

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

October 16, 2025, 2:00 – 3:30 PM
Broward County Government Center West
2nd Floor Hearing 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: Member Dunn and Member Breitkreuz.

Not present: Member Metayer Bowen.

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 June 23, 2025, and September 11, 2025. The motion passed unanimously.

School Partnerships/Curriculum - Conceptual Communications reported ongoing strong collaboration with Broward County Public Schools, with a teacher survey underway to assess willingness to include new recycling curriculum lessons across grade levels. About 60 student ambassadors have enrolled to represent the Authority at community events and earn service hours. Plans are underway for the district's "Trash Talking: Less Waste, More Action" Climate Summit in February, where 1,200 students will attend and the Authority will host a table and presentation.

The subcommittee discussed using part of the \$50,000 curriculum education budget to support student-led projects and materials for the summit. During discussion, consensus was reached to recommend allocating \$5,000 for sponsorship of the February 6 summit, with the remainder reserved for pilot programs at schools currently ready to advance recycling and sustainability efforts. Conceptual to return with a list of potential schools representing north, central, and south Broward.

Motion: A motion was made by Member Breitkreuz and seconded by Member Dunn to recommend to the Executive Committee an initial sponsorship of \$5,000 from the education budget for the Trash Talking Summit on February 6th. The motion passed unanimously.

SWA Communications - Conceptual Communications reported that student videos are complete with launch to begin the following week, one per month across Facebook, Instagram, and YouTube. Event partnerships and co-branding opportunities to use the municipal survey list and student ambassador participation to increase community presence. Upcoming Q2 efforts to include "trusted voices" videos with community leaders, a direct-mail refrigerator magnet guide, and branded toolkits for cities.

Discussion centered on sequencing and message strategy. Subcommittee members supported releasing a short ad-style PSA before city outreach begins in January to build awareness, stress benefits, and local relevance. Members emphasized a stronger call to action, framing urgency up front, by adding a customizable "Why should you care?" slide so cities can localize pain points. Suggestions included

highlighting beautification, flooding from littered canals, health and safety implications, and the embedded value of materials in the waste stream. Members asked for age diversity in imagery and for a clear benefits statement tied to the “Plan Smart. Recycle More. Waste Less.” tagline.

Consensus formed to launch a soft first-wave message now using a new PSA, delivering a light digital toolkit through the holidays, mailing the magnet piece in January, and staggering campaigns through Q2 and Q3 to support municipal briefings and votes. Members agreed that multiple small media pushes are preferable to a single large splash. Conceptual to identify “trusted voices,” prepare the PSA this quarter, and circulate the updated city toolkit presentation with a customizable slide for additional feedback. Clarification was provided by counsel that the 80% threshold in the Facilities Agreement is based on the population of current ILA members, and the populations of new members would count if they joined.

The subcommittee previewed a new KPI dashboard tracking reach, engagement, and participation metrics. Members requested inclusion of behavior-based indicators, such as community pledges or action commitments, to measure true impact.

Recycle Right – Conceptual Communications reviewed the municipal outreach progress, focusing on identifying “messaging deserts” or hard-to-reach populations. Nineteen cities had responded to the request for information, with additional responses expected. Subcommittee members requested a list of non-responding cities be emailed to them before the next day’s Executive Committee meeting. The municipal survey revealed more than 60 community events suitable for Solid Waste Authority participation. 84% of cities were willing to promote information through social media, 64% through print newsletters, and 60% have SMS capabilities that could support countywide messaging.

Motion: A motion was made by Member Breitzkreuz and seconded to extend the meeting by 10 minutes. The motion passed unanimously.

Discussion returned to scheduling the first Public Information Officers (PIO) meeting. Conceptual agreed to coordinate a brief virtual introductory session before the holidays, followed by a full in-person meeting in January 2026 to coordinate outreach plans and establish a regular communication schedule.

New/Old Business - Daniel Deutsch of SCS Engineers outlined the Master Plan passage strategy (“Getting to Yes”) to be presented at the upcoming October 17 Executive Committee meeting. The initiative focuses on engaging elected officials and municipal staff to build support for the Master Plan vote in August 2026.

Discussion centered on clarifying roles between Mercury and Conceptual Communications to avoid overlap in media engagement and messaging. Chair Dunn emphasized that Mercury should focus on elected and staff engagement and education, while Conceptual handles public-facing communications. The Chair requested a detailed breakdown of category tasks and hours for clarity.

Executive Director Storti and Mr. Deutsch agreed to refine scopes and confirmed that Mercury’s media efforts would remain internally focused while Conceptual manages external messaging. Consensus was reached that clear coordination between both firms be required before the change order advances to the Executive Committee.

Motion: A motion was made and seconded to adjourn the meeting. The motion passed unanimously. Chair Dunn adjourned the meeting.