



Louisville/Jefferson County Metro Government Solid Waste Management District

600 Meriwether Avenue, Louisville, Kentucky 40217

Robert Schindler

Board Chair

Keith Hackett

Executive Director

Education Sub-Committee Minutes March 12, 2019

Highlands-Shelby Park Library, Mid City Mall

1250 Bardstown Road, Louisville, KY 40204

Attendees

Karen Maynard, Tim Darst, Bruce Burrow, Darrell Shelton, Kim Martinez, Pete Flood, Rob Lush, Mary Rose Evans, Hillary Ladig, Keith Hackett, Kelsey Thomas

Call to Order

Bruce Burrow called the meeting to order.

Meetings

Viewed PowerPoint slides from the Board meeting and discussed setting up a recurring meeting for the Sub-Committee.

Discussed who would be the Chair for the Sub-Committee, Tim Darst was recommended.

Tim Darst accepts.

Pete explained that Karen will facilitate the meetings but will work directly with Tim (Chair).

OPI will meet with the Sub-Committee for project management:

Pete Flood – Program Manager

Keith Hackett – Program Sponsor

OPI will work as consultants: tools, charters, planning. Austin is our contact from OPI.

Pete explained that we are using project management to keep the Committee on task and to communicate our activities from the Sub-Committee to the full Committee.

Future meetings schedule and location is open for discussion.

Sub-Committee needs to find out the Board's expectations for a timeframe.

Meetings will be held on a monthly basis. (Determined later that the second Tuesday of each month, 2:00-3:00 is best for using the library as a consistent location.)

Task from Board

We went over questions the Board has for the sub-committee.

Discussed education sub-committee recommendations. Karen passed out charts to each member as we went over them.



Louisville/Jefferson County Metro Government Solid Waste Management District

600 Meriwether Avenue, Louisville, Kentucky 40217

Robert Schindler

Board Chair

Keith Hackett

Executive Director

Pete Flood and Bruce Burrow discussed how the \$33/ton pricing was determined. Pete will follow up with more information later.

The sub-committee will be looking into costs further for each recommendation.

Kim Martinez asked how can we enforce the schools to let us come in and educate? It is up to the principal of the school.

Pete stated one of our first dependencies should be JCPS buy in.

Tim Darst recommended maybe we go through Partnership for a Green City.

Karen Maynard would like to prioritize the recommendations by having each member utilize the Impact Effort Matrix. She has an online option for this she will send to each member via email.

****Action:** Complete matrix prior to next meeting.

Pete Flood asked the group: What does the Committee need? How can we help? The 10-year plan takes a long time to get through – what can we make stand out for you?

Karen Maynard asked all Sub-Committee members if it was okay to communicate through email between meetings. Everyone okayed.

Other Projects

1. Videos: message ideas?

Watched video clips from Vermont's Department of Environmental Conservation.

Everyone on Sub-Committee really like the short video clips.

All agreed the consistent message is good, yet simple.

Discussed how these types of videos would be good for the general public but different than the type of video you would take to a school for education purposes.

Sub-Committee will need to find out prices of advertising these PSA's: commercials, gas pumps, county clerk's office.

2. Myth/Fact Campaign: Karen passed out draft for input.

Tim Darst stated the Facts should be less wordy.

Sub-Committee likes the Myth/Fact statements.

Metro Council can promote them, along with putting them in The Works Week.

Myth/Fact's can be promoted on social media.

Darrell Shelton suggested Karen change the wording on Myth/Fact #2 to reflect curbside recycling but also explain other ways residents can recycle throughout the city.

****Action:** Let Karen Maynard know of any changes that would be needed for Myth/Fact sheet.



Louisville/Jefferson County Metro Government Solid Waste Management District

600 Meriwether Avenue, Louisville, Kentucky 40217

Robert Schindler

Board Chair

Keith Hackett

Executive Director

Public Input

Kim Martinez saw an article that the city of Pittsburgh might soon allow grocery bags to be put in curbside recycling bins, sorted through an MRF. She will find the article and send it out.

Bruce Burrow stated there is a good common ground on the Sub-Committee.

Kim Martinez followed up with how WestRock and Rumpke facilities have differences but are also very similar.

Mary Rose Evans suggested that the Myth/Fact Campaign needs to specify that it applies to residential recycling.

Every Sub-Committee will communicate all meetings/info with other Sub-Committee's.

Karen Maynard is working on an online calendar function to keep everyone informed of all meetings.

Announcements

The next Education Sub-Committee meeting will be held on Tuesday, April 9, 2019, from 2:00 p.m. to 3:00 p.m. Location will be the Highlands-Shelby Park Library.

Adjournment

Tim Darst (Chair) adjourned.

Minutes approved by:

Tim Darst
Chair

6/20/19
Date