



## 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 September 10, 2019**

Chairman Tim Darst called the meeting to order at 2:07 p.m.

Other Members in attendance: Bruce Burrow and Darrell Shelton.

August 13, 2019 meeting minutes were accepted by acclamation.

#### **Task from Board**

1. Discuss Project Charter for design phase of Expanded Marketing Campaign for Recycling and Composting (Residential Sector): Karen Maynard reviewed the process and noted the design phase now needs 109 Board approval to keep on task and it will be on the agenda for their next meeting. Pete Flood noted why it's necessary to make sure the charters are specific and what boundaries are. It also makes sure every team member for the subcommittees are on the same page and understands. At the next meeting, more questions can be answered on what the design phase should look like.  
Bruce Burrow asked if all subcommittees recommendations matched. Response was that Education has set the standard first basically as the branding, so it has a hand in the other two subcommittees recommendations.
2. Discuss proposal for second recommendation Expanded Marketing Campaign for Recycling and Composting (ICI Sector): Team discussed the handout Ms. Maynard gave them on the second recommendation. This is the same title as what has already been recommended but it's for the ICI sector. The proposal is just drafted. It needs to express what educational material, terminology, images, etc. are already being used by other entities locally or nationally. The same questions from the study are included in the proposal but after discussion, included the following questions. 1) How do we buy-in from all those involved. 2) Who are the stakeholders and how will they be represented.  
The Austin, Texas website example was included due to the Service Level Standards subcommittee using the website as well. Under the current practices and program section, she will include her contact info on the website for businesses to have.  
Discussion took place on the pros, cons and dependencies. Only addition needed - under dependencies - was to add the outcome of the service level standards recommendation will affect the final design. After Ms. Maynard types up discussed changes, she'll email to members for review.

#### **Other Projects**

1. Update on videos: Update for the group of the status of making of the videos noting that she was still waiting on Kim Martinez to give a date and time on when to shoot video at WestRock.

2. "Know Waste Wednesday": Ms. Maynard stated this is still going on with good participation.

**Public Input**


No public input received today.

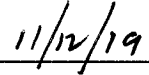
**Announcements**

Next Education Sub-Committee Meeting will be held on October 8, 2019, 2:00 pm - 3:00 pm, Highlands-Shelby Park Library.

**Meeting was adjourned at 3:15 p.m.**

Minutes approved by:

  
\_\_\_\_\_  
Chair

  
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Date