

 Speaker 1 - 09:12


All right, let's get calling the meeting to order. All right, Roll call, please. Okay.

 Speaker 2 - 10:14


Okay.

 Speaker 1 - 10:14


Roll call. Yes. Education and Outreach Subcommittee meeting. Chair Dunn Here.

 Speaker 3 - 10:22


Member Bright Cruise. We have a quorum.

 Speaker 1 - 10:26

All right, let's do it. Okay. Please stand for the Pledge of Allegiance, please. I pledge allegiance to the flag of.

 Speaker 4 - 10:36

The United States of America and to.

 Speaker 1 - 10:38

The republic for which it stands, one nation under God, indivisible, with liberty and justice for all. All right, well, welcome to the Education Outreach Subcommittee. We have a lot to cover today, but before, I just want to say we are on a roll with this. Yes. Broward County. Yes. City of Lauderdale Lakes. Yes. Any. Any other yeses?



Speaker 5 - 11:06

Dania Beach.



Speaker 1 - 11:07

Dania Beach. Yes. Cooper City. Yes. All right, we are. We are on a roll. All right, so congratulations to the entire team. And now we're going to open it. Do we have any public comments? Yes. Two minutes, sir.



Speaker 6 - 11:26

Interesting. Good morning and thank you for having me. My name is Richard Ram Charatar with Broward Clean Air Southwest Ranches based. As Broward county moves towards more sustainable. A more sustainable future, education and outreach must go beyond recycling alone. We need a strong public campaign focused on reuse and reusable systems. Reuse is one of the fastest and most cost effective ways to reduce waste, lower greenhouse gas emissions, decrease litter and plastic pollution, and protect public health. Single use plastics and disposable products are contributing to pollution in our neighborhoods, waterways, the Everglades, and even the air we breathe. Studies now show microplastics are being found throughout the human body and in the environment around us.



Speaker 6 - 12:17

Broward county has an opportunity to become a leader by promoting reusable foodware refill systems, reusable bags, water bottle refill stations, and community reuse programs through schools, airports, businesses, parks, festivals and public facilities. Education is key. Residents and businesses need practical, positive and accessible outreach showing that reuse saves money, reduces waste disposal costs and creates cleaner communities. I encourage the Solid Waste Authority subcommittee to prioritize reuse, education and outreach as a central part of Broward County, Zero waste strategy and future public awareness campaigns. Thank you for your time and leadership.




Speaker 1 - 13:00

Thank you for your suggestion. That sounds like some content idea for social. So we'll make. We'll make note of that. All right, if there are no more public comments, may I have a motion, please, for approval for the February 18 and April 14 meeting minutes?




Speaker 4 - 13:19


Make a motion to approve those.

 Speaker 1 - 13:23


I guess I second the motion. All those in favor? Aye. All those opposed? All right, thank you. The motion carries. Moving on to the Put Waste in its Place campaign. Update.

 Speaker 2 - 13:37


Thank you, Commissioner Dunn. Good morning, Mayor Bright Cruz. Good morning, Sam. Okay, we have a presentation for you, Chair Dunn. I have a request. If we can flip the number seven and eight so that we can vote, roll through the campaign update and go because it's tied to the budget allocation and then we can talk about the schools separately. Is that okay? All right. All right, Elisa, next slide, please. Okay. So essentially everything that was pre approved under the \$172,000 in hard cost is out and running and accounted for. The only item that we need to make a decision on today, if you so choose to, is the direct mail campaign. Next slide, please. So as a reminder, this is a postcard that has a magnet on the back that can stay on a fridge.

 Speaker 2 - 14:41

And this came back from the survey we did the beginning of the year. Direct mail was the top item that someone that residents said they wanted to help them to start recycling rate and reduce contamination. The suggestion, with the \$90,000 we have, with the \$90,000 we have, we can reach approximately 60,000. That's how many cards we can send out. So the suggestion was to start to target seniors since we know from rrs that they are one of the easiest populations to convert into recycling. Right. Reducing contamination. And what you see here is, you know, a grandma and a granddaughter. So target appropriate. And then on the back is that magnet. Put this on your fridge.

 Speaker 1 - 15:33

Thoughts?

 Speaker 2 - 15:34

Questions? Yes,.



Speaker 4 - 15:37

A couple of thoughts. So we had talked earlier. I just want to confirm that we're on target with this, that we're not sending this to communities that do not recycle or are.



Speaker 2 - 15:49

Correct.



Speaker 4 - 15:50

Okay.



Speaker 3 - 15:50

Okay.



Speaker 1 - 15:51

That is correct.



Speaker 2 - 15:55

So what I think what you're speaking about, Mayor, is Coconut Creek and Davey don't recycle. They're in the ila, so we'll obviously take them out for now because they don't do curbside. What you had requested, Member Dunn, was a survey to the TAC members. We did send that out and what we Learned was only 5 responded because they are the ones that understand what their recycling rate is. So many don't have this information or didn't choose to respond to the survey despite multiple follow ups. So doing it based on city or GEO based on high contamination rate is probably not an option right now because we just don't have that data.



Speaker 1 - 16:41

Well, so when I was out and I guess, Sam, this is my homework that I was supposed to talk to you about. So when I did the tour last week with Waste Management, I think that they are the carriers for the bulk of the Member cities, and I believe that they should have that data.



Speaker 5 - 17:02

As far as who.



Speaker 1 - 17:04

Well, not just who recycles, but like, detailed information about. Yeah. Recycling thing for each city. Like the data that we needed for. For targeting.



Speaker 5 - 17:16

Yes. So between them and us, we'll have that information. Daniel, I believe, has that.



Speaker 2 - 17:23

No, he does.



Speaker 1 - 17:25

So if you would just have a conversation with Andres.



Speaker 5 - 17:27

Okay.



Speaker 1 - 17:28

So I spoke to him about it last week, and I was supposed to follow up with you, but we talked about a million other

things. Except for that I find out everything to.



Speaker 5 - 17:37

To their recycling facility. Facility and then everything that's going to Coastal's recycling facility.



Speaker 1 - 17:42

Yeah, yeah.



Speaker 5 - 17:46

I was talking about, you know, the major recyclers here, which would be Coastal and waste management, and find out which one's going to waste management, which one's going to Coastal.



Speaker 1 - 17:55

Yeah. So we can get that data for you, but that'd be great. Yeah.



Speaker 2 - 17:59

So do you want us to keep the direct mail on hold for now?



Speaker 1 - 18:04

I. I'm okay with that. I. I honestly, I'm not in any rush to get the direct mail out until we have a. Yes, I would prefer to. Let's get the data.




Speaker 5 - 18:14

We should be able to get the data for you.




Speaker 1 - 18:16


Yeah.

 Speaker 5 - 18:16


In a day.

 Speaker 2 - 18:17


And the data point you're looking for is what the recycling rate is by community.

 Speaker 1 - 18:24


Correct.

 Speaker 2 - 18:25


Plenty. And some of them reported. So I have five cities to get some of them. No, but, you know, many of them are in that 30% range.

 Speaker 1 - 18:37

Okay. Let the record show that member Maura is here. Yay. Okay, so.

 Speaker 2 - 18:45

So let's get the percentages by city, if we can get it correct. Okay.

 Speaker 1 - 18:50

And. And then I'm okay if you're okay with holding off on executing the mailer until after we get a yes. And so.

Yeah, there's no rush.



Speaker 4 - 19:00

Yeah, I'm definitely okay with that. I do have a question, though. Like, really, everybody's in front. So you mentioned we'll be really targeting seniors on this, and I'm just not. I don't disagree with it, but there's some things that make me hesitate about that and that the. The most energy I've seen is. Is with middle school, high school students changing the attitudes of their parents. And that's where most of the trash is. You know, I look at my trash now that my kids are gone compared to what it was when they were all in the house. Huge difference. So I just throw that out there just for some discussion.



Speaker 2 - 19:49

So the intention. With a lot of the materials we have on this side of the fence, not the Getting to us stuff is to reduce contamination and help people get it right. RS has told us they're the easiest. They seniors were also the top target. When we asked all the cities who are your hard to reach populations? They came in number one, number two for every city that responded.



Speaker 4 - 20:14

So we can reach those other populations in other ways.



Speaker 2 - 20:17

Exactly.




Speaker 1 - 20:18

And I think that's the strategy, right?




Speaker 2 - 20:20


It is. We do.

 Speaker 4 - 20:22


Okay, good. Thank you.

 Speaker 2 - 20:23


Yeah.

 Speaker 5 - 20:23


And you looking for the percentages for each one of these cities? I mean or just which ones are recycling currently or we know which ones.

 Speaker 1 - 20:31


Recycle and which ones don't. We just need to know the recycling rate for each of the city.

 Speaker 5 - 20:34


Okay. And you're looking for that. Are you going to just to have it out there? I mean what are you looking for that using that data for the recycling rate. So you're not putting, are you putting on the cards or.

 Speaker 1 - 20:43


No, no, it's to give us a baseline so that we know what the. It's going to help us to kind of figure out what the budget allocation should be. Right.

 Speaker 2 - 20:52


Yeah. How to target.

 Speaker 1 - 20:53


Right. And it's to give us a real baseline so that we're able to tell really and truly for each city. Is it really making an impact?

 Speaker 5 - 21:02


Well, I can tell you that some of the cities from speaking from experience that are having recycling pickup but their recycling is not going to a recycling center. It's going to waste energy. And the reason it's going to waste energy was because their contamination rates were too high. And so the cities decided at that time since their contamination rates were too high to let's just go to waste energy with it. And because they were getting the recycling credits for it, but it's not truly recycling, you know.

 Speaker 1 - 21:29


So then their rate would be a zero.

 Speaker 5 - 21:31

Well no. The rate reporting the waste, the really rates aren't really a zero, I don't think. I think because they get that waste energy credit on it, they get 10% or something like that, a waste energy credit. I mean in the true sense it would be zero. But I think those communities I guess should be targeted. Probably the hardest ones who are doing that. But you really don't know what their rates were. I guess you could go back and find out what their recycling rates were but then you got to look at the contamination also though.

 Speaker 1 - 21:57

Yeah. So maybe those are two data points if it could be separated. But my thought based on what you said is if there are communities that's doing that, then if they're getting a 10% credit. Let's make the 10 what their current rate is and then put an asterisk to say that this is the behavior.

 Speaker 5 - 22:13

Correct.



Speaker 1 - 22:14

Because even switching them from waste to energy to true recycled, that's a win, right? That's a win, right.



Speaker 4 - 22:21

Yeah. And by that percentage that you're talking about going from 10% to. Sorry, yeah, yeah. No, I agree. Yeah, it's a win for that.



Speaker 5 - 22:29

And also on the tonnage, and I need to find this out too, on the tonnage. So say if there's, you know, if they're getting 20,000 tons of MSW and they've got 2,000 tons of recycling, where to be 10%? Or just let's use 40,000, 4,000 tons. So it's 20%. Does that mean that's 20% of clean tons or is it total tons? Because then you got to look at your contamination rate and see what the contamination is on that. So that's something to find out if that tonnage that they're talking about that's going in there is it. Is that the, you know, after they have separated out the contaminated portion of it. So we need to really look at that to find out if that tonnage is that. Because somebody could be having a very high tonnage rate, but it's mostly, you know, very highly contaminated.



Speaker 5 - 23:17

So it doesn't really, you know, those people need to be targeted, you know, even though they got a high tonnage rate. But if it's, you know, 50 contaminated, then.



Speaker 1 - 23:28

So then you're suggesting that in terms of data points, we should be looking at the recycling rate and we should look at the contamination rate.




Speaker 5 - 23:35

Contamination rate is key.




Speaker 2 - 23:38


Okay.

 Speaker 4 - 23:40


Yeah, I actually think that's. That's really important because that shows intent that they want to recycle, but they're just doing it very poorly.

 Speaker 5 - 23:48


Right.

 Speaker 4 - 23:49


You know, and that may be some of our best, you know, audience to improve the recycling rate overall.

 Speaker 1 - 23:57


So the reason why I'm loving this conversation is we are already working as if we're assuming that we're going to get to. Yes, and we all believe that we will. Right. And then now that's. Now we have two key data points because the education part is a big part of the SWA work. Right. So now we have two key data points that would allow us to track year over year. And so then part of what we need to do then, Sam, is put systems in place when we go out to bid so that whoever we work with that they're reporting back and tracking those numbers, and then that becomes a success, a key success indicator for the work. Do you guys agree with that? Okay, so to go back to your immediate question.

 Speaker 5 - 24:49


Sorry about.

 Speaker 4 - 24:49


Sorry about that.

 Speaker 1 - 24:50


No, but that was. That was an important part. And I don't think we've had that conversation before. Right. We've been so busy with doing the master plan and figuring out how we get to yes within school. How are we going to measure success year one to three, for example. So if we can get that baseline on those two things per city.

 Speaker 5 - 25:08


Right.

 Speaker 1 - 25:10


Then that's what we'll use. So what you need from us now is a decision on a. Whether to target seniors. So if we can maybe get each person's opinion. So, member Bright Cruz, I thought I heard you say that you weren't uncomfortable with it, but are you comfortable with it now?

 Speaker 4 - 25:32


I understand the strategy. It makes sense. I'm comfortable with it. Thank you.

 Speaker 1 - 25:35

All right. Member? You're comfortable with it. Okay. All right. I'm comfortable with it as well. My other recommendation is that we wait until we get to yes to implement this.

 Speaker 4 - 25:47

I agree.

 Speaker 1 - 25:48

Are you okay with. Okay. And then my other question is with the QR code. I notice it's just kind of like getting. Adding people to our mail list. Are we going to stop doing the pledge after we get to Yes. I mean, I think that's still a tangible way. We might just up with them. Because the QR code here just leads to collecting the names in the email address. Or is it just because I scanned it? No, it asked. I just scanned it. It says city name. Want to sign up

for a newsletter. And I think we need to have more concrete.



Speaker 2 - 26:32

That is the pledge page. But we also pushed a lot of updates yesterday. So now we might need to update this from when it was designed. But this ever. All the QR codes are going to the pledge. Hello, Melissa, read the bottom part.



Speaker 1 - 26:47

It does say the pledge. Okay, perfect.



Speaker 2 - 26:51

But we're pushing some updates to that page today and we'll explain why in a minute. Okay.



Speaker 4 - 26:58

And I think that. I think that continues after we get to. Yes, I think it should. Yeah, yeah. I think it builds. It builds, continues the momentum and it.



Speaker 1 - 27:07

Gives people something concrete. Yeah, something really concrete.



Speaker 4 - 27:11

And if we, you know, they add their email address to it's another way, positive way to communicate to them the message as it changes. Because that's the thing about recycling is it's getting better and we'll be able to recycle more and more. We have to need to be able to communicate that out. So yeah.

Speaker 1 - 27:28



Are we asking for cell phone numbers? Was there a reason why or we.



Speaker 2 - 27:36

Can certainly add that. We wouldn't just. We do have a very high percentage of the people taking the pledge giving their email. That is also not required because we didn't want to persuade. Dissuade anyone from doing it. But I think it's over 90% are giving it. We can ask, we can add it.



Speaker 1 - 27:55

Collect email and cell phone numbers.



Speaker 2 - 27:57

We can, we can add it.



Speaker 4 - 27:58

Just clearly make it optional.



Speaker 2 - 28:00

It is, yeah. Contact information is. But most give it because they're on board.



Speaker 1 - 28:08

We're on autopilot. Yeah.



Speaker 5 - 28:10

Do we have anything. Is there anything on the pledge, like a. The caveat that we're not going to sell this information to third parties or anything like that?



Speaker 2 - 28:19

No, but we can add it. What.



Speaker 5 - 28:23

Sorry about that. I was just wondering if there's going to be any. If there's anything that we're not selling as a third party. So people won't start getting tons of email.



Speaker 2 - 28:32

We can add it.



Speaker 5 - 28:33

Because a lot of people won't give their emails out because they don't. They don't want to be added to 100 different email list.



Speaker 1 - 28:41

But there is an opt in language for our communication.



Speaker 5 - 28:45

Yes. Yes.

Speaker 1 - 28:47



Okay. So presuming that. So now that we've made the decision that we're going to keep with seniors, I like the creative. So. Yeah. Any. Any other feedback on the. On the creative. Any thoughts, feelings or not?



Speaker 4 - 29:10

I think the creative is great. I don't think there. But just to follow up on Sam's comment, we do need to then make sure, I guess from a legal standpoint or everything that we. That we can isolate this data and it is never used for. It's one thing to say we don't intend to do it now, but we need to make sure the guardrails are in place to make sure that it's not actually used that way somewhere down the line.



Speaker 2 - 29:35

So just keep in mind it's public record if someone ever requested it. Just like a city for cities. That's why we typically don't. We have language on some cities that we work with that speak to that. You know, this entity is subject to public records under the sunshine, so we can certainly add.



Speaker 1 - 29:53

I think we're still good with that.




Speaker 4 - 29:55

Because it says we're not going to sell the data to a third party. So I think we're still good there. I just want to make sure that we don't. Five years down the line, hey, we've got this great database you know, and we need to.




Speaker 2 - 30:08


Yeah, my team's very protective of our stuff. I just, you know, it would, I mean, you have my word, it would never be. But yeah, I think we can put a clause on there. It's easy enough to do. Thank you.

 Speaker 1 - 30:26


Okay, so Sam, you're going to follow up to get the data that we need for the recycling rate and the contamination rate for each of the member cities. And then we're going to hold off until after we get the. Yes. To deploy.

 Speaker 2 - 30:42


Yes.

 Speaker 1 - 30:42


But then the creative. I think we're fine with it.

 Speaker 2 - 30:45


Good. We'll put it on hold. We just need to spend, you know, have the funds out by September, before September 30, because it's part of this fiscal year's budget. Okay, great. Next slide, please. Okay, so now I just want to do show you some of the items that have placed. As I said, pretty much everything started hitting after April 1 on the paid side. So this is stuff we have paid for. Member Dunn did her five minute interview with legacy media. We also had our legacy can't afford to be buried in trash. The article we placed in their print publication and their. An email is going out. Oh no, that's the next one. Sorry. Next slide, please. We get to Caribbean News. They're the ones that are also.

 Speaker 2 - 31:32


So with this news outlet, we have digital, we have banners, we have stuff on their web all over the place. And they're also doing a dedicated E blast to their 2500 subscribers. Next slide, please. This is getting into our. Yeah,.

 Speaker 1 - 31:54


He had more than that, but.

 Speaker 2 - 31:57


I would say committed though, you know, they are. They're. Yeah, it's a solid list. Browardist is one of the influencers we've worked with. This is what went up on their page. It got really great engagement. And then also Vice Mayor Sorensen did a. Penned an article for us on recycling. Right. And the importance of that from Fault Lauderdale that also appeared on the platform. Next slide, please. So where we are with the influencers, some of these guys are really hard to get in touch with. So Amy's continuing to work to try to secure the guys on the right under pending. But everything on the left is confirmed and all of their content has been, you know, earmarked to hit by the end of this month. Next slide, please. Okay, I wanted to just. So switching into earned media.

 Speaker 2 - 32:53


So that's the paid media now it's all the pitching. Can you run something on this basically for free? Because we're telling you it's important. So Elisa, if you could please click on the MVC piece that ran yesterday. It. We're going to do film a segment next week with on the Impact show with Jackie Nespral. So there'll be a longer form segment. So we have. I'm going to get into the. This has been what's really been dominating our time as of late. Can you please play the WIOD Radio interview that Chair Ryan did? Next slide, please. So what do we have in play? We have secured, like I said, NBC Channel 6. The teaser ran ahead of the county vote. And then we have the Impact segment filming next week.

 Speaker 2 - 35:13

WPLG Channel 10 is going to do a very long segment on Don't Trash Our Treasure. We're going to film that at Mods. That'll be a joint segment with Vice Chair Fur and Chair Ryan. And we also have NPR is doing a story. Thank you for the tip. I have a little sidebar for you on that when we're done here. Wlrn they interviewed both member Horland and Commissioner Fur. They also took it upon themselves to go to City Furniture and the Panthers facility to find out to spotlight two big operations that are like doing it right and setting the example to. So that'll be a lovely story.


 Speaker 1 - 35:52

They're such thorough.


 Speaker 2 - 35:53

They really are. Yeah. So Carlos, Giuseppe Carlton, just Giuseppe has been doing a great job for us there. And again, this is all earned. So we're not going to have, you know, editing rights on any of this. This is earned Media free to press. Just them taking our pitch. WIOD Radio, I just played for you and that's replaying several times in the drive time. We have the article with the Sun Sentinel that Chair Ryan did with Mr. Ortega. Excuse me. And then the new Pelican did an article when Deerfield Beach. Not Deerfield Beach, I'm sorry, Hillsborough approved the master plan. So our pending asks are with cbs. They have shown interest and we're hoping to lock down a segment with


them. Cox Media Waves, Caribbean Radio and then wsvn. On the right side are all the print publications that we're talking with.

 Speaker 2 - 36:52


So hopefully we can just kind of like dovetail into that from some of this news coverage.

 Speaker 1 - 36:56


Question, who's going to do the WAPS interview?

 Speaker 2 - 36:59


We don't have it secured yet.

 Speaker 1 - 37:01


Okay. If you get it secured, perhaps Miramar, if she's available.

 Speaker 2 - 37:10

Thank you. I will keep it in mind. Next slide, please.

 Speaker 1 - 37:14

Or you know, or who else? Actually, Lauderdale Lakes Commissioner Thomas. She's Caribbean.

 Speaker 2 - 37:20

Okay.



Speaker 1 - 37:21

And they just passed it yesterday.



Speaker 2 - 37:22

Yes.



Speaker 1 - 37:23

So actually perfect. Lauderdale Lakes And I believe Wavs used to be in their city. Used to be a lot of.



Speaker 2 - 37:33

Yeah, Winston was the. Have you ever dealt with him? Huh? Have you ever dealt with Winston? Have you ever worked with him?



Speaker 1 - 37:40

With Winston Barnes? No. No, but he's.




Speaker 2 - 37:43

Yeah, yeah.




Speaker 1 - 37:45


That's who you're. You're negotiating.

 Speaker 2 - 37:47


He's just been with Waves for. Okay, a while. I don't know if his show is still going, though.

 Speaker 1 - 37:51


Okay.

 Speaker 2 - 37:51


It's been a minute. Okay, next slide, please. Okay, so now into our trusted voices, what we did was we took the trusted voices. We have to round up this campaign because we didn't get it from every city, but were able to cut them up a little bit. So I'm going to show you an example. These are all of the digital ads we have in play by target audience. This woman from Hollywood took it upon herself to talk about her love for coastal communities. So we use that for Deerfield and Fort Lauderdale and Hillsborough. So I'm going to play that clip for you. Well, Elise is going to play it for you now, and then I'll just show you.

 Speaker 1 - 38:58


I love that.

 Speaker 4 - 38:59


Yeah, that's great.

 Speaker 1 - 39:00


That was really nice.

 Speaker 2 - 39:02


She told us she wanted to be an actress, So she was. She's like, can I do more? I'm like, yes, we love you. No, I said, yes, she can do more. Yeah. So we're taking what we have. We're cutting it up. These are the ones. These are doing okay. You know, we had a bucket of money to put behind this campaign. We've spent, you know, we have most of it earmarked among the target audiences. 20,000. It's driven, you know, almost 14,000. So we're paying \$1.46 to drive to the pledge page from just this campaign. It's not terrible. Next slide, please. Community partnership. So I just got touch on this real quick. Really, what we've been doing with as of late is connecting.

 Speaker 2 - 39:51


You know, my team has been reaching out to about 40 of the environmental groups that are in the county to try and get them to help advocate to get to yes right now. We also took the Broward workshop letter that the authority received, and we sent it to all the business associations and chambers, like, hey, if you're so inclined, this is what they did. If you'd like to show your support, we've reached out to any of the groups that nonprofits that touch the Hispanic community, the Haitian community, the list that the elite. May she rest in peace. Vice Mayor Bowen Mate gave to us. And League of Women Voters continues To show up Sierra Club, Broward, Clean Air, Broward County Public Schools. Remember Woolman rallying the kids. Mods has been a terrific partner.

 Speaker 2 - 40:37


We're actually filming our Trash to Treasure segment at Mods and we hope to get a student in the mix for that segment. To your point about the kids participating, all the libraries have stuff in every library in the county. The Florida Panthers, of course, city furniture at the last minute, taking that call from WLRN for us to have them come out. Let's do just this video. It's just one example of the shorter form content we did with the Panthers. So this is part of the trust campaign that we're launching, but they just signed off on all the content last week through there are many channels. So now we have the ability to move forward. And then of course, we have some cities pending events to schedule, working through them as well. Yes.

 Speaker 1 - 41:36


So speaking of which, on June 6th, I have my Lauderhill Walk for Peace event. So I will. If you want one, I'll make sure that you have a table.

 Speaker 5 - 41:51


I have a question. I know the Panthers are doing a tremendous job with what they're doing. Can we get them to like do a challenge like with the say, Fort Lauderdale Convention center or some other large place like that we can, you know, Fort Lauderdale International Airport, something that nature or they'd have a challenge with one of these other large venues, kind of like what they have.

 Speaker 2 - 42:19


Yeah, we can absolutely add that to our list as we continue to build with them. For sure.

 Speaker 1 - 42:24


I actually think that's. That's not a bad idea now that they've said yes.

 Speaker 2 - 42:28


Right.

 Speaker 1 - 42:30


I think maybe vice chair reaching out to the airport, the Seaport folks that we know have a large footprint, particularly with travelers coming through and re engage them around this whole campaign? That's not a bad idea. The airport has a lot of advertising assets. Maybe they'd be willing to do some in kind now that they voted yes. Maybe it'd be great to have another conversation with Broward County Transit. They have a lot of assets and I know memory serves me right, there's a certain percentage of those assets that have to be. That is held in. Held for county use. So how can we leverage now that the county has officially voted yes? So maybe that's a conversation to have. Vice chair broker with his communication department.

 Speaker 2 - 43:24


Are you thinking for this fiscal year or opening up funding for that? Are you thinking maybe as we go into the next budget?

 Speaker 1 - 43:30


Well, I'm thinking. I'm not even thinking about money. I'm Thinking about. I'm thinking that they have. It's a county owned asset.

 Speaker 2 - 43:40


Yeah.

 Speaker 1 - 43:40


So as a county owned asset, they have the right to use their own facility. So maybe right. Starting now having a. Having vice chair, have a call with whoever the head of the communications department is, maybe have a meeting with the county administrator to see now that we're at. Yes. How can we leverage existing county assets to promote the campaign and maybe then have the timing be after we get to. Yes.

 Speaker 2 - 44:13


Okay. Got it. Okay, next slide please. Okay, so the pledge campaign, we're at 561 pledges. Hollywood, Plantation and Sunrise are the top three cities. That's kind of a screenshot of the. You know where that 561 took the pledge. Yeah. Hollywood's number one. Yeah. In terms of. So we're trucking along. You know, it is an ask. People do need to see things multiple times before they do any action in today's day and age. Next slide, please. I'm going to share some metrics. So our pledge funnel, basically everything we're doing right now is driving to browardrecycles.org and we're driving through those mostly the digital campaign. So if you remember the last time we met, we had a 12% conversion rate for the pledge. That's because the pledges were getting were mostly done in person at community events.

 Speaker 2 - 45:18


It was before we turned on any of the ads, any of the digital. So obviously that traffic number went way up when we turned everything on. So through May 1, 29,000 is the number of views we secured. 561 Pledges, which in the world of marketing you're hitting, if you look at it, just total to 2% conversion rate average. But we're converting 14%, which is very high, who stay on the page and don't leave. So if they stay and they don't bounce, our conversion rates pretty. I mean, 14% is excellent in the world of marketing. So that's why when I said were going to revamp the page, we're trying to make some changes to the page to help reduce the people leaving and keep them there, if that makes sense.

 Speaker 1 - 46:16


It does. So the next board, the next governing board meeting, could we perhaps share the pledge by city? I think it helps when the governing board members see what the participation is of this because we tend to be a little bit competitive.

 Speaker 2 - 46:37


Right.

 Speaker 1 - 46:38


And maybe that's an opportunity. And then really honor and acknowledge maybe the top five. Right. And then everybody else, once they see their numbers, the automatic competitive nature will pop in and then you know, just even asking, have you take. Like you just asked me a while ago, Maura, have you taken the pledge? Like, those of us that are leading. Are we leading by example? And then my other thought is, the traffic and page views, is it possible for you to have that broken down by city?

 Speaker 2 - 47:17


Let me look. Let me look in GA and see if we can pull by city. A lot of it.

 Speaker 3 - 47:22


It is mixed traffic. Like, for example, the digital ads. If were running in all coastal cities. Those were each of the coastal cities it wasn't broken out by.

 Speaker 2 - 47:34

Yeah, we can look in analytics and see.

 Speaker 1 - 47:36

Yeah, I think that might be. Again, thinking about our competitive nature. Right. That might be helpful. Yes.

 Speaker 5 - 47:45

If you're going to do that competitive thing, I think you need to do it by percentage of population, because you don't want to have Hollywood competing against Sea Ranch Lakes. And then if Sea Ranch Lakes have, you know, 200 people that's pledged and they've got 100% of their people.

Speaker 1 - 47:58



No, Just. Just listing the number, and then, you know. Okay, already. So you know that if you're a city of five people.



Speaker 5 - 48:05

Right.



Speaker 1 - 48:05

And two people took the pledge. Well, you know that you got to work on getting three more.



Speaker 5 - 48:09

Yeah. I guess you don't want to have Ye.



Speaker 4 - 48:12

Okay.



Speaker 1 - 48:13

Yeah.



Speaker 5 - 48:13

Okay.



Speaker 1 - 48:13

That's what.



Speaker 5 - 48:14

I don't know.



Speaker 4 - 48:15

You know, actually, I was thinking. I appreciate that, Sam, because I had the exact same thought. Yeah, yeah. Because. Because in southwest Ranches, you know, if we all signed up, we probably still fall behind the big cities, so.



Speaker 1 - 48:27

But would you oppose to knowing what your pledge number?



Speaker 4 - 48:30

No, no, I definitely want to see my pledge number, but I like to see the numbers and percentages.



Speaker 5 - 48:33

And percentages.



Speaker 1 - 48:34

Okay. All right.



Speaker 4 - 48:35

Yeah, yeah, yeah.

Speaker 5 - 48:39



Because if you can be competitive.



Speaker 4 - 48:40

Yeah.



Speaker 5 - 48:40

You're getting the competitive beard. Apples to apples.



Speaker 4 - 48:43

All right, all right, all right.



Speaker 2 - 48:46

You know, it's. This is new. This just got turned on. This wasn't even a thought when we came up with our budget at the beginning of the year or anything. And the work has certainly evolved and changed, I think, for the better as we've moved through this. Next slide, please.



Speaker 1 - 49:00

One of the things that I love about your agency is that you live by metrics. Right. So it's just a matter of putting in those parameters, and then you can automate the reporting.



Speaker 2 - 49:09

Yeah. As soon as we did that conversion rate by who stays, when we looked at the balance, we're like, okay, that tells us we need to get more engaged with this page. And, you know, of course, we did it as fast as possible

because we had big events happening that weekend, if you remember, when we launched it. But now we need to, like, just be more thoughtful on it. So I'm happy we're pushing those changes. Next slide, please.



Speaker 4 - 49:30

One other thought with that. So publishing those numbers and the percentages, can we publish that out to a wider audience? I would love for my residents to be able to see those numbers and percentages rather than just the governing board. I don't know.



Speaker 1 - 49:50

I mean, she could share the deck with us and then you can. You or your PIO can push it out.



Speaker 4 - 49:56

But can we put it on the website?



Speaker 1 - 50:00

I don't know if I would do that.



Speaker 2 - 50:02

I think what. We're struggling. Yeah.




Speaker 5 - 50:06

I think 5%, and it's like such a low number.




Speaker 2 - 50:08


I think what. I think what you're talking about, member Don, is really trying to connect it back to pushing the gas to get to yes right now, which I think is a good strategy. I think your strategy is also, you know, your thoughts also really good. Where I struggle with. It's just new. I mean, we just turn this on. It's like we've only been driving traffic for like, four or five weeks. So we're getting going, but it's just getting going and I don't want it to see. Right, Exactly.

 Speaker 1 - 50:37


Yeah.

 Speaker 2 - 50:38


And I think if you.

 Speaker 1 - 50:39

I think that if you say that and give that context. Right. I mean, we've all been in the work together, so we know that it's new, which is why now is the time to get people used to the idea of knowing. All right, well, next time on the communications report, we're going to show the numbers. So I already know I'm going to be having a conversation with my city manager and with our acting PIO because we just need to. And I now know that when I do events out in the community and I'm talking to people, I now need to be more intense. Like, I was at a HOA meeting last night with 50 people. How could I be intentional about. You know, And I didn't talk to them at all about the Solid Waste Authority.

 Speaker 1 - 51:20

I mean, we had other stuff that we're dealing with, but I should be talking about it. Every time I get a chance to be in front of a resident, I should be sharing the Palm card. I should be encouraging them to take the pledge. Right. Particularly since in my city there is a landfill. Is it a landfill dump? Ex dump. That's by. On 31st and Sunrise. That's right. By West Kenmark. And there are People in my community that remember the illness that was associated with that site. So I should be talking about it. And I'm the chair of this committee and it didn't even occur to me.

 Speaker 2 - 52:00

Thank you for that. I agree. And we're happy to support. I feel like I need to give you all a digital. Something like you can put in your wallet or something. So when you have your phone, people can just scan it for you. Wasting paper, but good idea.



Speaker 1 - 52:18

Is that something that you can give all the. All of the members that come to the meeting? Yeah.



Speaker 2 - 52:23

Like throw it in your wallet and have it ready.



Speaker 1 - 52:26

Yeah.



Speaker 2 - 52:27

Flash it like a business card.



Speaker 4 - 52:28

Yep.




Speaker 2 - 52:30

Okay, next slide, please. So now I want to dovetail into budget. So before we get into the hard cost, just to, you know, get on the same page, we are money for my age, for our work to do. The work was separated into four buckets at the beginning of the year. Estimated, of course. But a. Not to exceed. The not to exceed is fine. We're not adjusting. The not to exceed. The ask really is. At the beginning of the year, there was some thoughts that time and attention would need to be paid to educating the business community around the C and D ordinance and doing, obviously, helping the schools with the curriculum. The curriculum. The check, you know, the check just got to them. It's going to be launched next school year. Now, no problem where we have been brought in, Sam.




Speaker 2 - 53:23


And you know, this is the getting to. Yes. Effort. It's been a lot more work that was not accounted for. So what I'm simply requesting is to make sure it's fine that we use our hours. It's the same hourly rate interchangeably where the time is needed, as it's needed through the end of this year to make sure we can get to. Yes.

 Speaker 1 - 53:46


I have a question. How is it working? Because we had. We had money allocated in the budget for Mercury and then for conceptual. Right.

 Speaker 5 - 53:57


Correct.

 Speaker 1 - 53:58


And are we on track with their budget as well?

 Speaker 5 - 54:01


I have to look at their budget where I was having a discussion with Lori on her budget and how there's, you know, one portion of the budget was a little bit lower, but the other portion was. Was running out of funds. And we're really needing her on that. Get to. Yes. Because we've been changing presentations and making tweaks to it.

 Speaker 1 - 54:17

Yeah.

 Speaker 5 - 54:18

You know, it's just. It's a. It's like the master plan. It's an evolving document.

 Speaker 1 - 54:24

Okay.



Speaker 5 - 54:24

Constantly. So.



Speaker 1 - 54:25

Yeah. What are your thoughts? Yeah, we can.



Speaker 5 - 54:30

Yeah.



Speaker 1 - 54:31

What are your thoughts on. On the request.



Speaker 5 - 54:34

The request for right now, there's. There's money. There's. There's a few different parts of money that they have or line items in the budget for conceptual. They're running out of. One of the line items is. Hasn't been used as much as the other line item from the. Get the yes to get the yes line item is running out of money because we've been putting a lot of effort in there. So they're looking to take the money out of one line item and move it to another. The executive committee basically has to make that recommendation before we can do that as moving from one line item.




Speaker 1 - 55:03

I think. I think it's. It's. It's a good idea. It could be just fluid, Right. As long as you don't go beyond the not to exceed number, then use it where the hours are needed.




Speaker 3 - 55:15


I agree. We need to get to yes.

 Speaker 6 - 55:17


Yeah, Yeah.

 Speaker 4 - 55:18


I think it. It makes sense. It's actually good that we're able to make these adjustments and as the landscape changes a little bit, adjust to it. And getting to yes is the priority. And especially with those other things being delayed for no bad reason. But it just. Yeah, I think it actually works out well.

 Speaker 1 - 55:38


My only suggestion, just for clarity's sake, is to. Well, we have two choices, right? We could either say to the executive committee, let's just give you that fluidity, the freedom through the direction of the city of city manager, through the direction of the executive director, as long as you don't exceed the price, or for you to just do the reallocation so they can see what it looks like on paper. I'm inclined to just say through the power of the executive director, let's just make the adjustment and not hit the not to exceed price. That way we don't have to have this conversation again. Are you guys okay with that? All right, so we can make that recommendation to the executive committee on Monday. I guess that would be the next meeting.

 Speaker 5 - 56:28


Okay, thank you.

 Speaker 2 - 56:32


Okay, now on the hard costs. So everything at the top of the page were items associated with business outreach and things that are not happening at this moment, which totals \$112,875. The bottom are things that have been previously approved that have been done already. 5960. So in our hard costs, we have \$106,000. Delta. Next slide, please.

 Speaker 1 - 57:04


Excuse me. Yeah. Focus group materials. We don't have any focus group planned for now, right?

 Speaker 2 - 57:10


Correct.

 Speaker 1 - 57:12


When do we have the focus groups?

 Speaker 2 - 57:15


The suggestion has been to do the focus groups after we get to you. After we get here when we are going into more of a behavior change scenario.

 Speaker 1 - 57:25


Okay. All right, so then you would. We would start switching focus to that, like late July, August, because we got to spend the money by September.

 Speaker 2 - 57:36

September 30th. Yeah. So here's. Here's what I'm suggesting.


 Speaker 1 - 57:42

Okay.


 Speaker 2 - 57:43

I'm suggesting that we look at this 1006000 and see if we might want to use it in a different way that's more effective now. And that's what. So we have some suggestions on the next slide for you to think about next. Okay.


So these are some of the items that got taken out of the budget because we couldn't fit them in under the 172 on the left side. So west side Gazette, we didn't do anything with our city media. It's Miramar Davey, Weston Plantation. We could just isolate Miramar Davey if we wanted to. Since Plantation's voting tonight. New Pelican hits Lighthouse Point, Deerfield Beach. We could do something with them. And they have been very good with us. They just did that article as an, you know, an earned on Hillsborough getting ts. We could do a small waves buy with Caribbean Radio.

 Speaker 2 - 58:44


And then we have iheart we stripped out, which is, you know, a big Spanish target. On the left side are some ideas to do additional digital that we could certainly use. We certainly could increase some of our influencers that have been doing a really good job and do more with them. And then we could put more money into the direct mail after we get to. Yes. To increase that 60k output, knowing that from the survey, that's what people choose as their number one thing they want. There's also a wish list, and now we're dovetailing into the bcps, but Broward County Schools has a wish list of additional items they sent over, and there's some additional opportunities with mods to consider.

 Speaker 1 - 59:31


So not that \$250,000.

 Speaker 2 - 59:34

This is not talking about that. Yeah, this is. And. And we can certainly maybe next meeting, start talking about the 250. Sam, I think that came in from waste Management. Right. From the county. Okay. So we'll probably have to start talking about that. But these are just some ideas that my team had on the back burner that didn't fit or we think could be helpful with that hundred that we have right now for helping to get to. Yes.

 Speaker 1 - 01:00:01

Could you go back to the other.

 Speaker 2 - 01:00:03

Yes.

Speaker 1 - 01:00:05



Okay, so then what. So then what you're suggesting is to what are we taking out and what are we adding in?



Speaker 2 - 01:00:19

So the top bucket, the 112 is what we're not doing. That was earmarked for this year. Okay. The bottom five, 6,000. We've already spent it because that. Those were decisions you all made. The additional bus benches, we did that one off mods event. We took that last Insight South Florida segment they had available before they changed the platform. So these. So we already spent that six. So out of that 112 things we're not doing this year, there's 106, \$915 sitting there.



Speaker 1 - 01:00:51

Okay, so we're just talking about a pivot in strategy.



Speaker 2 - 01:00:54

Exactly. Okay, so on the next slide are the things that my team thought about, things that were in the mix at one point but got moved around. Okay.



Speaker 1 - 01:01:07

And what are we doing about Haitian radio?




Speaker 2 - 01:01:10

Which one?




Speaker 1 - 01:01:11


Well, I'm asking because I see Spanish radio, I see Caribbean radio, I see African American media, which I love. Diversity. But are we. Have we already done something on Haitian radio?

 Speaker 2 - 01:01:22


Amy, are you on the line? Can you hear us? I believe we have something earmarked with.

 Speaker 1 - 01:01:27


Them because I believe Vice Mayor Matier gave a list. Right.

 Speaker 2 - 01:01:32


Yes. Can you guys hear me? Hi. Yes, good morning. Yes, we have. WLQY has already been running ads and we have an upcoming interview as well that we are in the process of seeing, scheduling. And then I think the other one is wsqf. I think is the line, the call letters. I'm just pulling it up right now. Okay.

 Speaker 1 - 01:02:03


I just wanted to make sure that we're doing. Yep.

 Speaker 2 - 01:02:05

Wsrfr. Sorry. So we had two Creole radio stations running ads.

 Speaker 1 - 01:02:12

Okay.

 Speaker 2 - 01:02:14

We can certainly do more. I mean.



Speaker 1 - 01:02:16

Yep.



Speaker 2 - 01:02:16

Absolutely. I mean, I only. We only did 9 90. You have that still. That delta of another 16. So. Okay.



Speaker 3 - 01:02:28

What.



Speaker 4 - 01:02:28

And, and are those. Those messages are to get to yes or what. What are those messages basically saying?



Speaker 2 - 01:02:36

So it's both because we have everything driving to pledge, which is supporting the work of the authority, which is part of getting to. Yes.




Speaker 6 - 01:02:44

Yeah.




Speaker 2 - 01:02:44


And also reducing contamination. The things we would do with the Caribbean radio would be. An IHEART would certainly be around just the general narrative of the importance of this work. I think my concern is if we're going to use that left side to help with that effort, we need a decision almost today because we're running out of like, you know, these things have to be scheduled. They have to be. We have to secure the insertion orders for them.

 Speaker 1 - 01:03:11


I have a question.

 Speaker 2 - 01:03:12


Yeah.

 Speaker 1 - 01:03:13


So the 561 people who did the pledge, are we tracking how many actually followed through with what we're asking them to do like what. What. What happens next? Like, and then what.

 Speaker 2 - 01:03:27


Well, that's the good. That I think, is where it's so important that so many of them are choosing to give us their email list. They're becoming our. I mean, we could call on them and the future. We can continue communicating with them, which we are, through our newsletter. We can call on them to be influencers, to help us to be volunteers. I mean, there's a lot of things we can do with them.

 Speaker 1 - 01:03:49


Are we. Are we could. On the pledge, are we. We're asking them to choose a city, right?

 Speaker 2 - 01:03:55


Yes. They have to tell us their name in their city.

 Speaker 1 - 01:03:58


Okay. So we can segment that list, for example, and so we know who's. Who's voting next week.

 Speaker 5 - 01:04:08


Question is on Monday.

 Speaker 1 - 01:04:12


So let's just say Plantation is voting today.

 Speaker 2 - 01:04:14


Yes.

 Speaker 1 - 01:04:14

Right. And Plantation took. We know maybe 20 people from plantation took the pledge. Can we retarget and send those 20 people an email to say the city of Plantation is voting X, Y and Z? You know what I mean? I think that we need to. We.

 Speaker 2 - 01:04:34

You want a retargeting campaign?

 Speaker 1 - 01:04:35

We. We've got to. Yeah, I think that would be important. Sunrise is a workshop.



Speaker 5 - 01:04:45

It's a special meeting. So via vote. Yes, Tamara.



Speaker 1 - 01:04:53

So I. If the intent here is to get to yes, then I think that we have to. There needs to be some sort of retargeting component and re. Engagement. And what I love about this strategy of the pledge is that people are literally telling us that they care about this issue.



Speaker 2 - 01:05:20

Right.



Speaker 1 - 01:05:20

So these are warm leaps, if you will.



Speaker 2 - 01:05:23

Agreed. I like it. We can certainly do it. We can do it today.



Speaker 4 - 01:05:27

Yeah, I think that makes a lot of sense. And then as far as the direct mail, I almost think that, you know, if we're really moving this towards getting to yes, it has to change. The message may have to change. And we need to. I think we almost need to hold off for maybe 30 days or 45 days till we find out really who the challenges. The challenge communities are going to be, municipalities are going to be. And then target those direct mail to those challenging ones, the ones that are balking.



Speaker 1 - 01:06:04

Yeah. If the goal now is to shift the budget to support getting to yes, then the message is going to need tweaking

because it's not just recycle right now. Right.



Speaker 2 - 01:06:19

So everything, maybe the cost, everything is not switching to getting to yes. That's. You know, you have to almost think of it in two, side by sides. There is overlap, but some of. I mean, it's really Your call and the executive committee's call of how we use the dollars. But there is a movement to reduce contamination and get people recycling. Right. That is part of the work we've been doing. It's happening almost in tandem with getting to yes.



Speaker 1 - 01:06:50

Right. No, I get that. But the question now is to reallocate the budget now.



Speaker 2 - 01:06:58

Yes.



Speaker 1 - 01:06:59

To support getting to yes.



Speaker 2 - 01:07:02

For some of it. Yeah, for some of it.




Speaker 1 - 01:07:05

So then could you help me to understand of what you're suggesting here? Of the \$90,000, which percentage would go towards recycling? Right. Versus getting to yes.




Speaker 2 - 01:07:18


All of it, except the direct mail. The direct mail really should be used for recycling. Right. This idea that we're going to do a direct mass mail postcard and people are going to and have enough time to do that, to get them to these meetings and cut it up in all these cities is, I think, in my opinion, unrealistic. But everything else on here could certainly be used to help get to yes.

 Speaker 1 - 01:07:41


Okay. So using that as the premise, what would the message and the call to action be?

 Speaker 2 - 01:07:49


The same message you've been doing 28 cities voting, getting to yes. And using these media outlets to get that information out to the communities through a paid campaign, as opposed to the earned side that we, you know, we do our best, we set up interviews, we do Q and A, we try to control it, but earned is, you know, there's freedom of press at play. When it's an advertised buy and we can script it fully, you know, we have a lot more control. But even some outlets, legacy media does not give us final say over the segment. They cut the segment WS is paid.

 Speaker 1 - 01:08:23


Yeah, go ahead.

 Speaker 3 - 01:08:25

Are we asking for an action from the people that were reaching with this to reach out to their commissioners, or what are we to get to. Yes. So is there a.

 Speaker 2 - 01:08:38

So we have. Yeah, so we have League of Women Voters, Sierra Club. There are certain groups in the mix that are the ones that are really doing that work. And then the pledge campaign is meant to support the getting to yes. With supporting the work the authority is doing. Yes.

 Speaker 1 - 01:09:06

The only problem with that is in a tangible, tactical way, is that the conversion is like 2%. Right? Yeah. So out of 24,000 people that visit the site, we have 561, which in marketing terms is not bad. Right. But if I were to think about it, dollars and cents purely from like a \$90,000 investment, is the ROI worth it? Does that make sense?



Speaker 4 - 01:09:37

So, you know, I'm wondering, I hear what you're saying about the direct Mail, but I'm going to go back to it anyway. The. If there was like a corner of the direct mail that said something like, how's my town doing? How's my city doing with a QR code? Don't we have. Or how can I get involved with the QR code that basically takes them to the Broward Recycle website. And we have the, the page there, right, that says who's signed on and who's, you know, let's take them to that. You know, let's take them to that so they can see what they are Municipal. Now 99 of them are going to say, okay, that's cool, you know, move on. But that 1% that wants to get involved and wants to get communicate with their commission, it gives them, you know, where they're at.



Speaker 4 - 01:10:40

Oh, we've already signed on, we're good. Or oh, they got a meeting coming up, you know, maybe we can get over there and see what's going on with this, you know, without. And that way, you know, you're not like predicting anything. You're just taking to a website and they can figure it out from there.



Speaker 2 - 01:10:57

There is a strategy with getting tia. There is a lot. I will speak. There is a lot of work happening on the background with get. Some cities are there, some are not and need some additional support and help. And we know that. I think I'm struggling with just the time frame to have it hit mailboxes in time. And then if a boat changes, I mean some cities are scheduling and then the boat is changing. It gets moved up, it gets moved down. Yeah, but a direct mail that gets snail mailed in a, you know, it's, it's a struggle to time that properly. I would hate to use the dollars only for it to land in a mailbox and the votes already happened. You know, like, how about.




Speaker 1 - 01:11:42

I'm sorry to interrupt. How about this? I think we need boots on the.




Speaker 2 - 01:11:49


Ground and that really is it. I mean, we have our supporters, we.

 Speaker 1 - 01:11:54


Need, we need boots on the ground. Yeah. I would support the idea of having a paid street team. And so, for example, some cities, and I'm going to use the city of Sunrise. It would have been great to have 10 people in that room wearing the shirts that you're going to be sharing with us today. In my city, I'm now struggling to think, well, who can we get in that room? So maybe I think that we should allocate some of that money. If the idea is to use a portion of the budget to get to.

 Speaker 2 - 01:12:37


Yes.

 Speaker 1 - 01:12:38


To have a ground game.

 Speaker 3 - 01:12:39

Yes, I agree. I'm trying to do the ground game with students, but.

 Speaker 1 - 01:12:44

And it's hard because it's hard of year is terrible.

 Speaker 3 - 01:12:49

And then the fact that we keep rescheduling, it's. It's impossible for me to nail down enough people right now unless I have like a couple weeks in advance, you know, and I just got some dates last week and then they're changing. So I think as many boots on the ground as we can get, showing a presence, that's it. It's just like, you know, they should probably be young. I'm still. I mean, we might be able to.

Speaker 1 - 01:13:14



So we all have done campaigns, right. And we are all used to the idea of when something is happening. You have a street team. You have people that are canvassing, you have people that are. I would strongly suggest that we take some of that budget and allocate for a paid boots on the ground bodies.



Speaker 2 - 01:13:40

Okay. So, Sam, do you have thoughts on how to do that through the authority? Because these people would need 1099. I'm suggesting. You're suggesting to bring on 1099 paid staff to be a street team.



Speaker 5 - 01:13:55

You mean to have people paid to go to the meeting? Each meeting, yeah.



Speaker 1 - 01:14:00

Street team, boots on the ground.



Speaker 5 - 01:14:01

I mean, can we do it? Do you think? We're having some volunteers that are going that are. There's people that are part of a few different coalitions. I know. I mean, Richard, I haven't seen like with a clean air coalition, I haven't seen them at their. There are some of the meetings, I think, but there are some. What's that microphone. There are some of the other League of Women Voters, the Sierra Club, like the Clean Air Coalition. I think if we just reached out to our volunteers to ask them to go to these meetings, you know, I think we could do it. Let's try it that way there at least.



Speaker 1 - 01:14:46

Yeah, but. Well, we've been trying it that way. Go ahead.



Speaker 3 - 01:14:50

So. So what's the effort that we've been putting into that? Because I, you know, I'm having a hard time. We have a

spreadsheet and it's changing and it's challenging and I have a whole bunch of other stuff going on and I'm trying to do it with one other person to manage this. So where do we get the support to get these people out there? Because I agree, I think that there is the potent. A lot of potential for volunteers to come, but I can't do it by myself. And I don't think any of us. What. What support can we get to make it actually happen? Because it's like, I think we need.



Speaker 5 - 01:15:22

To make sure that we're getting the message out right now. We need to get the message, make sure the message is getting out on the workshops, to make sure that the workshops are being publicized. I've heard that there's, you know, that the. Maybe a little harder to find for the workshop dates and also for the, you know, commission approval dates. So they're kind of. Because they're changing a lot and changing pretty quickly. So it needs to be real time on our website that we have real time data on there and make sure that these groups are getting it that do want to help, because there are groups out there that do want to help out. As I said, there's been.



Speaker 3 - 01:16:01

Is there a person we can put in charge of that do we have?



Speaker 2 - 01:16:07

You know, I think realist realism is always good. Amy on my team, and she's on the phone, I mean, she's been emailing these 40 groups that are tight, you know, and the businesses. It's tough. You know, it really is. It's. I can't sugarcoat it for you. It's not for lack of effort. And the direction was to have the voting schedule on the website. It is, it is updated in real time. You text me at 9 o' clock last night, my team updated all the yeses. As soon as we get the dates, a meeting gets moved, it comes off. It is in real time on that website.



Speaker 5 - 01:16:41

Okay.




Speaker 2 - 01:16:42

If you want the workshops added on there, we can certainly do that.




Speaker 5 - 01:16:46


Big things ahead of work, I think,.

 Speaker 2 - 01:16:48


Relying solely on volunteers.

 Speaker 1 - 01:16:52


It doesn't work. And I'll tell you why it doesn't work, Sam. It doesn't work because things are changing so rapidly. And not only that, but different communities have different nuances. Right. Of the volunteers that you have, how many of them are African American that's going to show up and not look, to be frank, coming into my city. Right. Why are these random people here? Correct. So I would, you know, like to ask the members your thoughts, but my recommendation is that we carve out some of this money. As much as I would say \$20,000 to look at. We recommend to the executive committee tomorrow to take out \$20,000 and then to see how we can use that fund for a street team.

 Speaker 1 - 01:17:47


You know, we've all done campaigns, so we all know that you cannot win a campaign unless you have boots on the ground. And all of our Money right now is spent on advertising. And the only concrete ROI that we have for sure is a \$24,000 to go to our website, the 24,000 people that went to our website and then 500 that completed a pledge. And we can't even say of the 500 that completed the pledge, how many of them actually had a conversation with their electeds. So I believe that we have to have boots on the ground. So the question now, Sam, is, and what I'd like for you to explore, if we're all in agreement, is how can we make that happen? And maybe that's a legal question. Is there any objection to, from a legal perspective if were to make that recommendation?

 Speaker 1 - 01:18:47


So my thought is that we would allocate a certain percentage of the budget to have boots on the ground.

 Speaker 2 - 01:18:53


Right.

 Speaker 1 - 01:18:53


So that's people that we would hire to go to the meetings and to raise awareness and as appropriate, speak on the issue if that person is from that particular neighborhood. Is there anything that says that the authority cannot do that from a legal perspective? And we would do that through conceptual.

 Speaker 2 - 01:19:21


Of course,.

 Speaker 1 - 01:19:26


Through. Through the authority.

 Speaker 3 - 01:19:27


The authority would have to. Have to do the hiring.

 Speaker 5 - 01:19:30


Right. And right now I don't know that there's a. There's no line items in there, I believe for hiring. There was one. There was one line item.

 Speaker 1 - 01:19:41

Yeah.

 Speaker 3 - 01:19:41

Contracting, I guess.

 Speaker 5 - 01:19:43

Right, right. And we can certainly bring it back to the executive committee.



Speaker 1 - 01:19:46

Yeah, I think we should. Are you, what are your thoughts, Mara?



Speaker 3 - 01:19:52

I think whatever we need to do to get people in front of the commissions to get it passed is what we need to do. And if it's too difficult to organize volunteers, then I don't think we have a choice.



Speaker 1 - 01:20:07

And what are your thoughts, member bikers?



Speaker 4 - 01:20:11

Well, two thoughts. One is what I've said many times. This is not my area of expertise. And I trust your. Your opinion more than I trust my own in this world, to be honest with you. But my gut feel is that I'm not excited about it. And I'll tell you why. Because when I see it doesn't matter what the issue is, when I see individuals coming into my town trying to influence how I'm going to vote and you're not from my town, it's a turn off. It actually does negative. Does more negative than positive for me, and I am concerned about that part of it. When I see faces out there I've never seen before and they're trying to convince me to do something that I'm not sure I want to do, it tends to. And they're moved me towards a no vote.



Speaker 1 - 01:21:07

But isn't it the same thing as having the League of Women Voters and other volunteers come in? It's the same thing.



Speaker 4 - 01:21:13

No, it's not.



Speaker 5 - 01:21:14

No, it's not.



Speaker 4 - 01:21:15

Because I know those organizations. I know what their objectives are. I know, I know. I know that, frankly, I know that they're there volunteering their time to do it. When somebody. I'm. I'm thinking somebody's being paid to influence my vote. I don't like it. I don't like it. And so that's. That's my hesitation. But I go back to my original thing. If. If this is where I. I trust. I trust your knowledge on this. I'm just basing that on. On my personal experience sitting up there, you know, for 20 years.



Speaker 2 - 01:21:44

Okay.



Speaker 1 - 01:21:45

The other point may be that under.



Speaker 3 - 01:21:48

The lobbying requirements for some of these boards, they may have to register as a lobbyist.




Speaker 1 - 01:21:58

Okay.




Speaker 3 - 01:21:59


Can I say.

 Speaker 1 - 01:21:59


Yeah, so.

 Speaker 3 - 01:22:01


Right. I think that. I think that I agree with you on that, which when I talked to Lori last week, it's like the best thing to have is the people that actually reside in the city coming to speak.

 Speaker 1 - 01:22:15


Yeah.

 Speaker 3 - 01:22:16

So that's where we're just having the problem, because it's. So I'm having trouble with students because, like, I might be able to access South Broward, and they had the vote in Dania yesterday, which passed, and I did. But how am I finding kids that just live in Dania with, like, one day notice to come to do this? It's a challenge. So I. If it's not boots on the ground, how do we find help? We. We just need support to. And just another helping hand, I feel like, to help manage the situation.

 Speaker 4 - 01:22:46

I know it's kind of like, notice.

 Speaker 5 - 01:22:48

Now, but, I mean, it's late notice now. Weston's coming up on Monday, and then Sunrise is coming up next Friday. Now, Sunrise is during the day, so tough to get students out there. But I think the students are great when they go out and speak, especially, you know, because they're, you know, they're coming from the heart.



Speaker 3 - 01:23:08

Perfect to have the students. It's just that I like, as one person, even with my assistant and even with our student advisors, because it becomes a moving target.



Speaker 1 - 01:23:20

It's.



Speaker 3 - 01:23:20

And because of the times at the schedule and because it's finals and AP tests and everything, it's really difficult to get people in front of these commissions right now. But that's, I think, the best way to do it. And that's all Volunteer? Yeah, I just need some help.



Speaker 1 - 01:23:36

You had an idea, Richard? Yeah, go ahead.




Speaker 3 - 01:23:45

Yeah.




Speaker 6 - 01:23:45


I think this is a great conversation that you're having concerning getting boots in the ground. My organization will be willing, more than willing, to go out and meet and speak on this topic because we've been involved with this process from the very beginning. One of the things that. I think. I understand what Steve is saying about having paid people, going before the commissions and pitching, but we do have costs that we have to absorb to drive to these places, and that's something that I would like you to consider. Maybe a stipend or something like that to cover costs for gas or whatever. But I would be willing to go to every single city, but then I have to choose which ones I go to because some of them are further away and there's a cost associated to that. So please take that into consideration.

 Speaker 6 - 01:24:35


Thank you.

 Speaker 1 - 01:24:36


Thank you. Let me clarify my thought. My thought is to have 10 people show up in our shirt and sit in that Commission Chamber, and then the one that speaks would be the one that is from that neighborhood. That's my thought. Right. Not necessarily to have 20 people get up and speak to the commission. Because you're right. Even now with. In my last commission meeting, someone got up and speak, and she obviously says she's from Coconut Creek. And even though I respect the fact that she spoke for me, I want to hear from people from Lauder Hill. Right?

 Speaker 1 - 01:25:21


So how if you had 10 people sitting in the Commission chambers and they're wearing the shirt, and then the two people or the three people that get up to speak are the ones that are either volunteers or the ones that are aligned with us, that's trained, that have the. The talking points. I just believe that we need bodies and we cannot get bodies depending on volunteers.

 Speaker 5 - 01:25:48


How about the people who've taken the pledge? We could contact them and ask them if they could come out.

 Speaker 1 - 01:25:54


No, they're. And we are, but it's not. It's not. Yeah, it's not consistent and it's. It's a heavy lift.

 Speaker 4 - 01:26:03


So I'm okay with what you're proposing.

 Speaker 3 - 01:26:05


Yeah.

 Speaker 5 - 01:26:05


You know.

 Speaker 1 - 01:26:06


What are your thoughts?

 Speaker 3 - 01:26:07


I mean, I think we could. If we have to pay, we can pay or we can get volunteers into. Your point. I mean, if we can get enough volunteers, I want to do it.

 Speaker 1 - 01:26:15


Listen, let's go to Broward College. Let's reach out to students, and let's say, all right, we need 20 students. Here's a schedule. And then you each get whatever the minimum wages for the Two hours or the five hours or the. Whatever it is. And this is now your. What you're doing between now and August. Yeah.

 Speaker 5 - 01:26:38

Make sure we can do that for one thing.

 Speaker 1 - 01:26:40

Right. So if. I guess what I'm looking for now is a consensus that's the direction we want to go in and if that is the direction. So that would. That's the first thought.

 Speaker 5 - 01:26:51

I just thought of another thought, though.



Speaker 1 - 01:26:53

Go ahead.



Speaker 5 - 01:26:54

You're saying about getting students. If the students come out and speak on.



Speaker 1 - 01:26:58

It doesn't have to be students. I'm just saying anybody.



Speaker 5 - 01:27:00

If the students come out and speak on behalf, can they get volunteer hours for doing that? For their part of their. Don't they have to get a certain number of volunteer hours?



Speaker 3 - 01:27:07

Well, you could get college.



Speaker 1 - 01:27:08

It doesn't, it doesn't have to be students. And I'm not asking them to speak, I'm just asking to have bodies in the room wearing the shirts.



Speaker 5 - 01:27:15

Right. But even so, if they were going there and volunteering and part of it, they could get their volunteer hours for going to these meetings and getting a shirt and wearing it and get checked off by somebody.



Speaker 1 - 01:27:28

So what I'm suggesting is that we have paid bodies.



Speaker 5 - 01:27:31

Right.



Speaker 1 - 01:27:32

And then we can supple. To supplement the volunteers.



Speaker 5 - 01:27:35

Right.



Speaker 1 - 01:27:35

And anybody that's going to volunteer, great. But I'm suggesting that we have a team of paid, A paid street team, that they're. One thing that they're going to do is they're going to go to the meetings wearing the shirts and then we'll.



Speaker 3 - 01:27:51

Have people that are from the city speaking. That would be a volunteer.




Speaker 1 - 01:27:56

Correct.




Speaker 3 - 01:27:56


Okay.

 Speaker 1 - 01:27:57


Yeah.

 Speaker 3 - 01:27:58


I don't think that's a bad idea.

 Speaker 1 - 01:27:59


So your thoughts.

 Speaker 4 - 01:28:03


With those parameters around it? You know, I trust your judgment and I can see where the benefit would be. We just need to be very careful about how they're presented in those meetings to make sure we don't turn into a negative.

 Speaker 1 - 01:28:18

Yeah. So I mean, for me, when I look out in the audience and I see 10 or 20 people, that's obviously from a group. They're not saying anything. I know they're here to support the cause that influences. I'm more inclined to listen.


 Speaker 2 - 01:28:33

Right.


 Speaker 1 - 01:28:33

And we don't know all 75,000 people that live in my city. I don't. But even when you see the same three or four people that come to the meeting all the single time and they're the only ones that speaking, sometimes our ears close to that again because now we're like, oh, here comes so. And so again. Right. So if you're okay with that,


then, Sam, I would like to maybe have you go through and figure out the mechanics of how we could make that happen so that we can then make a formal recommendation to the executive committee on Monday. But do that having already thought through what the execution would look like and Rapid execution. Yeah, yeah.

 Speaker 5 - 01:29:21


I'm just trying to. I'm just trying to think of how you're going to reach out to the people to get the volunteers.

 Speaker 4 - 01:29:26


Yeah. So a couple of thoughts on that. I still think.

 Speaker 1 - 01:29:30


Not volunteers.

 Speaker 5 - 01:29:31

No. Well, I know they're not volunteers. Yeah. How are you going to reach out to the people to get the.

 Speaker 1 - 01:29:37

So, for example, from my city, I can tell you, like, we all have done campaigning. We all know people that we can call on to say, okay,.

 Speaker 4 - 01:29:50

Yeah, I mean, I, I think I, I don't think we should just, I don't know what the, you know, like put on something on. Indeed. We need, we need 20 people to come in. I don't think that's the strategy, but I do think there are groups like the Sierra Group, like, you know, League of Women's Voters. There's a number of groups that we've already listed that we could contact and say, if you have time and you're willing to participate, we'd like to talk to you about and pay. And then I do think that we need to give some thought to very specific direction on what they can and can, what we expect and what, you know, we anticipate them to do and not do in those meetings.

Speaker 5 - 01:30:32



If you had people like through Richard's group, our Richard's group is another coalition and they're paying them a minimum of three hours or two hours, whatever it is, at minimum wage. I'm not sure what minimum wage is. 15 an hour. So it's \$30 for two hours. That, of course, would pay for their gas. As he's asking for gas, a gas stipend. It would take care of that gas stipend. Then it could encourage him to go out through his organization and get people to do this. But I'm just saying, you know, how it's going to work out as far as a minimum. And then you have to make sure they're there to check off with somebody that they were there.



Speaker 4 - 01:31:09

There's mechanics to it for sure.



Speaker 5 - 01:31:10

Right?



Speaker 4 - 01:31:11

Yeah, yeah. And getting their shirts and seeing who's there, who's not there. You know, the communication as this is very fluid. When the Meetings are. And that's very fluid as well. So it's going to take coordination for sure.



Speaker 5 - 01:31:25

Right. And you probably want to give them a minimum time to be there. Also you don't want to just say, you know, because they walk in there and it takes 10 minutes. You would have like a minimum sit there, two hour time or something like that.




Speaker 1 - 01:31:37

I have a question, Laurie. Is there somebody from your team that is currently responsible for coordinating volunteers?




Speaker 2 - 01:31:45


Amy Adler, who's on the phone, handles our community outreach and media. So she has been in direct contact. Richard has received many of her emails. With the sample letters we've given out, please come. The links to the voting schedule. We are continuously communicating with League of Women Vote with all. With all 40 of these groups.

 Speaker 1 - 01:32:04


Okay.

 Speaker 2 - 01:32:05


So going with this and the students.

 Speaker 1 - 01:32:07


So if we go with this proposed strategy, then Amy would be the one to execute that, correct?

 Speaker 2 - 01:32:16


Yes. If you. Where I'm struggling is figuring out how they're getting hired. Essentially that is not a service I'm prepared to provide. So that's just. My struggle is like where they're coming from.

 Speaker 3 - 01:32:33


But Abb available to help me organize. I can organize people. It's just I don't have enough time in the day to be on top of this as my sole purpose in life. And I, I just need help. It's like I have a pool of people that I can get out. It's just. I need help.

 Speaker 2 - 01:32:49


And you're talking about volunteers, right?

 Speaker 3 - 01:32:51


Yeah, I can, I think I can get volunteers. I just need assistance with actually following up. There's just not enough time in the day.

 Speaker 2 - 01:32:58


Sure, we can help with that. And you know, she just actually shot me a note. Piper High School. She's talking with Ms. Osborne. They're having their environmental science club, which obviously is in Sunrise vicinity next Tuesday. So we'll be reaching out to them to talk to them about, you know, these opportunities.

 Speaker 1 - 01:33:14


So of the people that you have on your list, how reliable and consistent, how many people do you have on your list?

 Speaker 3 - 01:33:24


I mean, I haven't, I'm just kind of going through it right now. I, I have to find the students and that's where I just need someone to help me follow up.

 Speaker 1 - 01:33:36


Yes. Silence your cell phones. Go ahead.

 Speaker 3 - 01:33:42


I think we could get a decent amount of people on the list and we just need.

 Speaker 1 - 01:33:47


All right, so.

 Speaker 3 - 01:33:48


And let me ask you this. Tamarack is voting today?

 Speaker 4 - 01:33:50


Yep.

 Speaker 3 - 01:33:51


Do we have people that are going out there today?

 Speaker 4 - 01:33:54

I'm gonna run up there, but. And that brought up another Point, though. Another hesitation. If we have people out there, some who are getting paid and some who are volunteers, how's that going to go? Do the volunteers now feel like, wait a minute, am I showing up here?

 Speaker 1 - 01:34:13

My goal is just that we have boots on the ground. So if you think that you have volunteers that can get it done, if you have help from. From Lori's team. Yeah, then we can try that first, but we just have to have boots on the ground.

 Speaker 4 - 01:34:28

Well said.



Speaker 5 - 01:34:29

I know last night at Cooper City, I think besides myself, there were 1, 2, 3, 4, 4 additional people there. So where. It's five people total. And I'm not sure if there were any other volunteers because there's usually a few ladies that show up from the Sierra Club or the Women's League of Voters. No, they were at the Broward County.



Speaker 4 - 01:34:52

Well, we had one. We had one there.



Speaker 5 - 01:34:54

Oh, one of the. Okay, so there was six people there last night, but there was. Some of them were elected and some of them weren't. Right. So. So six people there. That's pretty good at one meeting. You know, we needed it. We needed all the support.



Speaker 4 - 01:35:09

We did. It was a little touch and go.



Speaker 5 - 01:35:11

Yes. So. But. But to your point, though, Commissioner, I'm sorry, member, chair, done. I'm gonna get their title right. We needed them there. We needed everybody we had there to. To pull that off, you know, And. And. And it was. And they even said that, but it was really. They were. They liked it that we had that many people out there. And it was. It really made a difference to them that there were that many people there. But a lot of them were elected that were there. So.



Speaker 3 - 01:35:43

How does the tamarack meeting today?



Speaker 4 - 01:35:48

Seven o'?



Speaker 5 - 01:35:49

Clock?



Speaker 1 - 01:35:51

Well, I need 10 or 15 people in Lauder Hill.



Speaker 3 - 01:35:56

Well, I'm going to get. I have help to get kids to Lauder Hill.



Speaker 1 - 01:35:59

Yeah, I need it. I don't know about any other city. Right. But I need it.



Speaker 3 - 01:36:07

Do you know when the meeting.




Speaker 1 - 01:36:09

It keeps moving?




Speaker 3 - 01:36:10


Okay.

 Speaker 1 - 01:36:11


The target moves. So. All right, so let's bring this item to a close. What I'm hearing you say, Maura, is that if you have help, that you can figure out the volunteer thing. Right? So why don't we try that for a week and see if we're able to execute that, and then if we're not, then we can pivot. How does that sound? Okay, so to that end, I'm suggesting still that you carve out some of that meeting, some of that budget for boots on the ground. And then later on, if we need to use it. We can use it and we can make that decision within the next two weeks.

 Speaker 2 - 01:36:58


Okay. So if they. If they're asking to. I'm just. We're in person funding. I know. It has to be done in person, which is why we waited for this meeting to talk about all this. So if they earmark the 20, let's say \$20,000, I think is the number you said. Is that fine then to decide to execute that? I guess that can go through Sam. Okay. Like, we don't need another. Okay. Yeah, okay, sure.

 Speaker 4 - 01:37:29


I don't. I don't mind allocating the money in this meeting with the understanding that we're not going to use it unless we need it.

 Speaker 1 - 01:37:35


Correct. That's the suggestion.

 Speaker 2 - 01:37:37


Got it. All right. Do you want to execute anything else on this list at this time?

 Speaker 1 - 01:37:42


So let's talk about where that 20,000 would come from.

 Speaker 2 - 01:37:47


Well, you have it. I mean, these are just suggestions. So there's 16 not accounted for.

 Speaker 1 - 01:37:53


So the 16 not accounted for.

 Speaker 2 - 01:37:55


Yeah, because it's 100. Six is the total, but we've only given recommendations up to 90,000. Okay.

 Speaker 1 - 01:38:01


And it's a 10. Can we make the iheart work with 15?

 Speaker 2 - 01:38:15

So you want us to reserve the 20? So we only need to pull four. So the I heart will become six.

 Speaker 1 - 01:38:20

Yeah.

 Speaker 2 - 01:38:20

And then leave everything else for now.



Speaker 1 - 01:38:22

Correct. Okay, that would be my recommendation. Sam, you want to say something?



Speaker 5 - 01:38:26

Yeah, I'm just looking at. If you've got your mic. If you're talking about paying the. Let's just call them paid volunteers. \$15 An hour, and they're looking at two hours. You're looking at \$30. Okay. And if you've got 10 people, then that's 30. Times 10 is \$300. And we've only got 20 meetings, so it's only \$6,000. I mean, you're looking at allocating \$20,000. I don't think we need \$20,000.



Speaker 1 - 01:39:00

So 10. Well, we're going to need to. You already found the money to pay.



Speaker 2 - 01:39:04

For the T shirts?



Speaker 5 - 01:39:06

Yes.




Speaker 1 - 01:39:06

Okay. All right, so then let's do 10 instead of 20 then. And so if that's the case, then you can move. Then this amount that you have here works. And you had 16 not allocated. Right. So let's leave the 16 that's not allocated and then we'll figure that out. Are you comfortable with that? Are you comfortable with that?




Speaker 4 - 01:39:29


Yeah.

 Speaker 1 - 01:39:30


All right, so the consensus is that we would. Do we have to vote on that or do we just take a consensus to recommend it to the executive board. Right. It gets.

 Speaker 3 - 01:39:45


I'm sorry.

 Speaker 1 - 01:39:46


All budgetary. Think that's a recommendation to the.

 Speaker 4 - 01:39:50


Yeah, let's vote on it.

 Speaker 5 - 01:39:51

Yeah, I'd like to just kind of put out there. I'm sorry.

 Speaker 1 - 01:39:54

Okay.

 Speaker 5 - 01:39:54

Just add one more thing to the discussion that. That this is really. You're not really paying people to. Like you said, that you got hard guns going to your meeting. This is more just to kind of help out with people's gas money to get to the meeting, because you're getting paid \$30. I mean, if they're. They live in Coral Springs and they're driving to Hollywood and back at gas prices now, you know that \$30 is gonna be eaten up a lot in that gas going there and back. So it's not the messaging.



Speaker 1 - 01:40:22

Right. So the mess. The messaging. The messaging then becomes to have to offer stipend with the goal of having.



Speaker 5 - 01:40:31

Yes.



Speaker 1 - 01:40:32

10 People minimum consistently in meetings, wearing our shirts.



Speaker 5 - 01:40:37

Yes. You're just. Basically, that's what you're. You're doing. You're helping. You're helping with everything. And then it takes away that hard gun approach, though, you know, that you just. You've got people being paid, you know, so this is really just as. As Richard said, to help them get there. Get there and help offset their expenses of going to the meetings.



Speaker 2 - 01:40:55

Right.



Speaker 1 - 01:40:56

But still with the goal. I just want to make sure the goal is not missed. Right. No, the goal of having.



Speaker 5 - 01:41:02

Yeah, okay. Goals the same.



Speaker 1 - 01:41:05

So let me. Let me kind of wrap this up in a concrete way to make. And then I think we should vote to make the recommendation. So. So it would be that we would, for the next week, work through the way that Maura has the system with help from your team. If that doesn't work, then we would come back to the idea of having. Providing stipends to volunteers with a minimum of 10 to go to the meetings consistently.



Speaker 2 - 01:41:46

Yes.



Speaker 6 - 01:41:46

Yes.



Speaker 1 - 01:41:48

And to that end, we would recommend this. \$90,000 With the \$16,000 in reserve to finance the stipends if we need it.



Speaker 4 - 01:42:03

I think what you want to do is allocate up to \$10,000 of the \$90,000.



Speaker 1 - 01:42:13

Well, no, the 90s, we have. There's 16 here. That's not.



Speaker 4 - 01:42:16

Of the 16.



Speaker 1 - 01:42:17

Right.



Speaker 4 - 01:42:18

That's fine.



Speaker 1 - 01:42:18

Yeah. Yeah. And then that, you know, if we don't need it, then we don't use it.



Speaker 4 - 01:42:24

Right.



Speaker 1 - 01:42:25

Okay.



Speaker 4 - 01:42:25

Yeah. Yeah.




Speaker 1 - 01:42:26

Does that sound reasonable? All right, so if we can have a motion.




Speaker 4 - 01:42:32


Yeah, I'll make that motion with the 10.

 Speaker 1 - 01:42:35


Okay.

 Speaker 4 - 01:42:36


Okay. What she said with 10 second.

 Speaker 1 - 01:42:41


All right. All those in favor? Aye. Okay. Anyone oppose? All right, perfect. So does that give you Clara?

 Speaker 2 - 01:42:51


I'm good. I'm going to connect you with Amy.

 Speaker 1 - 01:42:53


Okay. All right, great. All right, what's the next item we have?

 Speaker 2 - 01:42:59


Okay, the last item is there's an updated timeline just based on the rollout for Broward County Schools to get recycling back into the curriculum that Ms. Cantrick provided before she retired last month. So congratulations to her. And then they also supplied a wish list as we're looking at next year's budget. As we're looking about the 250 that will have to be allocated in some way. They provided Items that total \$50,000. Like hey, if there's money additional or some extra support available, the is what we'd love to see. So that's provided in your backup for your review. I don't know that any action is needed at this moment, but I'll take any questions or. Member Bowman perhaps. Good. Yes.

 Speaker 3 - 01:43:47


It's bittersweet that Ms. Kendrick has retired. I'm glad that she prepared this for us before and I mean she did such a great job on this. I can't thank her enough. So I. I'm just looking at this right now. So I mean I support. It seems reasonable. But this is for next year, right? We've already. And I know that we are getting our recycling curriculum and everything out. I've been at some schools where they're starting to do their recycling. But you know, it's going to have to come together on a district wide basis. That's what we're working on right now. Different schools are doing like individual schools are doing a great job. But we're. I'm actively working on making that a district wide.

 Speaker 1 - 01:44:35


Effect.

 Speaker 5 - 01:44:36


Has it been approved by the. By the school board? By the school board?

 Speaker 3 - 01:44:42


I don't. I. We don't approve the curriculum. The school board. But the district.

 Speaker 5 - 01:44:46

The district does.

 Speaker 3 - 01:44:47

Yeah. And I, you know, to be honest, I can't. It was. I'm not sure about the execution. I'll have to get back to you.

 Speaker 5 - 01:45:00

That's to all the students. It looks like all the students, yeah. Public schools question. I'm sorry, I'm sorry. I've got another question on the hands on student engagement activity. So you got a. 80 To 100,000 students is getting that and it's only costing you \$2,000 for the. Looks like for recycling, sorting kits or something like that. Is that true? That's a pretty low number.



Speaker 2 - 01:45:32

Seems like I can take Summer, Scarletti and Lisa. I Never say her name properly. They have taken Susan's place. Any questions you have, I'll take them and I will get clarification if you need that.



Speaker 5 - 01:45:44

Yeah. You see the hands on student engagement activities as an example, recycling, sorting kits for 80,000 students for \$2,000.



Speaker 1 - 01:45:53

Good point.



Speaker 4 - 01:45:55

Yeah.



Speaker 5 - 01:45:56

Yeah. Just seems like, it seems like it's pretty low.



Speaker 2 - 01:45:59

The idea for that one I can answer was to have some sorting kits available in each of the schools. Not 80,000 of them, but that would cycle through the different classrooms for where they're teaching the. The curriculum.

Speaker 5 - 01:46:14



Okay.



Speaker 3 - 01:46:15

And they would have to give us an update too. On the curriculum.



Speaker 2 - 01:46:19

Yeah. So the curriculum. They're looking to assign a curriculum writer at this point to write the curriculum and then that we will have that information when the school year comes back in session in August. And then the idea which they're very open to is doing kind of like a joint media around the curriculum starting in the new school year with the authority provided when we get to. Yes.



Speaker 4 - 01:46:44

So do we have.



Speaker 5 - 01:46:46

Are we going to review the curriculum ourselves so we look at it?




Speaker 2 - 01:46:50

No.




Speaker 5 - 01:46:51


So to make sure we can ask.

 Speaker 2 - 01:46:53


For it, but that, you know, this, they.

 Speaker 3 - 01:46:56


And this is the original timeline was that this was going to be done, I thought earlier. Right. By the end of spring break. So this is the same curriculum that is now. We're going to start at the beginning of next year.

 Speaker 2 - 01:47:09


Correct.

 Speaker 3 - 01:47:09


Okay, so that was where I was.

 Speaker 2 - 01:47:12


Yeah.

 Speaker 3 - 01:47:12


Kind of dancing around that. I wasn't really sure.

 Speaker 2 - 01:47:14


Okay.

 Speaker 5 - 01:47:15


We want to make sure they're, you know, that they've got they're following the, I don't want to say rules that we have, but the, you know, if they're saying that we're recycling something that we're not, that we don't currently recycle, or they could just say we're doing dual stream recycling, which right now we're all promoting single stream recycling. So that's why I would say that at least not a bad. Somebody looks at the curriculum to make sure that it's, you know, following in line with what we're actually doing, you know, to make sure that they're not promoting something that we're not recycling or something of that nature.

 Speaker 3 - 01:47:50


Yeah, I think if you're reviewing. Just to make sure that it aligns.

 Speaker 5 - 01:47:58


Yeah, that's it. I mean we're not trying to tell.

 Speaker 3 - 01:48:00

Them that it's in compliance.

 Speaker 1 - 01:48:03

Yeah.

 Speaker 3 - 01:48:03

Then I think that I don't think that they would have an objection to that. Right. I can ask. I'm not going to speak on behalf of.



Speaker 5 - 01:48:08

Right.



Speaker 3 - 01:48:09

But I, I can make that inquiry or just.



Speaker 2 - 01:48:12

Yeah, I, I think I'll copy you on it. But I think they'd be more than willing to do that. It's been such a nice working relationship. They're really willing to. They're so grateful for the funding. They're really willing to do anything that gives the authority, comfort. I will say that.



Speaker 3 - 01:48:24

So they're fantastic.



Speaker 5 - 01:48:26

So perfect.



Speaker 3 - 01:48:27

Okay.



Speaker 5 - 01:48:27

Perfect. Thank you.



Speaker 1 - 01:48:29

Okay. All right. Just going back to the PIO meeting. So it's going to be at the waste management facility. They're hosting it on June 17th, correct. Okay. All right. Perfect. Any new or old business?



Speaker 2 - 01:48:48

All right.



Speaker 1 - 01:48:48

Hearing none, meetings adjourned.



Speaker 5 - 01:48:53

Thank you.