



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 April 9, 2019

**Highlands-Shelby Park Library, Mid City Mall
1250 Bardstown Road, Louisville, KY 40204**

Meeting was called to order at 2:10 p.m. by Karen Maynard.

Members in attendance: Bruce Burrow, Darrell Shelton and Kim Martinez. **Staff present:** Keith Hackett and Amy Axsom

Approval of March 12, 2019 minutes could not be approved due to not having chairman there. Next meeting a vice chairman will need to be elected for future meetings.

Team Charter

1. Discuss Team Charter: Phase I is getting answers to board on what our priority is.
How to run the meetings; expectations;

Task from Board

1. Solid Waste Study & Recommendations related to education
 - a. Impact Effort Analysis: This was an area that needed to have interaction between all members. Members were given 1-11 stickers to put on the matrix how they saw fit. Then discussion took place on which sections had high effort and low impact and vice versa.
 - b. Prioritize recommendations
 - c. Answer questions from Board for each recommendation

Other Projects

1. Videos (viewed at previous meeting)
 - a. **Review scripts:** Ms. Maynard passed out a typed-up draft script for members to review, she noted she tweaked one she found and made it tailored to us. Plan is to have a guy on there to talk. Darrell Shelton questioned whether there was any value to the people who are seeing these certain videos. Intro to video can be "Your recycling comes here" and have a picture of the MRF and someone from each shop in a couple of the snips.
 - Disclaimer needs to be added stating "Always check with your current Waste Hauler".
 - Mr. Shelton suggested to use the phrase "Recycle like you work here".
 - Kim Martinez suggested to flash the word Louisville in different pronunciations and say, "Recycle like you play here".
 - Ms. Maynard also suggested "Stop, Think, Reduce/Reuse/Recycle".
 - Good examples need to be used

Nicki with MetroTV has been asked if they would be willing to help in the process of updating to match what is needed for our promotion. She will forward to her new boss but thought it



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was simple what was being asked and could be done in a day.

2. Myth/Fact Campaign

- a. **Continue discussion of content:** Ms. Maynard added additional words under the current words. Everyone agreed they like the look, so she'll continue working on the wording.

Action Item

Answer six initiative questions:

- 1) Changes to Language
- 2) Cost vs. Potential Diversion
- 3) Degree of Difficulty
- 4) Any Dependencies
- 5) Pros and Cons of Implementing
- 6) How Long

Announcements

Next Education Sub-Committee Meeting is scheduled for May 14, 2019, 2:00-3:00, Highlands-Shelby Park Library.

Meeting was adjourned at 3:12 p.m.

Minutes approved by:

Tim Dart
Chair

6/20/19
Date