

Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
SWA Executive Committee Education & Outreach Subcommittee Meeting

November 19, 2025, 9:00 – 10:30 AM
Broward County Government Center West
1st Floor Board Room – Surtax Plaza
1 North University Drive
Plantation, FL 33324

MINUTES

The meeting was called to order, roll call was taken and a quorum established.

Present in person: Vice Chair Metayer Bowen and Member Breitkreuz.

Not present: Chair Dunn.

The meeting continued with public comment.

Meeting Minutes - Motion: *A motion was made by Member Breitkreuz and seconded by Member Dunn to approve the minutes of October 16, 2025. The motion passed unanimously.*

Supporting Getting to Yes – Conceptual Communications presented on the new communications toolkit, which includes several videos, a PowerPoint, and eight FAQs built around unified messaging that Broward faces a waste crisis, generates 10.6 billion pounds of waste annually, and must work together under the path forward identified in the Master Plan to divert up to 75 percent of waste, create local jobs, and advance Scenario A. Ms. Menekou explained that the materials reflect feedback from Executive Committee members and recent outreach efforts, including media coverage and the launch of BrowardRecycles.org.

Subcommittee members voiced strong support for the videos and PowerPoint, noting that the content communicates urgency without being punitive and effectively frames the issue as our responsibility to address for future generations. They highlighted its usefulness for presentations to cities and partner organizations. The Executive Director and Conceptual Communications explained that Waste Management toolkits address how to recycle, while the Authority's materials focus on systemwide solutions, and confirmed ongoing coordination with Waste Management.

(Vice Chair Metayer Bowen noted for the record that Broward School Board Member Bulman had arrived.)

The Executive Director stated that the toolkit would be presented to the Governing Board on November 21 and once approved, translated and distributed for city use. Members requested clearer FAQ titles and smaller images to emphasize written content, and Conceptual agreed to make revisions and finalize materials by the end of the day.

Subcommittee members reviewed plans for the public information officer (PIO) meeting scheduled for November 20, with eighteen cities confirmed (though several were non-responsive). Members directed that elected officials and municipalities outside the ILA also be invited. The PIO meeting would focus on strategies for reaching hard-to-reach populations such as seniors, coordination for Authority presence at city events starting in January and preparing newsletter content aligned with the toolkit for early 2026 print deadlines.

Motion: *A motion was made by Member Breitkreuz and seconded to recommend the Outreach toolkit to the Governing Board on November 21. The motion passed unanimously.*

Conceptual Communications introduced a concept for cardboard cutouts featuring key waste crisis messages to personalize outreach at meetings and public events. Members supported the idea and discussed refining the wording so each cutout is clear on its own and could eventually complement a broader campaign slogan.

Recycle Right – Conceptual Communications reported that BrowardRecycles.org recently launched as a central resource to help residents understand what can be recycled and reduce contamination, with links to city-specific guidance and ongoing updates. The Panthers media campaign resolved to this website.

The Subcommittee reviewed the reduce-contamination focus area. Ms. Menekou explained that current efforts, including the student video series, are centered on this messaging. The Executive Director added that the new website is intended to provide simple, trusted guidance on reuse and recycling, consistent with recommendations from the Task 8 white paper and models used in other Florida communities.

School Partnership/Curriculum – Conceptual Communications provided an update on the school partnership initiative. Ms. Menekou reported that the Youth Climate Summit team supports the Subcommittee's earlier recommendation to use \$5,000 for student transportation and contest prizes and to apply the remaining \$45,000 toward piloting a recycling curriculum in three middle schools representing the north, central, and south areas, which can later be adapted for other grade levels.

Motion: *A motion was made by Member Bulman and seconded by Member Breitkreuz to reaffirm the \$5,000 Youth Climate Summit sponsorship recommendation, with final approval to occur at the Executive Committee meeting on November 21. There was no further discussion. The motion passed unanimously.*

Conceptual Communications reported that teacher survey results showed strong interest in adopting the curriculum, with thirty teachers from thirty schools responding and a majority willing to participate. The Subcommittee discussed challenges such as limited classroom time, lack of materials, and uneven recycling infrastructure, and supported coordinating with district staff to streamline implementation. Members encouraged exploring an abbreviated two-day curriculum for countywide use tied to Earth Day, supported using principal advisory groups and student competitions to build engagement, and noted the district's parallel effort to reestablish recycling systems in all schools. The Executive Director confirmed the Authority will continue advancing the pilot and provide updates at the next Subcommittee meeting.

Subcommittee meeting schedule for 2026 - The Subcommittee reviewed the 2026 meeting schedule. The Executive Director confirmed all dates are reserved, noted a possible conflict on November 18, and asked members to email any additional concerns.

New/Old Business - No new or old business was raised.

Adjournment - Vice Chair Metayer Bowen adjourned the meeting at 10:22 a.m.