



**Regional Recycling Task Force Meeting
Friday, September 10, 2020, 9:30 a.m.
Via Zoom**

MINUTES

In Attendance

J. Heaton-Jones called the meeting to order via zoom at 9:33 a.m. In attendance were A. Freitas (BE), S. Conn (BK), C. Praissman (BK/BOE), K. LeJava (BK/BOE), A. Dinho (BW), J. Kearns (KE), A. Miles (NE), P. Palmer (RE), M. Smith (NF), S. VonHolt (NM) J. Luiz (WE) and P. Oberg, K. Valleria and B. Creighton All American Waste, J. Baum, HRRRA.

Approval of Minutes

Motion by P. Palmer, second by A. Freitas, to approve the minutes of May 7, 2020 as presented. **Vote:** All in favor.

Revised focus of the RRTF on public education and outreach. Members roles. Building a campaign to reach residents.

J. Heaton-Jones raised the question of “How do we get the word out on how to recycle right?”. How do we encourage residents to recycle right? The group discussed ideas from education, incentives, fines, and unit-based pricing. A universal policy across the board with penalties and fees for improper curb disposal.

Educating residents who use local transfer stations vs curbside

Discussion focused around how to address recycling both at the transfer station and at the curb. Is there an issue with the existing stickers on containers? Are residents so used to them, they don't notice? Should they be updated with images etc. to draw attention? Should we get feedback from the resident's perspective. Many feel there has been too much change with “what's in and what's out” and is hard to keep up. J. Heaton-Jones stated that one issue is that product design is constantly changing resulting in an impact on what is and isn't recoverable / recyclable material.

Annual Billboard Contest – How to implement during Covid

J. Heaton-Jones asked the Task Force for ideas on how to proceed with the Annual Recycling Billboard contest during COVID. Ideas from the Task Force include incorporating digital platforms, social media, and scanning and uploading entries. Ideas for themes from the Task Force are “waste management and recycle right”.

Items to be raised by members

A. Dinho suggested What's In What's Out stickers would be helpful to have on bins.

Adjournment

Meeting was adjourned at