



## 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 Meeting MINUTES Highlands-Shelby Park Library, 1250 Bardstown Road, Louisville, KY 40204 May 14, 2019

Chairman Tim Darst called the meeting to order at 2:00 p.m.

March 12, 2019 and April 9, 2019 meeting minutes were accepted by acclamation.

Election took place for vice chairperson and Darrell Shelton was elected by acclamation.

#### **Task from Board**

1. Solid Waste Study & Recommendations related to education. Karen Maynard went over the communication management plan on the recommendations. This is to keep the project team apprised of the status and to alert each division of sections of work completed. It can be emailed to members if they wish.
  - a. Discuss Impact Effort Matrix results: after last months meeting, Ms. Maynard put everyone's selections from the 11 recommendations, in each quadrant on the matrix. The thinking was basically the same for each member on where to put the choices. After discussion on which recommendations to choose, decision was to focus on one and the one that was felt to be the most ready to go was the expanded marketing campaign for recycling and composting for residential.
  - b. Answer questions from Board: First is to look at all recommendations on education to see if there are any dependencies or obstacles. Discussion took place and some dependencies noted were the value of the goods for recycling and the way the market is going.

Then the pros and cons of implementation is the other question to look at. *The pros* would be that it is (a) ready to go (b) good impact (c) no ordinance changes are required (d) the key stakeholders are already involved and on board and (e) we already have the resources in house and available to minimize the cost. *The cons* are (a) need to hire another educator to have enough staff to implement (b) cost to promote such as through mailings, etc. and (c) allocation of resources. Ms. Maynard was asked if she had any concerns about the implementation. She just wants to get the planning done and get it moving. Once the beginning process has gotten underway, it will flow easier.

Ms. Maynard will write out the answers to the questions from the board, email them to the members for questions, comments, additions or changes, and after everyone agrees it is good to go, she'll get something ready to look at and possibly report back to the next level up.

Kim Martinez suggested about the mailings, in possibly having something printed but instead of having to pay postage, have it sent out as an insert with maybe the yearly tax statement from the sheriff's office. It wouldn't go to renters, but a large market would still be reached. Ms. Maynard thinks a postcard mailing is ideal. Pete Flood noted that a certain older age group likes to get mail and open and would read it. Millennials, not so much.



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**Other Projects**


1. Videos
  - a. Updates on production: Metro TV agreed to help create the video but asked us to wait until the start of the new fiscal year and Metro Budget due to being inundated with that until after July.
2. Know Waste Wednesday – Weekly Next-door App Poll: Plan to do this on Wednesday mornings and report answers on Wednesday nights. This creates discussion and they can ask questions if needed, etc. and others can read what's posted and learn something they may not have known already. She'll email questions to members for review and see if the wording used is correct and makes sense and if not give her feedback.

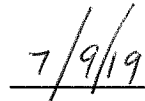
**Announcements**

1. Next Education Sub-Committee Meeting – June 11, 2019, 2:00-3:00, Highlands-Shelby Park Library

**Meeting was adjourned at 3:12 p.m.**

Minutes approved by:

  
\_\_\_\_\_  
Chairman

  
\_\_\_\_\_  
Date