



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

November 26, 2010

Jo Ann F. Villavicencio
Village Trustee
Village of Chenequa
31275 W HWY K
Chenequa, Wisconsin 53029

Dear Trustee Villavicencio,

On behalf of the Steering Committee for Bird City Wisconsin, our congratulations on having achieved recognition as a Bird City for 2011, our inaugural year. It is an accomplishment that puts the Village of Chenequa 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 and appreciate both the work that went into meeting Bird City's criteria and in submitting your application.

Municipal governments like yours 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.

Public announcement of your achievement -- along with that of 14 other Wisconsin communities -- will be made statewide as part of a national announcement about projects funded by Together Green and National Audubon on Thursday, Dec. 2. Please hold off on any public word of your recognition until that time.

A copy of that release is enclosed. I hope you will share it with local media contacts, subject to the embargo. I hope you also are thinking about other ways in which we can help you achieve public recognition for this accomplishment, perhaps involving Bird City's presentation of your two streets signs, flag and plaque. We want to be part of your celebration. But please bear in mind that we will be working simultaneously with 15 communities.

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

- BCW is prepared to supply additional signs and flags *at our cost + shipping and handling*. Contact us for details and scheduling.
- 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, www.birdcity.wisconsin.org/BirdCities, devoted to each winner's achievements.



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- BCW is an annual recognition project, much like Tree City USA, and we look forward to your 2012 renewal a year from now. We have made room at the bottom of our signs for adhesive decals that we will issue to recognize your commitment to years of "Sustained Flight" and eventually we hope "High Flyer" status.

- Since conservation is an ongoing commitment, we anticipate that renewal applications will be more robust. To this end we encourage you to develop a habit of checking 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.

We also would like to offer these specific comments for your community that were offered by members of the application review panel:

Appreciated the time you invested in improving the application and upgrading the village web site, as well as making information available to residents. We look forward to your IMBD celebration and stand ready to offer assistance if any is needed.

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

Best regards,

Carl Schwartz

Carl Schwartz
Project Coordinator