



Speaker 1 - 00:20

Good afternoon, everyone. My apologies. Okay, roll call.



Speaker 2 - 00:27

Roll call.



Speaker 3 - 00:27

Member Dunn.



Speaker 1 - 00:28

Present. All right, so thank you all for joining us. This begins the outreach and education subcommittee meeting. And let's stand for the Pledge of Allegiance. I pledge allegiance to the flag of.



Speaker 2 - 00:49

The United States of America and to.



Speaker 1 - 00:52

The Republic for which it stands, one nation under God, indivisible, with liberty and justice for all. Right, so public comments. Richard.



Speaker 2 - 01:11

I'm not going to give that last name a try.



Speaker 4 - 01:16

You don't want to try it, huh? Good afternoon, everyone. Good afternoon. Chair Dunn, member Bright Cruise, and Executive Director Storty and members of the audience. I represent an organization called Broward Clean Air. And I'm excited to present an innovative holistic zero waste strategy of repurposing underutilized or soon to be closed Broward County Public Schools as zero waste education community hubs. These hubs combine policies, programs and infrastructure into a single package that benefits all stakeholders, students, families, municipalities, the swa, Broward County Public Schools and local businesses. By converting these facilities, we can provide hands on education in recycling, commercial composting, repair and reuse, empowering students to become zero waste ambassadors in their households. We can also launch revenue generating programs including compost sales, repair labs and workshops to support facility upkeep and the Broward County Public School sustainability programs.



Speaker 4 - 02:38

Another thing that these facilities can do is to create well paying, sustainability focused jobs for coordinators, educators, technicians and local entrepreneurs. And we can use them to use the compost to build community gardens and supply nutrient rich produce for school cafeterias and local residents, Improving community nutrition and food security. We recognize that there are barriers such as facility approval, staffing, funding, curriculum integration and community engagement. But these can be overcome quickly with strategic planning. Let's start by with pilot hubs using existing staff and student volunteers, align programs with recycle right campaigns, municipal events and multilingual outreach. Leverage revenue growth grants and sponsorships to fund operations and scale efficiently. Repurposing these schools is cost effective, actionable and highly visible. We urge the subcommittee to act immediately.



Speaker 4 - 03:46

Identify pilot facilities and collaborate with Broward county public schools and SWA staff to launch these hubs in fiscal year 2026. This approach delivers education revenue, jobs, food production and measurable diversion impact, creating a model for countywide and regional zero waste transformation. And I've put a more detailed copy on your desk so you can review that when you have some time. Thank you.



Speaker 1 - 04:14

Thank you. Dharma, Did I pronounce that correctly?



Speaker 2 - 04:24

Yes, you did.



Speaker 1 - 04:25

Okay.



Speaker 5 - 04:25

Hi Tamalettieri. Do I have to give my address? No, your Full name for the record, Tamalettieri. Coconut Creek, Florida, 33066. I have more questions than statements to make. Number one, I would like to know how the county and the committee plans on transporting the methane that they want to use for a sludge dryer, which is very clear that's their intent to build. They said so in the legal agreement between Coconut Creek and Deerfield and the county and waste management. So how do they plan to transport that methane from the landfill to the site? So far an undetermined site, but we know they're thinking seriously about Alpha250. Alpha 250 is in a densely populated area on the border in West Pompano, on the border of Coconut Creek and Deerfield, adjacent to the turnpike, a half a mile from my home.



Speaker 5 - 05:38

These three cities have already been sacrificed more than they ever should have been for the landfill expansion. The PFAs that are raining down on the community, because we know now they're emitted into the air in communities surrounding landfills. The stench, now the height is going up now it's a sludge dryer. Are you guys aware that a man died when the sludge dryer blew up in New York City? They're highly combustible methane. If you transport it by trucks, they're bomb trucks. They're highly flammable. They're going to be on our roads. If you transport it by pipeline, it's going to be under our roads, under the turnpike, under Sample Road, under Trade Winds park, right next to my home. So what is the plan here? Because we know the plan is to build that sludge dryer and use that methane.



Speaker 5 - 06:42

But how are you going to get it there? Because it is not right. And this is something you guys are not telling us. Now, I know for a fact the county supports bomb trucks because in the first Trump administration, when he repealed that and he allowed LNG to be shipped by truck and rail to Port Everglades, the county had the ability to stop it and they did not. That is a nightmare scenario. The major hospital serving Broward County, Broward General, is in the path of those bomb trains and bomb trucks. And now you're planning to do this to my community. So I'm very upset about that. I want those answers addressed. I know you won't do it today, but at a future meeting, and in addition to that, the cost, and to me, the circular economy here is not about reducing waste.



Speaker 5 - 07:37

The circular economy is about reusing that methane emanating from the dump. And by the way, you should allow us to speak remotely. It's not fair to make us drive here for this. Two minutes.



Speaker 1 - 07:50

Thank you. Thank you so much. Julie. If you'll say your name for the record, please.



Speaker 6 - 07:57

Hi, Julie Long Plantation. First of all, I want to thank you. I think this is. All the work is important, but the education subcommittee has the most important work. And I'm so happy to see this meeting so well attended. I want to really talk about collaborations. You've seen me, I've been coming to this meetings. I'm a member of the League of Women Voters. I want you all to know that we're working hard to support what this. The objectives of this group. We have planned a. We've had an eco film series going on for a year and a half now. We're planning in February to show the film trashed to support the message, and we'll send you information about it. It's about food waste. The meetings have been pretty well attended. We've had over 100 people that come to these film series.



Speaker 6 - 08:44

We have a panel discussion. I just want you to know it exists. And we're here because we believe in the work you're doing. I also. This is a cute one, the collaborations. I just learn things all the time. This is one that just showed up. I've made a few copies. But I've got to go talk to the Broward county association of Student Councils later today. And take these. Some group is doing, let's see, Fertile Earth. Ward Farms is doing a composting project in conjunction with Halloween pumpkin. So if you don't need these, take.



Speaker 1 - 09:20

A picture, give it back to me.



Speaker 6 - 09:21

But I think it's really exciting. It's a small thing, but it's a.



Speaker 5 - 09:25

Big thing because it involves students.



Speaker 6 - 09:28

It's a doable project. It teaches people that composting can be done and it makes it fun. And these are the kind of projects that we need to be bringing into our schools. And lastly, I am on the Brower County Green Schools Advisory Board. And I've learned through that work how, if I didn't know already from attending these meetings how complicated recycling is, I thought that the school system had one recycling hauler, coastal. And I've learned that's not exactly the case. They've made the school board. We picked recycling this year as our mission of things to work with the school system. And so any. Any information you have that you can give me that I can take back to them, I would appreciate it. I mean, I try because I've learned from this committee to.



Speaker 6 - 10:21

To figure out how we can amplify the message and how we can get recycling effectively done in our schools because it's very sporadic at the present time. Anyway, thanks for the chance to speak to you.



Speaker 1 - 10:33

Thank you, Laurie. So when will the public comments be addressed, Particularly the question around the transportation? Could we put that on the general meeting agenda?



Speaker 2 - 10:46

Yes.



Speaker 1 - 10:47

Okay, perfect.



Speaker 3 - 10:48

For November.



Speaker 1 - 10:49

For November, yes. And then, Julie, I'm sure that our marketing and outreach team will be in touch with you in regards to how we can collaborate further. And then your suggestion, Richard, about the repurposing of schools is duly noted. Thank you so much. Moving on now to the approval of the minutes. Could I have a motion?



Speaker 2 - 11:13

Make a motion to approve?



Speaker 1 - 11:14

Second. Second. All those in favor?



Speaker 2 - 11:18

Aye.



Speaker 1 - 11:19

Any opposed? Perfect. So it carries. Now moving on.



Speaker 3 - 11:24

And that's for both sets of minutes, correct? June, June 23rd and September 11th?



Speaker 1 - 11:29

Yes.



Speaker 3 - 11:29

Okay, thank you.



Speaker 1 - 11:30

Okay, thank you for the communications. Turn it over to Lori.



Speaker 7 - 11:39

Thank you. Thank you so much. Okay, Rhys, if you can bring up the timeline, this is the first item on our agenda. So if you all remember when we had the budget approved, the governing board meeting, the very first item that was asked for was, okay, well, what's a timeline to complete all the work? So what I'm bringing up on the screen is, and I'll walk you through it, we phased the work based on the budget.



Speaker 1 - 12:05

So the.



Speaker 7 - 12:05

These are the exact items that are in there on the general schedule that some education is happening with the cities on an individual basis in quarter two, starting January through March. And then they're starting to consider that master plan adoption. Right. Quarter three and possibly early quarter four, July. So we phased the items in our budget based on that. On the right track so far. Great. Okay, so we'll go through this. We have four buckets. So we're going to continuously be referencing these four buckets. We have our school outreach partnership, how our budget's broken down for outreach this year, the Recycle Rate campaign. We have the business outreach. And then I want you to think of the fourth bucket as pio, public information for the authority. So the first bucket School partnership and outreach is.



Speaker 7 - 13:04

Okay, so we're reporting on what we're doing with this, you know, within this bucket. So that's going to be ongoing. The first item that they're doing is they. The school board essentially said, hey, we want you staff to look into recycling. I've been having a meeting with Susan Kantrick, this director of Applied learning, on a monthly basis, and her team, Lisa and Summer are part of that team. They're awesome, by the way. So as they're developing a curriculum for recycling to teach the kids, it's up to the teachers whether they actually incorporate that recycling curriculum into their. Into their teaching, into their learning. So we're doing a survey. That's the first item. The survey's with Susan and her team to review.



Speaker 2 - 13:48

Quick question. Is that geared towards. What's the age group that's geared towards?



Speaker 7 - 13:53

So this education happens at different levels, Fourth, sixth, eighth. So any teacher that could potentially be asked to incorporate recycling education into their curriculum, it's their choice. The survey is asking them, are you willing to do it?



Speaker 2 - 14:09

Right.



Speaker 7 - 14:10

Right. We're at a 39% recycling rate. We're trying to get to 75. Are you willing to incorporate it? And then we're asking for their feedback of what they'd like to see, what types of materials will resonate with their students based on grade level. So that Broward County Public School staff has some insight as they're developing this curriculum. So we're working with them.



Speaker 4 - 14:30

Perfect.



Speaker 7 - 14:36

So we're also developing, you know, another item is the student ambassador volunteer program. How many ambassadors do we have signed up right now? 60 ish. 60 ish. So these students, they need community service hours. They're in our database. You're going to hear about municipal events. We did our municipal survey. A lot of the cities have said yes. We have tabling opportunities. We're getting asked by different groups in the community. These students are ready to volunteer. Have our volunteer shirts. Remember, we created our tool kits. We have the tablecloths, pull up banners. They're going to be out in the community speaking on behalf of the authority, sharing our materials. So that's in process as well. Todd's also done two student presentations. He has. Well, he did one honor society, and then the second one is the student council.



Speaker 7 - 15:28

So all the elected officers in all of the Broward county schools have their council meeting today, and he's going to present to them about the work the authority is doing so that we're on their radar. So they hopefully sign up to become an ambassador with us. So that is in process. The next thing that's coming down the pike for the school partnership section is their big climate summit. So they have changed the title of their summit to trash talking. Less waste, more action. Really, it's all about what we're doing because we've had some great meetings and they're really excited about it. So there's some opportunities there for us. A table, perhaps Chair Ryan or Todd or someone to Speak to the full 1200 students that are expected to be there.



Speaker 7 - 16:16

So we'll be working with them December through December and January to set them up for what they need in terms of their materials there and then this. The next two steps are assisting them with educating their kitchen staff, their janitorial staff with recycling. Right. Some how to videos, maybe doing a kickoff event with them, getting them excited. And then that last piece to be determined is that curriculum piece. What can we do to support them? What materials can we put in their hands? And if you remember, we have 50,000 in hard cost to help with that. One question they asked that I want to bring up. You know what, I'm going to pause that. I'm going to keep with the timeline. I'll do it under school partnership because I know we're going to talk about that a little bit more.



Speaker 2 - 16:59

So quick question. So based on, like, what Julie was saying, that we have some challenges in the school system as a whole with the recycling. Before we go in there and talk to them, do we need to do some research to understand the different challenges for the different areas with. Within the county? I don't know if you have any feedback on that, but, you know, I feel like. I feel like we need to. I don't want to give them great information. They're all in the back of their mind, they're thinking, oh, that's great information. But we don't do this here or we don't do that, or that doesn't apply to me kind of a thing.



Speaker 8 - 17:35

Okay.



Speaker 2 - 17:35

Okay.



Speaker 8 - 17:39

Yeah, I mean, we talked about that. So that they're not really recycling properly right now. I think it kind of went by the wayside. So we need. I think the. The first item will be to teach the kids and start doing just the things that we absolutely can do. I don't know if we're going to do plastic. We talked about this, but we're going to definitely do paper, cardboard to start. I don't know.



Speaker 7 - 18:01

That is. Thank you for asking that question because it did come up on my call with them two days ago. So they. They have the agreement with Coastal for all the schools we know on the municipal wayside. They partner with where their schools are on the wayside based on the municipality contracts. But on recycling, it's with Coastal. They are now just doing cardboard and paper to simplify. They're assessing where all their schools are at. Some might not even have recycle bins in them right now. So they're figuring that out. And then that's why the TV determined on educating staff and janitors and frontline workers.



Speaker 2 - 18:41

Great.



Speaker 1 - 18:42

I'm curious, Member Bowman, what in your opinion are some low hanging fruits that we should be looking at?



Speaker 8 - 18:50

Well.

 Speaker 2 - 19:00

Yeah.

 Speaker 8 - 19:06

Well, in the limited conversation I've had with Susan Kantrick, were talking about, you know, reinstituting recycling for real. Because right now they have the bins around, but they're often just collecting garbage. So to make sure that we're actually using the bins for the. And so to start with the paper and the cardboard and then to see what is realistically recyclable, I think from coastal. And then like Laurie was saying, the other thing that they're going to start, I think pretty soon is like the back of the house composting, so collecting all of the organics. And then they want to kind of determine how much they're actually taking out of the waste so that they can figure out what the, you know, the ratios are, whatever that then we would go. There's schools that are already very interested in this.

 Speaker 8 - 20:07

So we're going to start that. In the pilot schools like South Plantation High School has a student who has a, I believe she has a grant, but she's definitely piloting a program for composting. So the. Because there's already that enthusiasm, they're gonna start it. They're definitely looking there and then some other places. So that's. I think if we can start with the back of the house composting and then start a. I guess they're gonna have to determine if they think it's better to start with the little kids or the bigger kids. But to start engaging the students to start, you know, separating out their trash and the organics in the lunchroom to.

 Speaker 1 - 20:53

Is there anything that you need guidance on us from in order for you to make that work effective?

 Speaker 7 - 20:58

There's one item I need your guidance on. I was saving it for the school, but we can bring it up now while we're in it. So this Lisa and Susan, their team sent me an email because the curriculum materials might not happen this year. And we have this \$50,000 hard to see support them. Their summit right now is their big education piece with the kids. So they have certain asks. They want the top, you know, they do a contest. The top three students who win this contest, they, you know, they have their environmental clubs through the schools. They want soil, they want mulch, they want certain things to push forth their projects. They're asking if those dollars. And I'm not sure how we handle that because if the first Time we're doing it.



Speaker 7 - 21:42

Do those items get submitted to this committee for approval and then like how does that work? I know we have this big budget, \$50,000 to support learning and curriculum. How does that work?



Speaker 1 - 21:55

Yeah, so could we get some guidance on the city from a city attorney? I mean, not city attorney. You know What I mean? Ms. Smith, some guidance, please.



Speaker 7 - 22:05

They, the members of the staff, right, they're getting ready for this summit and they've asked for some support. That is they're trying to get aluminum bottle, water bottles in the kids hands for the summit. They're trying to print some posters for the summit. It's not exactly curriculum, but this is their, this is how they are getting to the students right now. Until this curriculum is developed, which might not. It's obviously not going to happen this school year. It's going to be for next year. So they're asking if they can use some of the dollars that are earmarked in that \$50,000 line item for hard cost to support their summit.



Speaker 8 - 22:44

That's really up to the, that's really up to the budget process of the committee and ultimately the executive board and governing board.



Speaker 2 - 23:03

I think what we could do though is make a recommendation to the executive board so that they know that we've heard this and we agree with this. Assuming we agree with it.



Speaker 1 - 23:13

Yeah, I actually agree with the possibility of using some of the dollars, but I would prefer, my thought is to look at schools that are already ready to do some of this work and use some of that money to support moving things forward in a particular school. So the curriculum per se may not be ready, but I know for sure that there are teachers that's doing this work. We toured. What was the name of that school that went to? North Broward Prep. North Broward Prep.



Speaker 8 - 23:45

But that's outside. That's not a problem.



Speaker 1 - 23:47

That's not public school. Well, even in Larkdale Elementary School, to plug my city in Larkdale Elementary School. I know that school and that principal would be open to moving forward with certain works. And I know that there are other schools in Broward county. So I would support using some of the money as a sponsorship dollar. But I think that we would get more bang from our buck identifying the schools that's ready and investing in those schools. What are your thoughts, colleagues?



Speaker 2 - 24:17

I think what you're saying makes a lot of sense. I think maybe we can put a limitation on. I hate to see a group that is excited and wants to do something to, you know, get turned down right from the get go. Maybe we can. Yeah, put a recommend, a small budget. I don't. Do you have any idea of what they're looking for?



Speaker 7 - 24:36

They sent me a small list 30 minutes before I got here, so I took a quick glance. But I will go back and ask for some estimate dollar amounts to provide, you know, the correct information so that we can have it for November.



Speaker 2 - 24:50

Just let them know it's very limited dollars. We want to support them, but it's very limited dollars. They really need to prioritize with what makes the most sense.



Speaker 7 - 24:57

I can do that.



Speaker 8 - 24:59

I like your idea because we had spoken about maybe pilot programs. So, you know, identifying X number of schools who are either very interested or already have. Have some kind of, you know, program that's in place, kind of independent because usually you have a principal or a teacher that's very engaged. Yeah. And we could probably identify, I don't know how many. How much this would support, but if we identified X number of schools, then we could start that way for this year and see how it works kind of. Then we could kind of replicate it. I think that would be great.



Speaker 1 - 25:37

Yeah. I like the idea of identifying maybe three schools. One in Central, one in north and one in South Broward to kind of spread it out and then maybe. And it's so early in our fiscal year.



Speaker 5 - 25:50

Right.



Speaker 1 - 25:51

To spend so much money on a sponsorship now I think we're perhaps wouldn't be a wise strategic move. So to give you some really specific guidance for me, I'm comfortable with maxing it out at \$8,000 of sponsorship. What are your thoughts, colleagues?



Speaker 2 - 26:09

I was actually thinking of number smaller than that.



Speaker 1 - 26:12

Oh, five. Were you thinking five?



Speaker 2 - 26:15

To be honest with you, I was thinking like 2,500. Just, just to let them know that we're supporting them and to do what they can with that. Just to give them a little seed money almost is how it looks. You know, that was really what I was thinking.



Speaker 1 - 26:26

What are your thoughts? Member Bowman?



Speaker 8 - 26:28

Yeah, I mean, I guess maybe start smaller. We could split the baby and do five.



Speaker 1 - 26:36

Okay. Do we need to take a motion or how does. What do you. What we need to do for that?



Speaker 8 - 26:41

Yeah, you make a motion for the recommendation.



Speaker 1 - 26:45

Okay.



Speaker 8 - 26:46

To put in the budget the sponsorship.



Speaker 1 - 26:49

Money right out of allocate from the hard cost budget. Go ahead.



Speaker 8 - 26:55

So if we stuck smaller, if we started with a school in each of the three districts and then that starts working, could we reserve some then and then award more schools once we.

 Speaker 2 - 27:08

I mean, I don't know.

 Speaker 8 - 27:08

What are you just looking at? Just Doing three schools for the year and revisiting it.

 Speaker 1 - 27:13

I think it's two separate conversations. Right. So the first conversation is to give the team guidance on what that sponsorship dollars would look like. And so I originally said 10, and I. What did I say?

 Speaker 5 - 27:28

8.

 Speaker 1 - 27:28

You said 25, and then you said 5. I'm great with meeting in the middle at 5. What are your thoughts? Or we could still.

 Speaker 2 - 27:38

When I said 25 meant 2500.

 Speaker 7 - 27:40

Yeah, I just want to make sure.



Speaker 2 - 27:42

We can clarify that. I'm fine with that. That I'm very in tune with your initial point. That I don't want to. I want to. I think the big battles are coming down there, and I don't want to overspend. So. But if that's the will, I'm okay with 20.



Speaker 8 - 28:00

I mean, I'm not trying to defund anybody, but if there's an opportunity to spread the wealth this year.



Speaker 2 - 28:09

So like you said, there's two different. The sponsorship here, and then there's the identification of, like, schools, one in the north, one in the south, one in the central. And that's a different conversation than what we're talking about right here. Is that correct?



Speaker 8 - 28:22

Okay, so. Okay, so can you explain this?



Speaker 1 - 28:24

So we have a total hard cost budget of 50,000, and some of that is for the sponsorship. So I'm thinking five for the sponsorship. That would leave us 45 to spread out around different schools.



Speaker 8 - 28:38

Okay, so the sponsor. Okay, yeah, that sounds.



Speaker 1 - 28:40

Is that. Is that okay?



Speaker 2 - 28:41

I'm okay with it.



Speaker 1 - 28:42

All right, so could I have a motion?



Speaker 2 - 28:44

I'll make a motion that we devote.



Speaker 1 - 28:47

\$5,000 for the initial sponsorship and sponsorship for the Trash Talking Summit.



Speaker 7 - 28:54

Yes. On February 6th.



Speaker 1 - 28:56

On February 6th. Second. Okay. All those in favor? All right. Opposed? All right, motion carries.



Speaker 2 - 29:04

And that motion, will, was a recommendation to the executive committee.



Speaker 1 - 29:07

To the executive committee, yeah. For us to allocate \$5,000. And so I think then the other part of what I'm hearing us say, Lori, is that we want to look at identifying schools that we could potentially invest in, schools that are already. So I would say perhaps maybe you and your team could come back to us and then at that point, we can. Can make a determination as to what that investment looks like.



Speaker 7 - 29:35

My next call with the T, with the school board, the school staff, is October 28th. So I will talk to them about this then and get that conversation moving.



Speaker 1 - 29:45

Right. And so how many school. How many districts we have?



Speaker 8 - 29:51

Seven.



Speaker 1 - 29:51

Seven. Okay. It would be great if we could do one in each district, and then that way nobody Feels left behind. Behind. Right. But again, the perimeters, from my perspective, should be identifying a school that is ready to go. Right. They're already doing something. They're already excited. They already have a teacher on board. They just need a little bit of seed money.



Speaker 7 - 30:13

Yeah, good. I can do that.



Speaker 1 - 30:15

Okay.



Speaker 5 - 30:16

All right.



Speaker 7 - 30:17

So just being conscious of our time today, I think we knocked out the school section of our agenda just to save time. So I'm going to move to the recycle. Right. Reese, if you wouldn't mind. Perfect. That's great. Where you have it. We're going to move into just this timeline to get your thoughts here. So when we talk about our Recycle Write campaign. So videos with our students, we already filmed them, so we're editing those as we need. Those are in process. We had, if you remember, some hard costs, about \$10,000, Facebook, Instagram, YouTube to serve those videos up with the students because they're doing so well just to get more views on the recycling. Right. Education. So we're planning to start those campaigns next week.



Speaker 7 - 31:02

We're going to do one per month and then we have the event partnerships and co branding opportunities with the cities. If you remember, we did our municipal survey to get input from the cities of what opportunities they have where the authority could have a priority presence. So we have a nice list to work from. I'm working with Alisa to all those student volunteers. We have to have them go to some of these events that are already happening and start, you know, having a presence there. So we're moving those along now. Quarter two, this is where we thought, keeping in mind the framework tying back into January through March, we're starting to talk to individual cities, socialize the master plan on a more micro level and then you're moving into getting approval quarter three and early quarter four.



Speaker 7 - 31:53

So quarter two, we're hoping to source film and edit this quarter our trusted voices videos. So think pastors, nonprofit leaders. I was hoping at our next committee meeting we can have a talk around that, of who we think these people should be so that we can get moving on that, start running those campaigns and get those videos out in quarter two as those micro conversations are happening and then report on them in quarter three.



Speaker 1 - 32:22

So the video that you're going to be serving up and running the ads on are the videos that we already have with the students.



Speaker 7 - 32:28

The students, yes, the highest performing ones. Okay, got it.



Speaker 1 - 32:32

Is there any thought to developing like a 30 second PSA?



Speaker 7 - 32:38

So following our budget, there is room for that and I'll get There.



Speaker 1 - 32:42

Okay.



Speaker 7 - 32:44

Also in quarter two, you have that direct mail to residents. Remember in our first survey, it was like we want something in the mail, a magnet that we can put on the fridge that tells us what can go in and what can't. So we have that also lined up for quarter two. Doing the creative now before the end of the year, mailing it in quarter two, reporting it on quarter three. So all those things are kind of going in tandem as those micro conversations are happening with each of your cities. Then we have providing the municipalities and county with branded toolkits. We have. We've done these toolkits in the past with the surveys. We have a nice system in place with this. But were thinking we want to do two quarter one, maybe around holiday time.



Speaker 7 - 33:21

There's just a lot of waste around the holiday time. It's a good time to set the cities up with some messaging that they can share that's branded for the authority. And then quarter two, just general key messaging, not seasonally, but just stuff that they can be putting out on their social media through their website, through their email, through their newsletters.



Speaker 2 - 33:44

Question for you.



Speaker 7 - 33:45

Yes.



Speaker 2 - 33:46

So you're the expert, not me. But my gut would say that we should almost avoid that holiday season. There's so much going on, so much other advertising, so many distractions, so many people that are out of town, all that kind of stuff that. Is that the best time? And you know, I deferred. That's just. What if you had asked me before you had made any comments, that would have been my thought.



Speaker 7 - 34:09

Yep. I think it's a valid point. I think it's important to also think about during the holiday time, how many people are on their phone shopping and sourcing and with their family and maybe not tuning into conversations and surfing on their phone. We typically see very big spikes in digital media during this time. So at minimum, I would say let's set them up at least with a digital toolkit to keep the messaging moving. Okay. So those are the initial items we have here. Member Dunn is yours. We have the paid media component for the radio, digital, billboard, print publications. So those we have straddling Q2 and Q3. And I think there is an opportunity to do a paid PSA, if you'd like to do that.



Speaker 1 - 35:03

So I actually am of a differing opinion. Municipalities right now are under a lot of pressure around budget

constraints. And I agree with my colleague about the noise that often happens in the holiday season. I would love to see perhaps earlier than 2026. Wait, when you say Q2, when is that?



Speaker 7 - 35:38

Q2 is January. January, February, March. Because we're on fiscal year.



Speaker 1 - 35:43

Yeah. So I think that's a little bit too late to start winning over the commission community on with a campaign around this topic. Because if you think about how the rollout is going to happen, I believe that we need to start having the conversation sooner, like within the next two or three months. Because what's going to happen is we're going to be going out to the different municipalities and one or two things are going to happen. Either the residents are going to love it and call in support. Well, three things either going to love it and call and support. They're going to get pissed off because the possibility of their trash going up and they're going to call and complain or they are going to do nothing. Right.



Speaker 1 - 36:28

And so I think that it's critical to have the first wave of communication go out now to support the work that will be happening around talking to the municipalities. Because. Because what we don't want is we don't want residents to be up in arms and then calling our colleagues before they have a chance to vote on it because then we are dead in the water. So my recommendation is for you to kind of look at the rollout of the paid advertising. And so right now you're going to be rolling out the ads that we already have with the top performing videos. But I say let's test out and roll out also a 30 second PSA or maybe 60 seconds depending. Right.



Speaker 1 - 37:19

But have something really creative, not talking head but a real, almost like an ad council feel type psa and then give the municipalities the that as a tool and then roll it out digitally. We don't have to spend on billboards and all of that. But start with the first wave of the messaging now to warm up the audience and to get them used to the possibility of what we're going to do. That's my thought.



Speaker 2 - 37:49

Yeah. No, I think you're right on target. Thank you. I think you're right on target. As far as the schedule that we need to start getting the message out there. My question is, what is that message? One of the things that to me there's two sides to this. There is the side that I think everybody can rally around or never everybody, but you know, the vast majority of residents will rally around in understanding that we can't continue what we're continuing to do. We've got to come up with a better solution, we've got to move forward. So I see that as part of. Part of the message. But the other part of the message is exactly what you touched on, which is the cost side and is the gain

worth the pain kind of a thing.



Speaker 2 - 38:35

And so I think that, especially initially, that's where the opposition is going to come from. I agree 100% with what you said. So I think that has to be part of. We can't ignore that. Well, you know, I think that has to be part of the message that we deliver. And let me just finish my thought. And so in the ranches, it just so happens, you know, years back, we. When we instituted recycling, and we still do it today, we have the numbers of the cost when were just doing regular waste, and we have the numbers for when we have moved to a combination of the two. And one of the things that I've already seen thrown out there is that the cost is going to double. I see Tasha back there. Good to have you, Tasha.



Speaker 2 - 39:30

Tasha and I have had a number of conversations on this, and so what I've asked my administration to do, and they're working on it right now, and hopefully we'll have the numbers fairly rapidly within a week or so. I want to understand what the actual increase in costs were to our residents, because there's like three numbers out there, and I'm just going to round them out. And so one number is generally, the tipping fee for municipal solid waste is about 50 bucks a ton.



Speaker 3 - 40:05

Okay.



Speaker 2 - 40:06

For kind of the line rate for. With waste management, the tipping fee for recycles is \$175 a ton. So more than three times the amount. Now, I know in the ranches, our tipping rate for recycle is much lower than that. It's a little under \$100 a ton. And I think that's about the same for Broward County. So I think we need to. There's two. Two things that I think we need to understand or kind of factor into our thinking. One is that the line rate that's put out there is before negotiation. And I think that's probably. Hopefully nobody is paying that rate. I know we're way below that rate. But the second piece is that recycle tends to be a very light, a much lighter portion of your debris. It's the plastic containers, it's the aluminum cans, it's some paper.



Speaker 2 - 41:09

And so those types of things, when you put that mix the bulk wise, I know for mine, bulk wise, my recycle container is almost always full. My trash container is usually one bag. That's it. But If I were to weigh those two containers, my trash container is much heavier. And so there's a factor there that the weight portion and what my experience has been. And I've thrown out this number and this is why I want to verify it before I throw it out anymore. But I'll say it one more time here, just with the disclaimer that I'm just. This is kind of just a number that was in some presentation four or five years ago that I think of remembering properly, but that when we actually instituted the recycling, it went up about 10 to 15%. Not 100%, not 50%, certainly not 300%.



Speaker 2 - 42:03

And so I'm going to have my administration come back with that number so that it's a real number. It's not just something I'm throwing out there. But I think that's how we need to. That's the, you know, when we're all comfortable with that. I think that's what we need to fit into our communication so that we don't get caught up in. Because there's definitely going to be people that are just going to say, listen, we can't afford to double the cost.



Speaker 1 - 42:27

I get it. Well, I think that you're absolutely right. At some point we are going to have to address the elephant in the room. Perfect. But I think from my perspective, we know from the previous research what the patient pain point is. I'm saying let's start building awareness, start tugging at the heartstrings and preparing people for what's coming. So almost like dripping out the content over three waves.



Speaker 2 - 43:00

So what do you feel like the content is? Can you, can you kind of.



Speaker 1 - 43:03

Well, I'm going to say that we give them the direction based on the data that we've collected and based on best practices than they can suggest.



Speaker 7 - 43:12

And I believe we are aligned on this already. I think it's a small shift here in this timeline. Cause we have so many items, we can't do them all at once. We just simply can't. And you don't want them to get lost. And I know we're very passionate about this and it's on our brain all the time. But when you think of the average person, if there's too long of a lag time with some of it, they will forget by the time they see it potentially at a commission meeting or it

becomes more frequently the topic of conversation as these micro meetings are happening in their communities, with their commissioners, with their leaders. So I want to make sure we don't use it all up in December and then we're, you know, so that's why we have to space it out.



Speaker 7 - 43:53

I think Member Dunn, what you're saying and I don't think we're too far off base here is the first toolkit include maybe less about the holiday, more about the general messaging type video. But in and we have it for court for this quarter that's going out that cities can start sharing on their.



Speaker 1 - 44:14

What I'm saying is we've already the first six months of our communication has been really focusing on these youth videos. So I'm saying instead of spending a lot of the buy right now on funding or boosting the highest perform, we should. But I'm interested in seeing some sort of soft first wave message campaign going out.



Speaker 7 - 44:38

Yes, yes. As part of this item here. Remember we have our hard cost budget so there's line items. Line items for each of these that we have to work from. Yeah.



Speaker 1 - 44:52

So, so what are you recommending based on the feedback that I think.



Speaker 7 - 44:58

We can hit it with the general message with the video, the PSA that you're talking about this quarter. No problem because we're going to talk about member Bright Cruz. We're going to jump into this next if that's okay, before the KPI dashboard because this is the most important thing. So I think we front load that. Do you want us to move the direct mail? Our thought was not to do the direct mail in the holiday time and have it hit after like January 15 or by the end of January.



Speaker 2 - 45:26

Yeah, yeah, I agree.



Speaker 7 - 45:28

Okay.



Speaker 1 - 45:28

When are we, when are we going out to the cities? When does that push start? Heavily.



Speaker 3 - 45:32

It doesn't start until January.



Speaker 7 - 45:34

Right.



Speaker 3 - 45:35

Next year the planning starts now. So we're backing up from August because if we wait to the last minute.



Speaker 1 - 45:44

Yeah, right.



Speaker 3 - 45:45

We're all in trouble. So the tomorrow hopefully we'll be authorized to move forward in earnest and then we start that afternoon.



Speaker 1 - 45:55

I think we should time the mailing for when the commission presentations are happening so that our residents are informed and then that will kind of help push the discussion. So I would coordinate the timing.



Speaker 3 - 46:12

Just to clarify, in terms of the direct engagement in the communities as it's defined in our scope doesn't begin until the first of the year. There's a lot of planning that needs to occur so that when we start there's alignment, there's a clear path. That strategy is vetted by the executive committee that we're in alignment with the other education and outreach elements. So what we're seeing is all of These strings that have been developed over the last year and a half, they start to get pulled together really, over the next nine months.



Speaker 1 - 46:47

Okay. I guess to be clear, my thought is that when we're expecting the commission to vote, that we should make sure that the residents are aware of what we're doing so that they will come out in support and hopefully in support and not in opposition. So it should be overlapped. That's my point.



Speaker 7 - 47:09

So this timeline is that. That's what we've presented. You have your soft recycle. Right. Think of that as the student video component. Then we're layering the toolkits with the cities, giving them information to push out through there. Then they're getting a direct mail piece. Then we're starting our trusted voices. Then you have your paid influencers. So all of this is building up into that time frame. Yes. We have to stagger it. Okay. So that's what this timeline accomplishes. Commute the business outreach we have happening quarter two, quarter three as well. Businesses. This is not the right time to start talking to restaurants this time of year and things. And then the last bucket to wrap it up are all of the things we're doing for the authority that are in process. Right. We have to send out a monthly newsletter.



Speaker 7 - 47:57

We have to keep the public meetings moving and advertised. So all of that is continuing to happen. The big question is, you know, we have an earned media line item for the authority. Do we want to do something in time it around Recycle Across America Day in November? Just kind of what this authority is doing. Do we pause on that and wait until we're a little further into the new year? That was our one question. If we want to set up some sort of a small media push around that time, I think.



Speaker 1 - 48:31

I think that we need multiple small media pushes.



Speaker 5 - 48:34

Okay.



Speaker 1 - 48:34

Yeah.



Speaker 5 - 48:35

Great.



Speaker 2 - 48:35

I mean, you know, we just. Going back to our earlier conversation, we just don't want to spend all our money too early. But this is another opportunity. It's a great opportunity. It's going to be on people's minds anyway, so.



Speaker 1 - 48:45

Right.



Speaker 2 - 48:45

Yep. Makes sense.



Speaker 7 - 48:46

Okay, so we have that earmarked. Any questions about the timeline or where we're at? I'll make sure you all get a copy of this. I'm sorry, we just finished it.



Speaker 1 - 48:56

Okay. Because I don't see it. I would like to get that and digest it because. Yeah, it'll be helpful to. I hadn't reviewed the budget, but I didn't. I'd like to be able to digest that.



Speaker 7 - 49:12

I will provide it, if it's okay, I'd like to move into this item, which is the toolkit item, since. Since this is coming down the pike, and I think this goes back to the conversation you started happening about how are we communicating cost and things. So what this is here is this toolkit that the executive committee members will have to talk about the work the authority is doing. And then, Reese, this is the PowerPoint I emailed you. This is the presentation component that member Riedel asked for. So before we jump into it.



Speaker 1 - 49:46

A.



Speaker 7 - 49:46

Couple things to keep in mind. So terms like environmental sustainability, they're very abstract for people to grasp, right? It's very hard to see a term like that and then leap into action. So we want to focus now on specific behaviors. We want evidence that they can understand. You're going to start seeing just people. We're going to move away from these general kind of greener imageries, just people doing what we're asking them to do. We're looking to tell a story about our waste stream at this point. You know, when you all are going to go out to your commissions, people's eyes glaze over when they see a lot of data and facts. Telling a story is going to be a lot more impactful. You're going to get 10 minutes, possibly. I don't know, you guys are the bosses at your commission meetings.



Speaker 7 - 50:40

But, you know, you're not going to have a whole meeting to just talk about this one item. You have other business to get to. So the idea behind this draft presentation that I'd love to walk through with you all today is getting us to that story point. I want to shift away from words like cost increase. It's, you know, there's going to be a new service, a new processing is going to be happening that isn't happening right now. There's a cost associated with that. So I'd love to step through it with you and get some input, because this is going to inform that video, I think, member Dunn, that you're talking about, that you'd like to see. So the very first page is the need, where are we? And I gave you a copy of this.



Speaker 7 - 51:25

You have a hard copy in front of you. But just telling a story here. Each single family home generates 1.3 tons of garbage per year. We know approximately 30% of what goes in the trash can be recycled. Today, both landfills are nearing capacity. We are at a critical point in time here where we need to start removing things from the waste stream and doing something else with them. So what can we do. Your next slide is why the Authority is important. Right. This is the collaboration it brings us. And picture you communicating this at your commission meeting. It brings 28 cities, including ours and Broward county, together to solve. We studied our waste stream. We came up with possible solutions, and we created this master plan. The master plan presents opportunities to. To improve how we handle trash and recycling.



Speaker 7 - 52:27

It presents opportunities to reduce the amount of waste we're sending to landfills and to the WTE facility. I'm going to pause there because these two slides are really important.



Speaker 4 - 52:41

So I.



Speaker 2 - 52:42

Think they are really important.

Speaker 3 - 52:44



I agree.



Speaker 2 - 52:49

I don't know. I, you know, I. Once again, this is not my area. I'm a finance guy. I'm a numbers guy. This is not my area. But I feel like I would like a stronger call to action, a stronger what we're doing in the. In the past, we cannot afford to do in the future.



Speaker 1 - 53:12

Yep.



Speaker 2 - 53:13

You know, and I just. Yeah, I just. I agree with everything that's on there. I just don't feel like it's strong enough. I don't feel like it's going to catch their attention enough.



Speaker 7 - 53:22

Let's turn the page to our city's role and go to the last section. So you're continuing your presentation. Right. We're one of the 28 cities that make up the Authority. We have a responsibility to review the master plan and vote on it prior to August 2026. Right. We're recommending new services to process response, recycling, yard waste, bulk waste, construction waste, so we can decrease what goes through the landfill. We're going to evaluate the cost ranges. I have a slide on that. But here's the important part. Consider the cost of doing nothing if we stay on this same path, and here's where we can have input. Where will the trash go? Right. What does that mean? What does that mean for clean cities and a clean county?



Speaker 7 - 54:09

What does that mean for the health and safety of our residents and what will happen if we don't start investing in

this? Costs never go down in life. They usually go up as time goes on. So I love your input. This is a template for us to work through so that we can get to.



Speaker 1 - 54:29

Why don't we each give feedback?



Speaker 7 - 54:31

Yeah.



Speaker 1 - 54:31

So you can go first and then make member. Boldman.



Speaker 2 - 54:35

Thank you.



Speaker 1 - 54:35

Thank you.



Speaker 2 - 54:37

Yeah. No, I like this. This makes sense. One of the things. I'll just say that I normally do when I've now communicated this message quite a few times over the last year and a half, and what I normally. When I Get to this point, talking about it is, I may say something like the trash may disappear from your front of your property, but it doesn't disappear. And then, you know, like, where is it going? Bigger landfills, you know, an incinerator, where it's got to go somewhere. And so there is this element that I think we have to overcome that the general public, I don't know, I put it out there and it's gone, you know. Well, not really, you know, and so I always, to me, that's always caught people's attention because they can relate to it. They're like, yeah, it is gone.



Speaker 2 - 55:27

Well, maybe not, you know, so I'll just throw that out there.



Speaker 8 - 55:33

I like, I like it too. But to member breakers point.



Speaker 1 - 55:43

If I.



Speaker 8 - 55:43

Have a limited attention span, I think that, you know, maybe something a little bit more like outlined the problem that we're trying to solve or maybe the urgency of the problem up front might, I mean, I guess you could ease into it, but some people are going to stop paying attention. And if you grab their attention because it actually applies to them and they're, you know, it then you, then you can set forth all the rest of it. What we're doing, why we have to do it. But I think like the urgency of it needs to be front and center because otherwise people don't care. They put their trash out and it gets taken away and they don't really.



Speaker 2 - 56:26

Have to deal with it.



Speaker 8 - 56:27

You know, there's certain people that obviously get it and are more concerned than a lot of other people are about it, you know, and also like where, how it affects where you live and all those things. If it's going to be coming for everybody because it's not going to just be a monarch problem anymore so that people know it's going to affect you or every person in the county.



Speaker 1 - 56:50

That's so funny that you say that. I wrote on my paper, why should they care? And I think that's what's missing from

this. Not only the sense of urgency, but why does this matter? Why would this matter? If I am a single mother living on a fixed income and I'm concerned about losing my health care, I'm concerned about feeding my children, or on the flip side, if I'm an elected official that is about to go into election season, why should I care? Why does this impact me? So that's what you said is exactly what I wrote on my paper, is why should they care?



Speaker 7 - 57:31

Can we chat through that a little further to nail down?



Speaker 2 - 57:36

Yeah, Let me.



Speaker 7 - 57:37

I think some direction there. Yeah.



Speaker 2 - 57:39

And the reason why I found most people, once they understand it, they do care. This isn't about you or me. This is about your kids. That's why you care. This is about your kids. This is about the next generation and what we're turning over to them. And that's what people care. They care about their kids. They want to give them something better.



Speaker 1 - 58:05

So for more specific, feed forward on slide one. I would make it working together, too. I love the green there. Plan smart. I would have plan smart one line, recycle more on another line, and then waste less on another line. And then I would just let that. Those. I mean, that's such great copy, right?



Speaker 7 - 58:31

That's our tagline, by the way. It's on all of our banners.



Speaker 1 - 58:34

Well, hell, I didn't know that.



Speaker 7 - 58:35

It's been on Daniel's presentation.



Speaker 3 - 58:38

It's been seeping in.



Speaker 1 - 58:39

Okay. Is that what it is? So I would even kind of frame the messaging kind of around that. Because then, like you said, it's story time, right? So the need is. Okay, I like having the statistics. And, you know, in my city, if I would read that, okay, Monarch Hill is not. And again, please know that this is not how I feel, okay? I'm playing devil's advocate. So Juan would say, well, Monarch Hill is not necessarily my problem, right? Or one would say, well, a landfill is not in my neighborhood, so that's not my problem. So unless with the need that you have here, unless it affects you directly, you're going to say, not my problem. So I think this is where you should say, why it's everybody's problem.



Speaker 7 - 59:37

And I'd like to chat through that a little bit more because what it. How do we frame that? Right? Are we talking about garbage in your street? Are we talking about garbage not having a home? Are we talking about the health effects of rising landfills and emissions and things? I would love to have a conversation around that.



Speaker 1 - 01:00:00

Sure. Well, I'll tell you, based on the data and the conversations I've had in my city, why it impacts my residents. Number one, there's a beautification challenge, right? Garbage all over the place in some neighborhoods. Number

two, there's a flooding issue and when people dump in the canals, right? That's why we have a limited single use plastic ordinance on city property in Lauderhill. So. So making the connection in a hard way around the tons of waste that single use families have, but then connecting it concretely to things that we know in general based on the Research that people are concerned about can do you guys agree with that direction?



Speaker 2 - 01:01:01

It makes sense. It makes sense. I guess I don't have to see it. I don't know if that would grab me. I mean, the logic is there. The logic is there, what you're saying. But I don't know that would grab my attention.



Speaker 1 - 01:01:16

And that's the challenge that you have. Right. Because you have two very different sets of communities. Right.



Speaker 7 - 01:01:24

Well, 11, remember.



Speaker 5 - 01:01:25

Correct.



Speaker 7 - 01:01:26

So that's what now I'm thinking. You know, as you're. As you're raising. It's like, this is what we've done with my. Do we leave a placeholder there potentially in these presentations where someone in Hollywood's having customized it, Boom, they can customize it for their community. Do we need to allow for that? You know, where everybody's got a different hook?



Speaker 1 - 01:01:48

Yeah, good point. But you did, in the surveys that we did ask some pain points questions, right. Did you go back and look at that data?



Speaker 7 - 01:01:56

We did, but we know, and I go back to this point, we know the people who responded to our first survey on the resident side are people who already doing it. You know, they're already committed to recycling. We don't have an 80% recycling rate. We just don't. We do in the survey, but we don't in reality. So I struggle there because the people you're talking to now is the whole community. And that's why I'm bringing this to you so we can have this conversation and flesh this piece out.



Speaker 1 - 01:02:26

So maybe then what we just said is have maybe top line, 1.2 in terms of the need slide, keep 1, keep 2, and then maybe keep 3. But where it says Broward county landfill and Monarch Hill, maybe leave that for us to insert our own story.



Speaker 7 - 01:02:53

Yes. And I think we put these. I mean, I know we put these points in there because it's important to be transparent. Right. We have a decade left in one place and five to seven years in another place. It's not happening tomorrow, but it is. We are trending towards that. So the idea, the communication point here is as a whole, as one Broward county, it's going to one of these two places spaces. They're both nearing their end life to a certain extent. Right to their. They're both nearing their capacity.



Speaker 1 - 01:03:23

So maybe the solution then is keep the. The need slide and then add another slide that says why should you care? And then have that be customized for each city.



Speaker 7 - 01:03:37

And we can offer some things there and you can offer some stuff everyone's busy. You know, we always want to make the lift easy for everyone.



Speaker 1 - 01:03:44

Sure.



Speaker 7 - 01:03:45

But we can do that. I can add another slide there because.



Speaker 1 - 01:03:48

For me, that's what's missing. And it sounds like that's what you guys were saying as well.



Speaker 8 - 01:03:52

Yep. I think you need to.



Speaker 7 - 01:03:54

Why should you care?



Speaker 8 - 01:03:55

Really? Yeah.



Speaker 9 - 01:03:56

Because people don't.



Speaker 7 - 01:03:57

And maybe it's the first slide before I even start this, what I'm about to present. This is why you need to be listening

to what I'm talking about here.



Speaker 2 - 01:04:05

Right.



Speaker 8 - 01:04:05

I think that's probably. Yeah.



Speaker 7 - 01:04:07

To your point. You know, I'm taking all of your feedback and coming up with a. Okay.



Speaker 8 - 01:04:12

I just had one other thing. So you got your. Your tagline.



Speaker 7 - 01:04:17

Yes.



Speaker 8 - 01:04:17

So I was just like, so what is the outcome for the people? I. This isn't necessarily what it would be, but just what are. What are we hoping to get out of it? Like, what's the benefit to you? So you're going to waste less. But then what does that result in? I guess with these, like, I don't know if that's anything, but just.



Speaker 7 - 01:04:40

I like it.



Speaker 8 - 01:04:42

I just said live better at the end of this. I don't know that's really it. But, like, what are we going to get out of it if we recycle more and do these and work together and plan smart.



Speaker 1 - 01:04:53

Paint the vision, Daniel.



Speaker 3 - 01:04:56

It was sort of a pithy, catchy thing that hopefully will start a conversation.



Speaker 7 - 01:05:01

Yeah.



Speaker 3 - 01:05:01

So the feedback that you all are providing is incredibly helpful. And I'll offer the full technical team because we can speak one language, but this is not a technical document. This is a call to action. One thing that's been talked about at the executive committee, probably at the governing board as well, the specter of a crisis. That is almost theme we are approaching. A crisis. We can work with the language, but that sets the tone that if everybody does something and will help with what that something is, that is going to move us further along. But the other theme is stewardship. You may not have time to do something, but this is our home and it ties into the next generation.



Speaker 2 - 01:05:50

Right.



Speaker 3 - 01:05:50

We're duty bound to leave the world a better place than we received it, and we're not doing that. So there's also an opportunity to work with the climate task force that has done a really good job at messaging. I'm not sure how well it's been embraced by the community, but it's certainly embraced by government.



Speaker 2 - 01:06:08

Right.



Speaker 3 - 01:06:08

That's a lens that the government uses in at least broward county for a lot of their decisions. The other point, and this is really a fiscal point, we are wasting resources. It used to be you put it in the bin, it goes away. Good.



Speaker 1 - 01:06:25

Right.



Speaker 3 - 01:06:25

We send it to the professionals, they'll deal with it. But there's embedded value in that waste stream, and if we can help people think of it in terms of what I'm putting in the garbage bin is essentially money because we're not getting the revenue out of it and we're paying to get rid of it. So there's a lot of themes that we can weave in.



Speaker 7 - 01:06:48

Yep, absolutely.



Speaker 3 - 01:06:50

That's what gets me up in the morning.



Speaker 2 - 01:06:51

There we go.



Speaker 1 - 01:06:55

All right. Any more discussion on this item?



Speaker 7 - 01:06:58

So I just need, just so we're clear, so we'll revise this document based on this feedback. Are we able to communicate via email to get a soft approval on this or do we have to wait till our next item? Education Outreach subcommittee meeting?



Speaker 1 - 01:07:12

Well, I think that we committed to having something for the executive committee tomorrow.



Speaker 7 - 01:07:17

This is for November.



Speaker 1 - 01:07:18

It's for November. Okay.



Speaker 7 - 01:07:20

Yeah. So I just want to make sure we're good because I. Yeah, okay. Thank you.



Speaker 2 - 01:07:25

So I have. Are we done with this item?



Speaker 1 - 01:07:27

Oh, sorry. Could I just make one more comment? I think that I like the diversity in the photos, but what I don't see is age diversity. So maybe the last slide could be a little bit. The last photo could be a little bit more multi generational.



Speaker 8 - 01:07:43

I like the aprons. I like that.



Speaker 1 - 01:07:47

Oh, I love that. Yeah, yeah, I love that.



Speaker 7 - 01:07:50

Seniors.



Speaker 1 - 01:07:52

So the last photo, if we could make that multi generational, that would be great. Very good point.



Speaker 2 - 01:08:06

I don't know if this is the perfect time to ask the question, but I see Daniel there and I want to ask the question. So as far as the mechanics of the facilities agreement that we're talking about, so we need the 80%. Todd and I were talking about this a little earlier and just wanted to make sure I had it clear. Are we, when we go out there, are we looking for 80% of the 28 that have signed up in the ILA? Are we looking for 80% of the county as a whole of the population of the county? Does it make sense to talk to a Pembroke Pines or are they out of the equation? As far as that facility, you know.



Speaker 8 - 01:08:46

That the way it currently reads, It's 80% of the membership. So it's 80% of the population of the current members. But if we do get an additional member in, that population would count towards. Yeah.



Speaker 2 - 01:09:09

So even Though they're not officially in the ila at that point, they could join us, and that population would count. So it would make sense to at least speak to them and see if they have an interest. And if they don't have an interest, it doesn't really count against us because it's still. So it's really only an upside.



Speaker 1 - 01:09:26

Right. Okay. So thank you for that clarity. So we've completed with the communications and then the partnership and curriculum piece. It sounds like we discussed that already.



Speaker 7 - 01:09:37

We did. We skipped over KPI and we both built out a dashboard.



Speaker 1 - 01:09:46

Okay.

Speaker 7 - 01:09:47



So I don't know if you want to cover that today or skip to the recycle. Right section. We have some feedback.



Speaker 1 - 01:09:54

How much do you need on the KPI?



Speaker 7 - 01:10:00

I think we can do it. Five minutes.



Speaker 1 - 01:10:03

Yeah. You know, let's do it.



Speaker 7 - 01:10:04

Haley's gonna present it. I want you to keep in mind this is. And remember, our new budget started October, So this was funding we had available now under this new budget to build this out, we did it. Further surveys and things in the past. It's not going to be new to you, but our goal now is how many people are we reaching? We need a quant. We need to quantitatively measure how many eyeballs are we getting in front of? How are they engaging with our stuff? But then we're going to have a bigger conversation as we move together through this committee work. How is that translating into are they learning and are they changing behavior? So this is a piece of the dashboard. This is measuring the work we're doing now quantitatively. But we know it has to go further.



Speaker 7 - 01:10:52

Okay, Reese, could you put the. Yeah.



Speaker 1 - 01:11:03

Thank you.



Speaker 7 - 01:11:04

All right.



Speaker 9 - 01:11:05

And also, just a reminder that this is also for only 15 days. That's why the numbers are a little bit smaller, but that's okay. So right off the very top, we wanted to put these two so it's front and center. And every time that we're going back and looking at these KPIs, our reach, how many eyes is the authority getting in front of? So that reach number includes things like your social media reach, video views, how many students are at these presentations. What else do we have on here? Your website views, your email opens, how many eyeballs are seeing our education and our messaging, and then the second side, the community engagement. So this piece is more. How many presentations are we going to? How many community events does the authority have a presentation presence at? What is your email engagement like?



Speaker 9 - 01:11:57

What is your social media engagement like? So all of those numbers are getting Added up into these two buckets so we can see how we're doing quarter over quarter. How does that land for you?



Speaker 2 - 01:12:14

Sounds good. One of the. Now you are in my world.



Speaker 7 - 01:12:18

Okay.



Speaker 2 - 01:12:20

So one of the challenges with a dashboard is I don't know how this one is set up, but many times they're set up that you're basically seeing data as a point in time and that you lose the quarter over quarter. The growth, or really the month over month is what I would want to see the growth. So is that information being stored or are we just accumulating and seeing where we are today?



Speaker 7 - 01:12:43

Okay, it's a real time. She's gonna scroll down to a different section.



Speaker 9 - 01:12:50

Like, I can't do it.



Speaker 7 - 01:12:51

Reese, can you. Oh, Reese, can you scroll down to the YouTube section, please? And then at the top, can you change the dates to June 1st to September 30th?



Speaker 5 - 01:12:59

Okay.



Speaker 7 - 01:13:00

These are the numbers October 1st through whatever. But if we want to do look back and do a comparison, because we set this up for you.



Speaker 5 - 01:13:07

Yep. Yeah.



Speaker 7 - 01:13:12

Hit apply.



Speaker 5 - 01:13:19

Okay.



Speaker 2 - 01:13:20

Awesome. That's what I want to be able to see so that we can. And we can see reporting that will basically show our growth.



Speaker 9 - 01:13:29

Yeah, Definitely looks more robust when there's more dates. Okay, Reese, can you scroll back up? So really, those are the two big buckets we wanted to talk about. And then we're going to keep building. You'll see. We're going to add in as we go. As we have these different touch points. What is our engagement like by city? And we can start measuring that across your social media, across web. As these toolkits are going out, the different events, we'll start adding all of that in. And then can you scroll down, please? And then this is where we start getting a little bit more granular in the reporting of it all. So again, this is live with your Facebook.



Speaker 2 - 01:14:19

One.



Speaker 3 - 01:14:20

Yeah.



Speaker 7 - 01:14:20

If you just do one through today, it'll hold real time.



Speaker 5 - 01:14:27

Thank you.



Speaker 7 - 01:14:28

Yep.



Speaker 9 - 01:14:28

So we like it because it's cool. You can see the correlations of when a post will went out and then the spike in impressions, the spike in engagement. So we can see how our messaging is landing.



Speaker 1 - 01:14:43

So I love a dashboard and I love data and I really, I love what you guys are putting together. If I may offer you, I would like to see a KPI that is a strong indicator of behavior change. So while this is great for reach, it's not so great in terms of measuring change. Right. So what I've done in other campaigns in my day, I don't know My business or my government role is my day job. But in one of my jobs is we've often. So I worked on a campaign for the city of Miami Gardens and we included a pledge that. Like a get active pledge. So when people get to do a text to pledge or an email to pledge, that's a really concrete type of commitment.



Speaker 1 - 01:15:38

So I would like to perhaps maybe have us think about how can we get a commitment from the community to take action and what would that commitment look like. And then whatever that is, whether it's, you know, text, a pledge or whatever we decide on, then that's what we use as a barometer, you know, because seeing something on social media doesn't mean that they're going to recycle. Right. So that's my challenge to you is how do we quantify and measure a really concrete call to action? And what would that look like? Okay, moving on. If that's. That completes that item. Okay, so let's move on to recycle. Right.



Speaker 7 - 01:16:39

We recently one of the items that came up during the governing. During the last executive board meeting, not last September, was understanding where there's mess. I think chair Ryan called it messaging deserts in each community, the hard to reach populations. We sent this question out to each of our pios in the city's city managers. So those responses have been coming in. They were due at the beginning of this week. So we're funneling through that. We have 19 have responded already advised respond. So we're understanding.



Speaker 1 - 01:17:19

Wow.



Speaker 7 - 01:17:20

So we're understanding, you know, where those gaps are. So that maybe through this work we can put more of a focus on those communities. So stay tuned on that.



Speaker 1 - 01:17:32

Is it possible. Could you could through the executive director, can you send out list of cities in advance of tomorrow's meeting to all of the members of who has not responded?



Speaker 7 - 01:17:44

I have it. Yeah, I have it.

 Speaker 1 - 01:17:45

You have it.

 Speaker 5 - 01:17:46

Okay.

 Speaker 7 - 01:17:48

Do you want to hear them?

 Speaker 1 - 01:17:49

Sure. Well, no, no. Don't say it because the folks are not here. But if you. If you would please email the Email everyone so that we can then ensure that private prior tomorrow's meeting. And then if that doesn't happen, then you could say who they are tomorrow during the meeting.

 Speaker 7 - 01:18:09

Yeah.

 Speaker 2 - 01:18:09

Or can I just find out if the ranches is on there or not?

 Speaker 7 - 01:18:12

I gotta know.



Speaker 2 - 01:18:13

I gotta know. I gotta know because I'll text on the way home. It'll be there.



Speaker 7 - 01:18:17

You did it. Yes, you did.



Speaker 2 - 01:18:18

We did respond.



Speaker 1 - 01:18:18

Okay, thank you. Okay, this is the PIO thing.



Speaker 7 - 01:18:22

So this was a separate question outside of the municipal survey we did that was more like, when is your newsletter going out?



Speaker 1 - 01:18:28

Yeah, I was told that we submitted.



Speaker 7 - 01:18:30

You did. The second thing we did, which was if there are gaps, hard to reach populations in your city, geographic areas you haven't been able to reach, tell us what they are so that we can potentially put a focus on that. If that's what you all choose to.



Speaker 1 - 01:18:47

Do through this work, I can answer that for you.



Speaker 7 - 01:18:50

This is separate.



Speaker 1 - 01:18:50

Okay.



Speaker 7 - 01:18:51

This is a separate question.



Speaker 1 - 01:18:52

Email that out to everybody again and then let's see if we can't get you answer to that. Okay? Oh, okay.



Speaker 7 - 01:19:03

How we doing?



Speaker 5 - 01:19:04

All right.



Speaker 1 - 01:19:05

Motion to extend the meeting by 10 minutes. Can we get through this in 10 minutes?



Speaker 8 - 01:19:10

Second.



Speaker 1 - 01:19:12

Okay, all those in favor? All right. All those opposed? All right, Passes back to. Okay, yeah, we can get through this in 10 minutes.



Speaker 7 - 01:19:23

Go simple, back to the first municipal survey that pretty much everyone, with the exception of a few cities completed. So we have more than 60 events that they have deemed appropriate for the authority to have a presence at. We're working through those with the student volunteers. 84% of them are willing to do things on their social media, 64% of print and use newsletters. We have their deadlines and what they need for that. So we can start giving them things to insert in there. I'll say this, we can add SMS to our email marketing system and do it from the authority, but we also 60% of them have SMS available. So if we set them up with some messaging, perhaps that's another avenue. So we have some good data here from that survey just to tie.



Speaker 7 - 01:20:12

I noticed Kesha gave a presentation on that at your last meeting, but I'm just tying those loose ends up so that we can push this forward.



Speaker 1 - 01:20:21

Have you thought about the date for the first PIO meeting?



Speaker 7 - 01:20:26

So that's on our list. It's on our agenda. I was hoping to talk to you about that. When you'd like to aim for that? This quarter.



Speaker 1 - 01:20:35

Next quarter, I think January.



Speaker 7 - 01:20:38

January.



Speaker 1 - 01:20:38

What do you think? Because the fiscal year just started.



Speaker 7 - 01:20:41

I know.



Speaker 1 - 01:20:42

And then next month is Thanksgiving and then nobody pays attention in December. So I'm thinking January.



Speaker 7 - 01:20:51

Okay.



Speaker 8 - 01:20:51

Yeah, I think you're right.



Speaker 3 - 01:20:53

I was.



Speaker 1 - 01:20:54

You wanted to do it earlier.



Speaker 2 - 01:20:55

I did want to do it earlier. Just from the standpoint, I don't know what the agenda would be for that meeting.



Speaker 1 - 01:20:59

Well, maybe that one could be like a zoom intro or something.



Speaker 2 - 01:21:02

Yeah, just kind of like a gather together, people know what's going on so that. That we can do a bigger Splash in January. I don't think we're going to. I agree we're not going to really get anything done between now and the end of the year. But just to let people know, oh, this is the group. You know, I'm part of this group and we're going to do something next year kind of a deal.



Speaker 8 - 01:21:19

Yes, perhaps.



Speaker 1 - 01:21:20

Well, a zoom meeting. I don't think it's going to be a heavy lift for folks, but I would think that the value for bringing people together is for it to be in person. But a zoom intro meeting is not going to be, I think, heavy lift. What are your thoughts? Okay, so maybe a zoom now and then plan an in person for January. For January. And then at that zoom meeting, they can pick a date that works well for 80% of them.



Speaker 7 - 01:21:56

Great.



Speaker 1 - 01:21:57

All right. Okay. So what else? Oh, that concludes all of it. Right. Any old business, new business?



Speaker 2 - 01:22:05

Yeah.



Speaker 1 - 01:22:12

Okay, Go ahead, Daniel.



Speaker 8 - 01:22:14

Thank you.



Speaker 3 - 01:22:15

Chair, Vice Chair Members, Daniel Deutsch with SES Engineers. So for the executive committee meeting tomorrow, our change order as revised, based on direction from the executive committee will be presented. One of the items relates to services that are tangential. In a sense they're connected, but they're distinct and different. Where a lot of

what you've been talking about for the past bit is community focused. Right. How do you develop uniform messaging and be able to measure the activity that we're calling master plan passage strategy? Getting to yes is really focused on the elected officials that are ultimately responsible. And I think, as you rightly acknowledged, we need champions in the community to be the wind under the wings of the elected officials. But we've got to get the elected officials on board.



Speaker 3 - 01:23:15

As I think you've experienced, it is challenging to get even the members of the complete governing board engaged because there is a lot of information and sometimes it's coming at them very quickly. We needed to develop a really cohesive and timely strategy to engage with them so that we can start to understand their specific world. No two cities are alike. There are different compositions of councils and commissions, varying levels of involvement between the elected body and the administration. Those are all important details that our team is qualified to tease out so that we can deploy an effective strategy, so that we can maximize the likelihood that we can build support for. For a yes vote on the master plan. Because I'm not sure. Well, it really depends on what the governing board and the executive committee want to do.



Speaker 3 - 01:24:15

But we've got a date certain August of next year and if a decision isn't made by that time, all of this work, sort of. It doesn't disappear because I think a lot of this will be enduring, but the authority will cease to exist. And we want to be supportive of everything that we can do and pull all of the resources together so that we can increase the likelihood of success. And that's really what that task is about. The lion's share of it is going to be led by Mercury, who are a well known entity and have relationships and they've demonstrated over the last year and a half how they can access and leverage those relationships. Our part really is to be the technical resource and to accomplish company, the representatives of the authority before those elected bodies.



Speaker 2 - 01:25:04

Gotcha.



Speaker 1 - 01:25:06

So go ahead. I have thoughts and questions, but go ahead.



Speaker 2 - 01:25:11

Okay. Yeah, no, that makes sense. One of the things that. Over this process. Let me start there. Over this process, because we've had all these meetings and I've met a whole new group of people that I didn't know all around the county. You know, I feel like there's some relationships there that I didn't have before, which is great. And so my thought was actually to gather two or three of my residents and to. For those municipalities that I feel like I've got a good relationship with, either during public comment or get a quick item on their agenda to be able to have just a quick presentation there kind of on my own, kind of a deal. But I don't want to in any way do something that's outside the bounds of what the overall plan is.



Speaker 2 - 01:26:07

I don't want to be a rebel or a renegade over on the side doing my thing. So does that fit into what we're doing or.



Speaker 3 - 01:26:15

Yeah, it really is a yes and approach. We need all hands on deck. The more advocates that we have, because some are going, I mean, you live in this world, you know that the easy path is no. For whatever reason, and there's myriad reasons. The harder part is working together towards a common good or, you know, better outcomes. So it would be amazing if at each of the municipal meetings, if there were representatives from the governing board, from other municipalities, citizen activists that have been showing up to every meeting and then some. The more people that are on board, I mean, I don't know if I experienced it, I don't know if you've experienced it. Controversial matters that have come before your commission and by having an outpouring of public support, the outcome is different than.



Speaker 2 - 01:27:12

You might have thought it was going in 100%. And one thing that, you know, I think we've all seen, I take a little bit of pride in it. But I think we've all seen is that the ranches come out and they speak. A lot of the. A lot of the residents have spoken here. And so they're already contacting me saying, when are we going to get out there and start talking to other municipalities? So I think we're all over that. Going to be definitely doing that so long. I just want to make sure I'm walking within the guidelines. I don't want to be outside of where I should be. But that was really what I was thinking that we would be doing. I say we because it's not just me, it's Richard and plenty of other residents that are from the ranches.



Speaker 3 - 01:27:53

So, you know, great analogy is we work alongside conceptual. They have their scope of work. We have our scope of work. We coordinate through the executive director. Director. So that we're maximizing their skill set. Our skill set to create, you know, a unified and clearer.



Speaker 4 - 01:28:11

Great.



Speaker 2 - 01:28:11

So maybe down the line. Yeah. We can talk about when we get closer to this actually going out there, you know, and we start figuring out when we're actually going to be going to these places. You know, maybe we can coordinate schedules.



Speaker 3 - 01:28:23

Yep.



Speaker 2 - 01:28:24

Thank you.



Speaker 3 - 01:28:26

I was asking one of the requests.



Speaker 8 - 01:28:30

I think that's a great idea. I think the broader. The representation from the county that come out, then you can't just make this like, oh, this is. This kind of person is really into this right now. When you see that it's affecting everybody that they have buy in from all different areas of the county, different ideologies potentially, so that it's like a more universal message and support throughout the county. I think that's going to be really important so that it's not something that people can just ignore because it's. Oh, those people, again, are really into recycling.

Speaker 2 - 01:29:11



Or the government.



Speaker 8 - 01:29:12

Yeah, the government or those people with the Birkenstocks. So, yeah, I think it's a really good idea and I'll be happy to come to as many as I can.



Speaker 1 - 01:29:24

Okay, perfect. Thank you. So I am. This is just kind of looking at the budget and the task. So this is what we're talking about. The master plan passes strategy. That's task 21. Yes. Correct. Okay. And so I. Help me to understand the difference between media engagement that Mercury would be doing versus the media engagement that conceptual PR would be doing.



Speaker 2 - 01:29:55

Yeah.



Speaker 3 - 01:29:57

So I'll give you an example. A representative from Mercury facilitated a meeting with the Sun Sentinel editorial board a few weeks ago. And that was.



Speaker 4 - 01:30:08

Right.



Speaker 3 - 01:30:08

Not looking. Not sort of Focusing outward. It was helping to educate them on the work that's been done prior to. Not how to recycle. Right. Not what the individual can do, but sort of coming at it from an editorial standpoint. In terms of other media, it really is less so in terms of the presentations that going out to the school board and the like. It's really working within the bounds of the elected officials in each municipality. So it's not the PSAs. It is, you know, putting together the presentations that will be going to the board and sort of pulling the levers that are appropriate for this campaign.



Speaker 1 - 01:31:01

So that part I get. I get having a agency that's focused exclusively on working with electeds, getting the message in front of the electeds. But I don't know if I agree with having two people doing pr. I think that's not the most efficient use of time and resources because just as they're meeting with editorial board to talk about recycling, they can also talk about what we're up to as well. I'm not really sure if that's a good use of resources. I think one or the other should be the one to do pr. I don't know if I fully understand what the clear distinction is between the two in terms of public messaging. That's again the same thing. We should have one PR agency, not two people doing PR on the same topic, reaching out to the same reporters.



Speaker 1 - 01:32:07

I do agree with the resolution strategy. In fact, I think that's critical and I think stakeholder education, meaning staff and electeds. And in my mind that's a distinction between the work that Mercury is doing. They should be hyper focused on engaging the electeds and getting the city managers. Because I mean, quite frankly, if you know, the electives can say all they want, what we want to see, but at the end of the day, staff needs to be on board. Right. So I think the value that Mercury brings is to be hyper focused on leveraging their relationship to make things happen with the electeds and to make things happen with staff messaging and PR and media engagement should come from an agency that we've already hired. Yeah.



Speaker 3 - 01:33:02

So fair point. So we agree that the work that we're doing, it really is inward focused on the authority and its membership. But again, there is connective tissue with what is being led by conceptual. And it would be a mistake not to have the budget capacity so that we're playing off of each other to make sure that there are no gaps between and the relationships that can be leveraged by conceptual and vice versa are.



Speaker 1 - 01:33:34

Maximized Maybe what would help me better understand your position is if I could see the breakdown in hours for each of those different categories. So again, I think connecting in terms of you guys having a strategy meeting and then you're handing off the media engagement to them. Absolutely. I think that's important. But the way that this document reads, it reads like you're drafting opinion editorials and it reads like you're performing media engagement and media outreach. And so again, my thought is that you should be hyper focused on electeds and staff. Consult with the PR agency around PR matters, make sure that based on your broad knowledge and specialized knowledge of the subject matter, that you're making sure that whatever message they're putting out that there's consistency and you agree with it.



Speaker 1 - 01:34:36

But the actual mechanics of engaging media, I think it's too confusing if it's coming from two agencies.



Speaker 3 - 01:34:43

Fair point. So we agree, right. Within our scope of work, it really is focused on the government side and governmental relations and conceptual is primarily focused with media outreach. But for the example that I provided, engaging with us on Sentinel wasn't Mercury preparing an opinion piece. It was merely developing or creating the opportunity for the editorial board to sit down with representatives of the authority.



Speaker 1 - 01:35:17

So to be exact, looking at the budget for task 21, yep. Media engagement is at 30 something thousand. Let's see, stakeholder education, which I agree with public meetings, public messaging is at 30 something thousand. So that's a good 60 something thousand dollars worth of the budget that's allocated towards the messaging and media engagement.



Speaker 3 - 01:35:52

Yes and no. And I say that because much of their effort is focused on engaging with the 29 elected bodies, much less so on media like developing the media campaign. That's within the bailiwick of conceptual.



Speaker 1 - 01:36:17

So the messaging and the media engagement that you're talking about is with the electeds, not with media.



Speaker 3 - 01:36:24

It is focused on inward facing and supporting the other work that's going on within. Right. So for example, providing the technical input on the messaging and the collateral materials.



Speaker 1 - 01:36:39

Okay, that's not how the document reads. So, Mr. Executive Director, again my colleagues, please weigh in. But for me, I'd like to see more of a distinction the way that the document reads. It reads that we now are going to have two agencies that's developing message, two agencies that's going to be engaging media. And so what are your thoughts?



Speaker 2 - 01:37:06

Yeah, I'll just. I appreciate the detail that you went in on that. That was good. I didn't catch that. So thank you for that. I would say what we need is from My perspective, if I understand the issue here, is just from a task standpoint, who's going to do what, really? If we can get some feedback on that, I think that would be helpful. I believe we've worked long enough. I trust that you've got a plan there that makes sense. Sense. But it's not clear at this point. So I just want some clarity on that. I know we're out of time.



Speaker 3 - 01:37:37

There was the email that I sent out yesterday that had getting.



Speaker 1 - 01:37:40

Yes, that did break it down a little bit more.



Speaker 3 - 01:37:42

Apart from what you're actually looking at with regards to the ch. With regards to specifics. That was part of the email that.



Speaker 2 - 01:37:53

Was trying detail for you. But please review the getting.



Speaker 7 - 01:37:59

Yes.



Speaker 3 - 01:37:59

That I sent out yesterday as part of the agenda and reminder because that goes into the detail from the SCS.



Speaker 2 - 01:38:06

Side with regards to what they're. What they would be expected to do.



Speaker 3 - 01:38:11

Obviously, separate from what is part of conceptuels.



Speaker 2 - 01:38:17

Good. We're beyond our 10 minutes, just so you know.



Speaker 7 - 01:38:20

All right, well, I guess I'll bring.



Speaker 1 - 01:38:22

It up again tomorrow. Okay. Anything else? All right. Can I have a motion to adjourn?



Speaker 2 - 01:38:30

Motion.



Speaker 7 - 01:38:30

All right.



Speaker 1 - 01:38:31

Second. All right. So moved. Thank you.



Speaker 8 - 01:38:35

I don't think I got any.