to recognize a commitment to years of "Sustained Flight" and eventually we hope to "High Flyer" status.
- Since conservation is an ongoing challenge, we encourage you to check the BCW website on a regular basis for ideas on what you can do to meet additional criteria and to obtain information that can be shared with your residents via the web, handouts, newsletters, etc. Our "Best Practices" section and News/Blog pages are a good place to start.

Again, we celebrate your initiative and efforts in improving the quality of life for the citizens of Menomonee Falls. Thank you for helping to make our communities healthy for birds... and people.

Best regards,

Carl Schwartz

Carl Schwartz
Project Coordinator

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