



Speaker 1 - 01:12

Well, you walked in just as we're about to call the meeting to order. So I call the Solid Waste Authority, Education and Outreach Committee sub counseling meeting to order. Roll call, please. Chair Dunn? Here. Member of Rye.



Speaker 2 - 01:31

Cruz.



Speaker 3 - 01:31

Here.



Speaker 1 - 01:33

Thank you very much. All right. Wonderful. Pledge of allegiance. I pledge allegiance to the black of the United States and to the families for which it stands, one nation, under justice for all.



Speaker 4 - 01:55

All right.



Speaker 1 - 01:56

Say that almost every day to remind them.



Speaker 4 - 02:00

For real.



Speaker 1 - 02:01

Just in the nick of time, Richard. All right. You got your two minutes, sir. Public comments is now open.



Speaker 5 - 02:19

Good morning, Chair and members, thank you for the continued investment in education and outreach. The proposed Broward County Public Schools sustainability curriculum is an important step forward and I would like to offer a few recommendations for consideration. First, I encourage the authority and the Broward County Public Schools to supplement classroom instruction with hands on experiential learning opportunities. Students learn best when they can see sustainability in action through composting, food recovery, reuse, recycling and resource conservation projects. Second, I encourage exploration of partnership with community organizations, farms, wildlife centers and local governments that can serve as outdoor classrooms. The town of Southwest Ranches is currently developing a zero waste plan that reflects its unique rural, equestrian and agricultural character. I'm serving as a zero waste consultant with Abby and Associates and currently leading stakeholder engagement efforts to help inform the town's zero waste strategy initiatives.



Speaker 5 - 03:30

The Southwest Ranch's farmers market includes open space and a pavilion that could potentially support future sustainability education programs and field trips where students can learn about composting, waste prevention, food systems and the circular economy firsthand. Additionally, the South Florida Wildlife center, their relocation to Southwest Ranches presents another opportunity for students to learn about wildlife conservation, environmental stewardship, and the connection between natural resource protection and waste reduction. Finally, I encourage the Broward County Public Schools to engage organizations with expertise in zero waste education and behavior change. Broward Clean Air is affiliated with several leading zero waste education and outreach organizations and we would be pleased to serve as a resource as the curriculum continues to evolve.



Speaker 5 - 04:24

I also want to thank Mayor Steve Brightcruise for his leadership and vision in helping guide Southwest Ranches toward a zero waste and circular economy transition in the years ahead. Thank you for your time and consideration.



Speaker 1 - 04:36

All right, nine seconds to spare. Thank you. Does the curriculum have end on experiential piece? What's being developed?



Speaker 6 - 04:48

Yes, that was part of the plan. Good morning.



Speaker 1 - 04:50

Good morning.



Speaker 6 - 04:52

That they would get that the students would get it both in the classroom and then through their electives. And then there's also many environmental clubs and other touch points throughout the year.



Speaker 4 - 05:03

So.



Speaker 6 - 05:04

Yes.



Speaker 1 - 05:04

Great. So great minds think alike. Fantastic. Thank you for that. May I have a motion to approve the minutes of May 13th? All right, well, all those in favor say aye. All right, motion carries. Put Waste in Its Place. Campaign update.



Speaker 4 - 05:30

Good morning.



Speaker 1 - 05:31

Good morning.



Speaker 6 - 05:32

We have a brief presentation for you today. As you know, we report quarterly, so next month we'll have the full. We're still getting numbers in, but we wanted to give you what we have on hand as of today. And then we want to talk about the additional fund. Well, not additional. The reallocation got approved on Monday. So we have a slide to talk through that to make sure we're still aligned and that we're executing what you all want. Kayleigh, I'm going to turn it over to you. I think you're going to take them through some of the reporting and then I'll do the budget stuff.



Speaker 1 - 06:07

Cool.



Speaker 6 - 06:12

Okay, next slide, please.



Speaker 2 - 06:15

All right, so we want to start with some of the engagements and analytics that we have so far for our Put Waste In Its Place ad campaign. And this is all part of the paid piece. None of these numbers include our organic work that we're also doing. So eyes on the authority. This is still early results. Some are still coming in, but over 9 million. You have 256,000 social media engagements and over 44,000 link clicks or QR code scans. Elisa, could you play the video for us, please? This is with island tv.



Speaker 7 - 07:34

Sa.



Speaker 2 - 08:04

So good.



Speaker 1 - 08:04

Yeah. Know her and she does such a good job. Okay, so I feel better now because when you said that you were going to go to that food distribution, I'm like, oh, probably not, but I see the vision. Yeah. Turned out really well.



Speaker 2 - 08:16

No, Nikki's great. Their whole team is great. And this was the perfect piece, the way that they produced it. So we're very pleased with it.



Speaker 6 - 08:23

That was added.



Speaker 4 - 08:24

Right.



Speaker 6 - 08:25

We didn't pay for it. She kind of. Yeah, she did that extra because she was like, this is important. Everyone should. I'm going to take it upon myself to do something creative with it. Yeah, really good support from media.



Speaker 1 - 08:42

So island tv, they do a lot in stuff in Creole, too. Any thoughts about doing something similar like this in Creole?



Speaker 6 - 08:50

Yes. And we connected with member Patterson because she speaks, but she said she wasn't confident that her Creole.



Speaker 1 - 08:58

That her Creole would do it.



Speaker 6 - 09:00

Like a whole interview or something.



Speaker 1 - 09:01

Oh, no, no. I mean the same way. How didn't.



Speaker 6 - 09:04

We.



Speaker 1 - 09:04

Don't we have Creole speaking influencers?



Speaker 6 - 09:08

We have. We did do Fritz Benny recently. Yeah, he could be one.



Speaker 4 - 09:14

Yeah.



Speaker 1 - 09:14

I'm just thinking, I just love the way that turned out. And doing something similar in Creole and Spanish, I think would be super powerful.



Speaker 4 - 09:22

Yep.



Speaker 6 - 09:23

So let's talk about that when we get to the. How we're going to use the 106. Okay. Yeah, that's good. Okay, next slide, please.



Speaker 2 - 09:31

Right, so another example, one of our influencers, Lori Jennings, I'm sure you all are familiar with her, she used to be on wplg and she did a little piece for us on her Instagram.



Speaker 6 - 09:42

Elisa, could you hit play?



Speaker 2 - 10:00

So the numbers on the left are not just hers, it's inclusive of all the ones that we've gotten back so far. Some are still posting and still getting their reporting in, but it was really helping us expand the authorities reach. You can see in the views and the engagements. It's putting the authority's message in front of these people's communities.



Speaker 6 - 10:18

Next slide, please. And one more example for you all.



Speaker 2 - 11:21

So good.



Speaker 6 - 11:30

Yeah. So the best thing about the influencers is one, I think it's a low cost for a lot of them, but we're reaching people we wouldn't reach through a government social media. Even if we promote it and it's tied to us, they're going to get. And what's awesome is when we reach out to them, I'm not just like blowing smoke. They really are. I had no idea. I definitely want to help with this. Sometimes they do extra, but they put it in their own voice. We're giving them, you know, these are the things we're trying to inform people. You know, this is what we're trying to get out there. But then they do.



Speaker 4 - 12:08

She did.

Speaker 6 - 12:08



We didn't say like, go to a Cinco de Mayo party and do that. She did that on her own. And we don't have it for you today, but we'll circulate it in email. The gentleman who did the Creole, our Creole influencer, he did a whole skit where he dresses up as his aunt who's older than him and he's teaching her. But it's hilarious. It's fun.



Speaker 2 - 12:32

He actually ended up doing two posts for us. He did one in English. It was like a more serious. And then like a few days later,.



Speaker 1 - 12:38

He did the whole skit.



Speaker 6 - 12:39

It was awesome. We'll send that one around. We don't have it in the presentation, but we'll send it around. So keep this in mind. You know, we get to the 106 in a few minutes because we definitely want to do more of this, you know, the big thing, you know, that we're going to get to. Yes. And then people have to be aware, but they have to care. And then we get to the behavior change. So that's all the foundation that we're laying now. A lot of the work. And that's what we have in our mind when we're laying out, like, okay, what do we want to do with these dollars? Yeah.



Speaker 1 - 13:13

Okay, next slide, please.



Speaker 2 - 13:17

So another important thing that we've seen between the influencer ads and then the ads that we've done on the authorities pages is it's really help us. We've got a ton of comments and.



Speaker 1 - 13:26

A new way to engage with people.



Speaker 2 - 13:28

And answer directly their questions, their concerns, see what people are talking about now that we are reaching these newer audiences. So went through and we categorized them. It was like well over 100 comments. And our main categories that we saw were related to recycling, access and cart concerns. Skepticism about recycling systems, positive support for recycling and sustainability. Questions about how to recycle.



Speaker 4 - 13:55

Right.



Speaker 2 - 13:56

So what goes in my cart? I never knew that this was allowed. I never knew this wasn't allowed. Broader waste reduction and just environmental advocacy. So things like plastic reduction and the importance of that, questions about composting, concerns about packaging, and then a little bit of cost and skepticism, which we understand. So being able to go through all this really helped because now it helps us tailor our next round of messaging, too. We can directly talk with these people in the comments and also use this as a guide for our next slate.



Speaker 1 - 14:30

Shin, are there any. So recycling access and cart concerns, are there any based on what was in the comments, are there any opportunities for us as an executive committee to perhaps think about systems and processes based on the comments you were getting?



Speaker 6 - 14:54

Absolutely. For now, we're holding the line of collection will remain with your city and pointing them where they can call, talk to somebody about that, make that request. I want a larger recycling. A lot of what we're hearing is I want a bigger container.



Speaker 1 - 15:12

So, yeah, I think it's important for us maybe after we get to. Yes, it's important for us to revisit that and share that. That with the committee. Because all of us as cities, we're going to need to figure that out.



Speaker 4 - 15:24

Right.



Speaker 1 - 15:24

How do I mean, in terms of our website, where is there a place on our communication where residents can go very easily and find out how to access the tools, the schedules? And I don't think that's something that we think about as municipal leaders. Right. And I think that I would note what's coming up and then think about where there's opportunity for new messaging, but also where there are opportunities for process and system intervention that we need to know as elected leaders so we can bring it back to staff, particularly for the TAP committee.



Speaker 6 - 16:05

Will do. Thank you. Next slide please.



Speaker 1 - 16:10

Let the notes reflect that our executive director is here.



Speaker 6 - 16:19

Okay, so a slew of earned media, you know we turn basically everything on the side in April and then went right into our PR efforts. So just in the last three, you know, we're not even through with June, but 34 earned media placements, not paid. Estimated, huge estimated audience. And that's because some of the radio, you know, they replay it over and over again in the drive times. But the estimated publicity value just from this kind of getting to yes effort and getting the messaging out on all of these medias is about 661,000 in earned media. So that's. Yeah, yeah, it really was. Next slide please. So this is the impact segment that was, this came out right before the WLRM piece that chair Ryan did.



Speaker 4 - 19:22

Yeah. Yep.



Speaker 6 - 19:25

So we crossed the thousand mark and. We're moving and groovin. We're also, you know, these are the people that care the most. So as their city comes up, we're sending them notices. Hey, you pledged. This is the item that's coming for your city.



Speaker 4 - 19:49

Yep,.



Speaker 1 - 19:52

Yep,.



Speaker 6 - 19:55

Yep. Yes, yes. Next slide. Broken down by city. But one thing to note is we've gained 640 email addresses as well. So not only is it like it's not really a one and done for people, it's like, yep, I'm committed to this. But yes, I want to learn more. Keep talking to me. And they're, you know, by choice handing over their contact information. Well, we send out our newsletter, that's what we have on budget this year, once a month. But I think as we get towards the behavior change and standardizing the recycling and you know, it's obviously we can also take that list. We can do lookalike campaigns with that list. I mean there's a lot we can do with it.



Speaker 1 - 20:58

For now you're. You're adding them to our email distribution and the ones that are pending the vote.



Speaker 6 - 21:04

Yes.



Speaker 1 - 21:05

You are reaching out to those.



Speaker 2 - 21:06

Correct.



Speaker 1 - 21:06

So for me, I mean those 54 people.



Speaker 6 - 21:09

Correct.



Speaker 1 - 21:10

I need them.



Speaker 6 - 21:13

Sounds good. Next slide please. This is just a graph by city. It's tiny. Tiny because there's so many of them.



Speaker 1 - 21:21

Yeah.



Speaker 6 - 21:22

Because it's percentage of population go small cities. Spread it Loud and wide.



Speaker 4 - 21:40

Yeah,.



Speaker 1 - 21:47

Sure. How can we be a part of the pledge.



Speaker 7 - 22:15

11?



Speaker 1 - 22:16

So that's an opportunity. The PIOs have toolkits and I know there's a meeting today at 1:00 clock with the Pios, and I believe Lauderdale Lakes comes to that. So Commissioner Sharon Thomas has expressed interest in being more engaged around the pledge. So, you know, I'm happy to call her. I mean, member Bright Cruise. I know that you're going to try and go to one of the events that she's hosting.



Speaker 3 - 22:53

Yeah, so we did. We talked after that. Appreciate that. Unfortunately, I'm also going to be.



Speaker 1 - 22:57

You're also out of town.



Speaker 3 - 22:58

But what I did do was I went to the website. I put together an email for her with the website address so she can just click on and go there. And then I took screenshots of all of the, like the videos, the PowerPoints, the FAQs, so that she could orient herself to it. And unfortunately I'm out of town, so.



Speaker 1 - 23:20

Maybe we can have that as an outreach event then. So if you guys can reach out to member Sharon Thomas from the city of Lauderdale Lakes. She's having an event in July. Do you already know about it?



Speaker 2 - 23:31

Not the event piece, but Amy did connect with her yesterday. She sent her an email outlining pretty much how to make a pledge video. A little sample copy, sample bullet points. And then she also sent the vice mayor the Pio toolkit as well.



Speaker 6 - 23:46

So that could be okay.



Speaker 1 - 23:47

But I'm saying. But maybe having a table at that event, I guess is what I'm getting at. So that we can help her to drive the pledge even more.



Speaker 2 - 23:54

Definitely.



Speaker 1 - 23:55

Okay, cool. And you guys are going to share this slide with the PIOs?



Speaker 6 - 24:01

Yes, we're meeting with them today. We're doing a tour of the new recycling facility. We have about 1620 PIOs confirmed.



Speaker 1 - 24:12

Okay. Folks are competitive.



Speaker 6 - 24:17

In a friendly. And I will note now before we go into this, you know, as we're looking at next year, when Elisa and team, before we launched member the whole digital and like started driving traffic to the pledge page and increased the number. Serious. So that we, you know, then the. But when were just doing it in person, the conversion rate was 12%. So, you know, as the budget gets larger, we might want to think about next year. A dedicated paid team. Either through my team, somebody else's team. Yeah. Because it's high. I mean, 12% is excellent. And that's where were, you know, when it was just that. But then once we turned everything on Obviously, you're driving more traffic, you're not going to get as much. They have to see it more times.



Speaker 6 - 25:09

They're not as connected as having a five minute conversation with someone to really understand it.



Speaker 1 - 25:15

Yeah, I fully agree. A street team, I think is really critical. Boots on the ground. And that gives us the capacity to be in multiple places at once and to go to the HOA meetings.



Speaker 6 - 25:27

Yeah, there's a lot we can be doing. A lot more touch than just one event per city because we're just limited on staff time, you know, and volunteers are great, but they're volunteers. All right, next slide. I want to talk through the budget. So we have 106, 480 sitting on the table. These are items that will not be done on hard cost for this year. So our team took the 106, 480 based on previous conversations we've had here, and we broke it up. Interested in your thoughts? I'm happy to discuss. You know, we need to get some visibility in that kind of Deer Field, Lighthouse Point, I don't know, by the sea area. So that's why we're dumping some into the new Pelican. But that's why the new Pelicans on there, because that hits that area.



Speaker 7 - 26:28

Vice Mayor Robin Osi called me right after were sending that or we voted on the second Amendment and he got that language so he could give it to the Pelican. So I don't know if there's anything that you're doing with the Pelican or not, but he's working with them closely and they're working with him. So, you know, anything you can do to help them out and they get anything additional that you want to put to them, they are our ally.



Speaker 6 - 26:54

Yes. This would be paid. So we're going to try to get more eyes on it.



Speaker 7 - 27:00

Yes. Okay.



Speaker 6 - 27:01

Control the message a little bit for the Westside Gazette.



Speaker 1 - 27:06

Bobby Henry is a pretty influential person in the African American community. I wonder if he would be open for the

Meeting .m4a

digital stuff to do like a really similar educational digital video with him being the person. He is not only influential in terms of, oh my gosh, if you can get him and Bertha to do it together, that would be great. But he's also a Q.



Speaker 4 - 27:38

Right.



Speaker 1 - 27:38

So then he has that Divine nine connection.



Speaker 6 - 27:44

My question to you is, you know, now we're kind of up against the wire. Are you all comfortable with those top few? If we need to juggle around 500, 1000 to make it work? You know, let's say he Says I could do it but I need, you know we really need to hit 3500. Would you be comfort. Okay. We'll slide it out of Pelican and put it there to make that happen. Are you guys okay with that? As long as we don't exceed the dollar amount on this table just so we don't have to come back and have a meeting to get the approval.



Speaker 1 - 28:17

On that member Bright Cruz.



Speaker 3 - 28:20

Yeah, just yes. The answer is yes.



Speaker 6 - 28:22

Thank you.



Speaker 3 - 28:23

But a couple just follow up thoughts, clarifications, I guess. So that the digital campaign, can you speak about that a little bit? Kind of who that's, what's the audience for that and how that can be delivered.



Speaker 6 - 28:38

So that's through our channels. We do ads and that's where all those social comments are coming from. That's from our paid Digital. We do YouTube via YouTube shorts. We do Facebook and Instagram and we target the ads based on our target audiences that we're going after. Seniors by age, Spanish speakers, Creoles. Like all of our hard drill down. So we drill it down.



Speaker 3 - 29:04

Awesome.



Speaker 6 - 29:04

We also have been as we get to yes, we remove a city but we pump out who said yes to all the other city. Hey, these city said yes. Your city is going to vote on this. So we're using those dollars to drive both efforts. So that's why we have an extra 10 or our wish is, you know, not to spend it all. Obviously getting to yes. But as we get to August 15th and now we have kind of this holding period before the new money starts. It's always best in marketing if we can keep things going and not hard stop start like a constant drip to where it's working, you know. So that's why we're asking for that extra pot so we can keep dropping influent like in that August 15th to September 30th before our money resets. We can keep things going.



Speaker 7 - 29:54

Yeah.



Speaker 6 - 29:55

And not turn it all off and then start it up again.



Speaker 3 - 29:58

Perfect. Yeah, that sounds great.



Speaker 1 - 30:00

Okay. What's the timing of the digital piece? I mean the direct mail piece so.



Speaker 6 - 30:05

That we talked about doing after we get to yes.



Speaker 1 - 30:08

Okay.



Speaker 6 - 30:08

Yeah, we I think nailed the creative last time but we'll bring that back to you next meeting in July to look at and then see how we want to target that. We basically took the monies we had in the business one since we're waiting on the CPU DND stuff and all of that and we just put it in this line item to be on this side of things because we know People want something to reduce contamination. Like we know they want a direct mail to tell us. These are the things that go in your cart.



Speaker 3 - 30:37

Gotcha.



Speaker 1 - 30:38

Yeah, Yeah, I think that's fine.

Speaker 3 - 30:39



Yeah, I think it's great. Just you mentioned a lot July and I just want to make sure. So I'm fortunately, unfortunately, however you want to look at it. I'm going to be gone most of the month of July. So, you know, it's just the two of us. We need. We need to both physically be here to have a meeting. So just want to maybe coordinate a time. I get back like around I think the 22nd of July, and then I'm here for the rest of the month. I don't know if there's a time later on there that we could meet,.



Speaker 1 - 31:14

You know, just some new coordinate schedules. Yeah, let's do that after we get through the agenda as a new business. Perfect. Okay. All right, next,.



Speaker 7 - 31:25

Whatever you can do to target in on Fort Lauderdale. We're still is. As we all know. It's still on your mic. Yeah, we need to target Fort Lauderdale though, for any of your media blasts that you have. Whatever you've got in there that's going to Fort Lauderdale. I see a lot of these are the west side and the Pelican, which is really not going down to Fort Lauderdale. But anything that you have any local newspapers that are target them. So what do you. Do you have anything now on the previous page that you had fort Lauderdale?



Speaker 6 - 31:59

So we've done stuff with the Browardist, which is a huge influencer in Fort Lauderdale. And actually Commissioner Sorenson penned an article with the Browardists and it did really well. So we are targeting Fort Lauderdale. I think I'll have to get with Amy to really see what she's going to recommend there. I don't know that it's going to be something on this list though. So maybe we want to carve out while we're here making a decision.



Speaker 7 - 32:27

Yeah.



Speaker 6 - 32:28

Besides just the money, like, can't you.



Speaker 1 - 32:30

I'm sorry to interrupt, but the digital. The digital piece, couldn't we just do. Do make that hyper targeted to Fort Lauderdale?



Speaker 4 - 32:41

Yes.



Speaker 1 - 32:42

And the influencer piece, just make it hyper target so it's the same money. Because it's still this money. This budget really is intended to be in part getting us to. Yes, right. So just be GEO targeted to Fort Lauderdale.



Speaker 2 - 32:58

We can do that. And we have some of the digital that's running right now that is in specifically Fort Lauderdale. So they're not getting nothing right now. They're definitely getting ads, but we can carve out some of the money.



Speaker 1 - 33:07

Yeah, yeah.



Speaker 7 - 33:09

And Hollywood, too. I mean, Hollywood's a concern also. But, you know, I think if you're hitting Fort Lauderdale, whatever, it could be the same thing would be going to Hollywood. So if there's any local, you know, Hollywood talks or anything like that. HollywoodNews.net or anything, I don't know who's a local person there, you know, if they have any local blogs or anything.



Speaker 1 - 33:30

So to think through the timing of that, the vote fort Lauderdale happens July 2nd. So really in the next two weeks. And then to give you time for you to then retarget the ones that do take the pledge to get them engaged. Yeah, good point, Sam.



Speaker 7 - 33:53

Thank you.



Speaker 1 - 33:56

Go ahead, use the microphone and just say who you are. You gotta use the mic. Use the mic.



Speaker 4 - 34:22

They tend to not be so pro environment, but if we could get somebody who's an influencer from that community. It is a huge community at this point.



Speaker 1 - 34:32

Any suggestions?



Speaker 4 - 34:33

I'm trying to think. Everyone I know has been against me with the trees, so they haven't been huge environmental people. I have some, actually, some people who have been with us. I will call them and see who they think might be, and then I'll email you, Laurie. Because that's a really big community in Hollywood and they're really becoming very influential on the board. So I got a letter from Herbst yesterday from Fort Lauderdale that was, you know, no way, no how. So if we can get Fort Lauderdale people to tell him and his friends that they want it, that would be. I think your suggestion was great, that we really need to focus on them.



Speaker 1 - 35:22

So if you can think through who you would suggest and let Lori know, that would be really helpful.



Speaker 4 - 35:27

Yeah, I will.



Speaker 1 - 35:28

All right, thank you. All right, what's the next? So that gave you clarity and you have clear directions.



Speaker 6 - 35:35

Okay. Yes. Okay. So just where we're going from here, we did send some members. Member Horland, member Bowman. Some did do the pledge videos, you know, and they did. They got great engagement. So we'll just maybe, Sam, we can get a reminder out to the members for that, because that did really well. We also are layering on top of it all the content we shot with the Panthers. That's the other digital campaign that we already have dollars for. We don't need anymore. Because in our current budget, we have monies for that campaign specifically. That stuff actually does get recycled. So that's also being layered. Obviously, we're focusing on getting TS supporting Sam and the team however they need. So up next, we'll do the new digital media campaigns, the additional ad campaigns we talked about.



Speaker 6 - 36:23

Direct mail after yes, and then additional earned media after yes. That'll be a great opportunity. Then we have the full report coming to you at the close of this quarter.



Speaker 1 - 36:36

Do you know which colleagues have. Which members have agreed to other than member Horlan? Are there others in the pipeline to do the videos?



Speaker 6 - 36:44

Sam, did you get a response from anyone when you sent the email to the governing board members? Remember,

this was Elisa. No. Okay, so maybe we can send her.



Speaker 1 - 36:57

So who would be helpful?



Speaker 7 - 36:59

She did send it out.



Speaker 1 - 37:00

Okay, so who would be helpful for us to get to do it? Because maybe member Bright Cruise and I could make the ask directly.



Speaker 6 - 37:10

Let me give some thought to that.



Speaker 1 - 37:12

Yeah, give some thought and then maybe just send us an email with who you think would be helpful and then. But we'll divide and conquer the list and make the ask directly and I'll just wait until after my. To do my video.



Speaker 6 - 37:26

I understand.



Speaker 1 - 37:27

Yeah.



Speaker 7 - 37:27

Can you get Major Mayor Trentellis and Commissioner Glassman? That would be great.



Speaker 4 - 37:37

All right,.



Speaker 6 - 37:40

Concludes our guest. Our update.



Speaker 4 - 37:43

Okay.



Speaker 6 - 37:45

Oh, I didn't realize they embedded it was really good.



Speaker 1 - 38:20

Oh, that's awesome. So I have a question, and it's a question that I'm asking because it's really my question. So now that I've been involved in this, I'm being more conscious about, like, I've always been conscious about plastic and using reusable bags instead of plastic bags, but I'm now becoming more conscious of food waste. And so I'm curious, what should, like what should I be doing with food waste?

Speaker 3 - 38:54



Does anybody know if you can compost.



Speaker 7 - 38:56

It at your house?



Speaker 1 - 38:57

But how does one do a. How does one compost at their house without it stinking up the place?



Speaker 7 - 39:02

Well, it doesn't really stink if you have a composter, a small composter that you can buy from Home Depot or whatever. They don't, they don't smell. I mean, I, I had a composter in my. A small one on the kitchen. But you can also get the ones that are like kind of like a. Look like a small, like a rock tumbler almost. And you put the waste in there and you turn it. But you have to have a yard to do that with. If you don't have a yard, then I probably that little. The small one for the countertop.



Speaker 3 - 39:28

But so, yeah, I mean, there's. There. Yeah, there's. As to Sam's point, there is a Few options really. If you get the right mix with those tumblers, if you get the right mix of food and like leaves, you need some leaves, some other non food compost to mix in with it. This, the smell is. If you get the right mix, the smell is almost non existent but it's hard to get the right mix. Okay. So I'm not saying. But the other option, what we've done in the ranches is we've partnered with Filthy Organics and for a very reasonable price. We did it originally as a just a pilot because weren't sure how it would go over. We've now got about 60 or 70 residences that are part of the program. We opened it up to everybody.



Speaker 3 - 40:22

It's not really caught on huge, but that's 60 or 70. That and it's, the cost is very minimal. I'm trying to remember what it is.



Speaker 5 - 40:31

I think it's like, I think it's like 2,500amonth.



Speaker 3 - 40:35

Yeah, it's very minimal. And so what they do is they give us a bucket with a liner in it and every two weeks you set it out in front of your house, they come by, they pick it up, they take the liner out to give you a new liner and you bring it back in. It's very, no muss, no fuss, no smell because the container seals up perfectly and it's very reasonable.



Speaker 7 - 40:58

If you put meat products in there, does it smell?



Speaker 3 - 41:00

Nope. Well, now this because it's just food. If you don't put the lid on there, it's a stinker.



Speaker 5 - 41:06

Okay.



Speaker 3 - 41:06

I'm telling you. But it's totally sealed.



Speaker 5 - 41:09

So.

Speaker 3 - 41:10



So I have it, you know, right there and I don't smell a thing.



Speaker 1 - 41:15

So I think that's part of one second. So I think. So I brought that question up Lori, because I think that when we get to behavior change, I think it's important for us to kind of come up with like a process.



Speaker 6 - 41:32

Right.



Speaker 1 - 41:33

So level one, recycle your plastics. Level two, think about how much food you're wasting. Level three starts to, you know, so I think it would be important for us to come up with like maybe three to maybe one to five steps of how people can really practice this and become really amazing steward and then just small digestible things that we can do in our homes and look for as many low or no cost ways. And as you know, if this property tax passes in cities, a lot of cities are not going to be able to supplement the cost of doing any of this stuff. So that's why I brought up the. Brought up my own conversation in my head because I'm sure that as people get educated on this, that they may want to do more. Go ahead.



Speaker 4 - 42:37

Home goods a very pretty. At home. Good. It's a very pretty little thing that I keep on my counter. I put everything in that. I have a. I have the composting bags in it. And then when that gets full, I just put it in the five gallon container outside. No smell at all. We make no garbage. I mean, we can have our garbage picked up maybe every other week between recycling and composting, because everything goes into compost or recycling. There just isn't garbage anymore.



Speaker 1 - 43:08

So you would be a level five.



Speaker 4 - 43:11

No, but I'm saying it's so easy. There's no smell. I literally. It sits on my counter, it has its own bags in it. So I just take that bag, put it in the one outside, and it's so easy. We use renewable. Renewable picks it up every other week and we don't have any smell. It's really.



Speaker 1 - 43:31

So I get that and I still say you're a level five. So in my city, where we may not have the additional service. Right. That would be a barrier for people or for folks who are not resource prohibits them to go to Home goods to purchase something. So that's why I think that we have to kind of think through level one to level five what's possible. But I'm happy to hear that it's possible for you to really minimize the amount of waste.



Speaker 4 - 44:05

Prior to Home Goods, I used yogurt containers. I just, you know, I saw this at home goods for \$8, so I figured I would get it. But prior to that, I just used the large yogurt containers and I put it in yogurt containers and just dumped the yogurt containers.



Speaker 3 - 44:19

You know, I think the other option is. I had a number of conversations with member Mateo on this. And you know, in Coral Springs, they have a place where you can drop it off. Maybe there's some options for some regional areas when we get there to where that's a lot easier in some ways.



Speaker 1 - 44:47

Let's put that in the parking lot. And after we get to. Yes, then let's think through because with behavior change, we have to think about what the opportunity cost is for people. And we have to make the opportunity cost as low threshold and desirable as possible so that it's easy for them to choose behavior one over behavior two. But we'll get to that after August. Thank you all Right. So any further comment on this item? All right, thank you for the update, ladies. Keep up the good work. Outreach to Cities.



Speaker 6 - 45:23

Yes. So 16 and counting, 15 cities, one county voted yes. We have Coral Springs, I believe tonight.



Speaker 7 - 45:31

Coral Springs is tonight.



Speaker 1 - 45:32

Yep.



Speaker 7 - 45:33

Yes, Coral Springs is tonight.



Speaker 1 - 45:37

Do we have a time certain with them?



Speaker 7 - 45:39

No, there's no time certain on it.



Speaker 1 - 45:40

Where, where does it fall on the agenda?



Speaker 7 - 45:43

I gotta look at that. Oh, no. Yeah, keep going.



Speaker 3 - 45:45

I'll let you know.



Speaker 1 - 45:46

Further down on the agenda. Okay.



Speaker 4 - 45:49

Yeah. All right.



Speaker 7 - 45:50

And their meeting starts at 7, 6:30. 6:30. Okay.



Speaker 1 - 45:54

Oh, so they probably won't get to it until about eight, maybe. Well, let's see.



Speaker 6 - 45:59

Depends how many presentations and things. But I would like to point out that not one city has voted no up until now. So, you know, we're, we're moving. That's all I have on that. We are just supporting Sam, you know, tweaks to presentation. Some cities want specific things with their numbers. We work on that together. So we're just offering our support whenever we. And however you need it.



Speaker 7 - 46:27

And we thank you for it.



Speaker 6 - 46:29

Anytime.



Speaker 1 - 46:31

All right, Great. In the PIO meetings. I know we have one today at 1 o' Clock. I saw the email that Amy sent out earlier. Yep. All right, so we're chugging along and the PIO is actually following through and helping us to push out the message.



Speaker 6 - 46:47

Oh, yes, it's hiring. Yes. Yeah, we're tracking. They're all doing a great job.



Speaker 4 - 46:55

Okay.



Speaker 1 - 46:55

All right, Broward County Public School update.



Speaker 6 - 46:59

So Susan Kantrek, the director of Applied Learning, retired at the end of this last school year. So our contacts and two that we've been working with, Summer Scarlett and Lisa Amerovic. I never say her name properly and I apologize. But they are our contacts still. So they, I had a call with them just before the last day of school and they are identifying and working with the curriculum writer because they want to roll the curriculum out for this next school year. They are going to have someone come and present the curriculum. So my question to you is, and they will probably be maybe September, you know, after they get, you know, the.



Speaker 5 - 47:45

Right.



Speaker 6 - 47:45

At the beginning of school is a very busy time for them. And I don't want to pressure them, but I, you know, hopefully September or October at the latest. Someone's coming. Is the correct form for that here. Do you want that at an executive committee member meeting? Because we got, after that got approved, there were several members that reached out separately and said, I'd like to know what the curriculum is. I think they'd be interested in it.



Speaker 1 - 48:07

My thought is that the rollout plan we should talk about here so that we're clear about what that strategy is going to be, what the potential impact is, and then the curriculum, I think the executive committee would be an appropriate place after we get to.



Speaker 3 - 48:26

Yes, Yeah, I agree 100%. I think. Yeah, let's get the plan in place and give that some thought. Not that they couldn't adjust it or make recommendations to, but let's get that settled. And I think there is enough interest and frankly, the education piece of it would be helpful to educate to the whole executive committee. So.



Speaker 1 - 48:45

Yeah, Sam.



Speaker 7 - 48:46

Yes. There's one city in particular that has brought that up at their commission meeting a few times, Lighthouse Point. And so their meeting is now scheduled for the first and Second Amendment vote for July 14th. So anything that we have that to present to them on the 14th as far as where these, you know, the programs are going to be instituted, if it is going to be, you know, county wide for every and it's going to be just first grade or they're going to be for all grades. What, what's the, you know, any details that you have on it? Because they're asking for, they're saying they haven't seen anything or heard anything and nothing's been, you know, some of them were teachers and they haven't heard anything.



Speaker 7 - 49:33

So anything that you have that we can have for them is going to be great because they're going to ask for it again. I know.



Speaker 6 - 49:42

Yeah. So just to put it on the record, the funds were delivered from the authority. We funded \$45,000 to support the curriculum development to the Broward County Public Schools. That check was delivered to them late April, so they didn't get the funding till the end of the school year. They are now writing the curriculum that will be taught all grade levels. Teachers will get the curriculum. It is up to the teachers whether they institute it or not. They are trying their best to tie it to a standard core. So, so it does get taught. It will also be integrated into their electeds. This is what they have told me. So they're writing the curriculum now. And then a member of the school team will come and present that to the whole executive committee and maybe even a governing board meeting.



Speaker 6 - 50:28

If you think that's valuable, go ahead.



Speaker 7 - 50:32

Sam, do you know how many hours that they're looking to, you know, how many hours of curriculum will have, will it be involved, you know, is it a hundred hour course or just 10 hours or 5 hours towards education of it?



Speaker 6 - 50:46

That's a question for them of how they write curriculum. I'm not a curriculum writer and I don't even want to begin to guess. But as I understand it's a lesson that gets taught in the classroom. So it's age appropriate. Appropriate for a grade one through three, a grade five, you know, four, five, fourth and fifth grader, a middle school lesson, and then a high school lesson.



Speaker 1 - 51:05

Could we invite them to come to the July meeting just to talk to this committee, whatever.



Speaker 6 - 51:11

I think that will be tough given when they asked to connect back with me. They're, you know, they're in summer break right now, so I don't think it would happen before August.



Speaker 1 - 51:26

Okay, so August 19th meeting, then I can ask. Yeah, let's invite them on the August 19th meeting and. Because I'm curious too, about what the rollout is going to be and.



Speaker 6 - 51:38

Sure,.



Speaker 1 - 51:41

Agreed. All right, so let's invite them to the August 19th meeting and then they can present to the entire board in September. Okay, yeah. And then the other thing that I'm curious about is originally we had spoken about picking like four or five schools to pilot something. Where did that end up?



Speaker 6 - 52:04

So that was before that. Susan Kantric advised that they just roll the curriculum out in this first phase to all grade levels. That was a pride. We were thinking originally, like, well, let's just pilot it in three or four schools. But then they said, no, let's just write the curriculum for the grade appropriate age and just push it out to all the schools. So that went away. What they ended up doing then was to launch like the notice that the curriculum is coming to their teachers for Earth Day. They did celebrations in certain schools and went there, we videoed it, we put it on socials, we worked with them. I believe Plantation even recognized one of their schools that was honored.



Speaker 6 - 52:49

But schools that were essentially getting it right, they celebrated them with a little bit of the money, gave them awards, and then that is dovetailing into the curriculum kind of being launched. They're kind of like the cheerleaders for it.



Speaker 1 - 53:02

Do we know which schools have environment? Well, could we get a list of the schools that have environmental clubs?



Speaker 6 - 53:09

Yes, I've asked for that. I believe they're putting it together.



Speaker 1 - 53:12

Okay, great. Because then we could let each member know that there's an environmental club in their city. And then as I don't know about you, but I'm starting to do my strategic planning for the next fiscal year now. And so I'd like to know which schools in my city or the surrounding community has environmental clubs, because then I can kind of match my educational outreach to provide additional support around behavior change.



Speaker 6 - 53:44

Makes sense.



Speaker 1 - 53:44

So, yeah, that'd be good. Any further comment on this?



Speaker 6 - 53:48

All right, I have one additional thing, Madam Chair. So in the budget for this year, we also have \$10,000 earmarked for back of house training for janitors kitchen staff. They also are just like us, trying to get the janitors and the

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kitchens to put the right recycling items in their recycling carts for Coastal, who's their provider. So they are thinking about potentially like, you know, where the carts sit, the poster that goes there. They don't have stickers on their bins right now, how to use those 10, that 10,000 to just get something in front of their back of house staff. So they've brought that back to their, you know, leaders.



Speaker 6 - 54:30

And they're going to also update me on how they'd like to use that so I can bring it to you all and maybe we can talk about it in August so that those monies can be used before September 30th.



Speaker 1 - 54:44

So I always like to talk to the folks who we're targeting. Are they in deciding on the tactic, are they going to be deciding it in a silo or are they going to be talking to the target audience?



Speaker 6 - 54:59

I believe they're talking to the target audience.



Speaker 1 - 55:02

Could we confirm that?



Speaker 6 - 55:03

I will. Yeah.



Speaker 1 - 55:04

Because then you don't want a principal to say, let's just do this, and then at the end of the day, the janitor doesn't pay attention to it. Yeah, we could just make sure that's happening.

Speaker 3 - 55:15



Right. Just brings up another thought. Have we, have we done anything from a procurement standpoint, any communications to those folks that do procurement that, you know, we're starting to look at, there's different options. And when you, what you buy off the shelf, whether or not that packaging is recyclable or not recyclable, things like that. And I'm wondering if we are have anything in the works. I don't think we've ever talked about it, but I wonder if there's anything as far as that maybe we could at least add on to that would at least get people thinking in that direction. I don't know. I think in the long run that's what a lot of it's going to come down to. I don't think we're there today, but I think in the long run, changing the packaging that we're going to be using is key.



Speaker 6 - 56:06

Yeah. I can add it to the list. I think when member Bullman is here next, she's the right person to connect with on that. In our next public meeting, I can call her and talk to her about that.



Speaker 1 - 56:20

That's a good idea. I can tell you we have a no plastics ordinance on city property in Lauderhill. And when I tell you how challenging it is to get people to go from using the plastic bottle, use plastic bottles to something else, it's a challenge. And the pushback that I get from some folks is, oh, the can so expensive. And it is. It's more expensive. The cans more expensive. This is more expensive. So what I'm saying to folks is, you know what, do what we used to do. Get an igloo with water and use the paper cups, and people can get water that way. So I do think that there is a level of education that's required around the procurement piece and then switching out all of our vending machines from plastic bottles to can, even if it's a little.



Speaker 1 - 57:17

So I think that once we get past. Yes, we need to now think through the ecosystem of, you know, municipal government, the school, and see where there's opportunity for us to help them make small digestible changes. That's not going to be too expensive. So maybe we can workshop that maybe in our September meeting and invite an expert that can help us figure that out. Yes. Go ahead. The mic. The mic, please. The mic. Okay.



Speaker 4 - 57:52

I'm involved with trying to get the South Broad Hospital system more sustainable. And we belong to Practice Green Health, and they have a procurement website, a place where you can buy stuff, reprocessing stuff, process stuff and that kind of thing. So I'm sure there's something equivalent for non hospital, you know, cities that. That you could find that.



Speaker 1 - 58:20

Yeah, Lori, that'd be great.



Speaker 4 - 58:23

Oh, okay. Sure.



Speaker 1 - 58:24

Thank you. Practice Green Health. Oh, yeah. Practice Green Health.



Speaker 4 - 58:29

Yeah.



Speaker 1 - 58:30

Thank you. All right. You know, you know what I love about this? We're speaking as if it's already done, and I love that. That's a good sign. Right? All right. Thank you for that.



Speaker 6 - 58:45

All right.



Speaker 1 - 58:46

Do we need to talk about reallocation?



Speaker 6 - 58:49

No, I added this to the agenda just in case we. But we folded it into the presentation before.



Speaker 1 - 58:56

Fantastic.



Speaker 6 - 58:56

Yeah.



Speaker 1 - 58:57

All right, so new business, the changing of the schedule. So you said July 22nd is when you're coming back? Yeah, and I'm leaving that week. But I have to. I really want to take the Last two weeks off, but I don't think that's going to be possible. So I will be back on the 29th. Well, could you do a later meeting on the 29th? Like that Wednesday in, like later in the afternoon. Or Thursday, the July 30. Is the executive committee and governing board. We don't meet at all in the summer. Correct. There are dates for executive committee. When are they? I'll pull it up.



Speaker 6 - 01:00:20

The executive committee meets July 17th at.



Speaker 1 - 01:00:23

9:00Am okay, yeah, I'll be here for that. I'll be here for that. The 30th would work. Okay. Is that anytime during the day? Because I will check for availability in.



Speaker 6 - 01:00:41

The afternoon of the 29th.



Speaker 1 - 01:00:43

Oh, no, I think.



Speaker 6 - 01:00:44

And then the 30th.



Speaker 1 - 01:00:45

Did you say the 30th or the 29th? So the 29th I could do in the afternoon, like after 1 o'. Clock. And then on the 30th I could do the morning. I'll confirm availability of the room. Okay.



Speaker 6 - 01:01:08

All.



Speaker 7 - 01:01:12

Right.



Speaker 3 - 01:01:12

While we're talking about this, I'm looking at August as well. And I'm going to be really delinquent. I'm not going to be here on the 19th either. I'm here through Tuesday the 11th,.



Speaker 4 - 01:01:34

And.



Speaker 6 - 01:01:34

Then we don't have an executive meeting in August. I don't believe. Right, Sam.



Speaker 1 - 01:01:39

It is on the schedule, but we.



Speaker 3 - 01:01:41

Don't have one on the 19th.



Speaker 1 - 01:01:43

It says August 19th. There's a meeting. They're all on the schedule if the.



Speaker 6 - 01:01:47

Executive committee decides not to have them.



Speaker 2 - 01:01:49

Okay.



Speaker 1 - 01:01:50

That hasn't been discussed.



Speaker 6 - 01:01:52

I thought they said yesterday no executive in August, but okay, I see it.



Speaker 1 - 01:01:57

I could do the 12th if that'll work. Instead of the 19.



Speaker 3 - 01:02:02

Let me just see the 12th.



Speaker 1 - 01:02:08

When did you say you were leaving?



Speaker 3 - 01:02:09

I leave on the 12th. I have my flight leaves at 4 o' clock in the afternoon. So we could do first thing in the morning.



Speaker 1 - 01:02:15

Yeah, I could do the morning of the 12th. Same time like now? Yeah, yeah, if we needed to. Okay,.



Speaker 3 - 01:02:23

Yeah, that would work for me.



Speaker 6 - 01:02:24

Yeah. I mean, I also don't think just to give you the variable. I'm just trying to think ahead in terms of funding. We're not going to be.



Speaker 1 - 01:02:35

So do you want to cancel August?



Speaker 6 - 01:02:37

I'm not making a recommendation for you. I'm just giving you guys an option too. Because if you're not making a decision, a voting decision, like we did today, where I need you to say yes to the numbers, you could also have a virtual option if that helps you with your schedules. I'M just saying that. But I'm wondering if we do need to start looking at. We wouldn't be looking at the budget for next year till September because we have to get to yes first.



Speaker 4 - 01:03:02

So.



Speaker 1 - 01:03:04

So could we then do the July.



Speaker 6 - 01:03:05

And August virtual just to open up more time. And then we don't worry about the meeting room because she has to check if this is even available on certain days.



Speaker 3 - 01:03:17

For July, I'm totally fine with virtual. I'll have full access for August. I'm going to be in a cruise ship Arctic, so I'm not sure what my activity is going to be there.



Speaker 1 - 01:03:29

So then could we just make July the July 15th meeting virtual, then?



Speaker 3 - 01:03:35

I'm good with that.



Speaker 1 - 01:03:36

Okay, so we'll just make that virtual. And then the only thing you have to do is think about the August meeting.



Speaker 6 - 01:03:44

And I think that'll be helpful because you want to have the school. Someone from the school here, too. So if they're coming to the August meeting and you want to do that one virtual as well, I think that would be. That might help get them here, you know, maybe easier for them just with the start of school and bringing them out west. Yeah.



Speaker 1 - 01:04:03

So do an August 12th virtual as well. Yeah. From 9 to 10:30. Correct.



Speaker 3 - 01:04:08

Okay.



Speaker 4 - 01:04:13

All right.



Speaker 1 - 01:04:15

Any other new or old business?



Speaker 5 - 01:04:20

Sure.



Speaker 4 - 01:04:21

I sent you guys yesterday some information about this ended. Ending wasted food program from National Wildlife Fund. We can apply for up to \$300,000. And this is like right up our alley. Look, I mean, you guys have done an unbelievable job. I think you guys have been fantastic. And this isn't so different from what we're already doing. And if we could apply for this grant. I don't know, Sam. I don't know how this gets done, but these grant. This grant was written for what we're doing. And you know, it's up to \$300,000, which you guys. I mean, you're already doing this, so I'm wondering. The deadline for application is September 1st. It's.



Speaker 7 - 01:05:13

I mean, we could have the grant kind of ready to go.



Speaker 4 - 01:05:17

Yeah, I mean, it's. I sent you the information. I could send you more. I found a little more since then. There's two different kinds of grants, and I think we'd be eligible for both of them, actually. And it's. I mean, to me, we're just the perfect. When they describe who should get this grant, you know, we have so much in place. You're ready. You guys have done. I mean, I can't believe it. A thousand people come up to Me and say, oh, I've seen you on. You know, I didn't even see it, but I don't even know how people are getting it, but you guys are getting the word out there. It's. It's just really. I'm really impressed. And, and I mean, we're. We have everything in place, so, you know, I'm happy to help with it. I, I.



Speaker 7 - 01:06:02

We have to. For us to get this grant. I know we have to be past August 15th.



Speaker 1 - 01:06:07

Yeah.



Speaker 7 - 01:06:07

Before we even apply for it, but we could be ready to apply for it after August 15th.



Speaker 4 - 01:06:12

Yeah.



Speaker 7 - 01:06:13

You know, so there's.



Speaker 1 - 01:06:15

I think it's. Do you look into it, Sam?



Speaker 7 - 01:06:18

Yes.



Speaker 4 - 01:06:18

All right.



Speaker 1 - 01:06:19

Where would we go from here?



Speaker 4 - 01:06:21

I don't even know where to start. Where would we go from here? Because there's a lot of. So, Sam, I can send you this more information.



Speaker 7 - 01:06:29

I have it here that you sent the Catalyst friend, the Innovator grant.



Speaker 1 - 01:06:36

Do we have a grant writer, Sam?



Speaker 7 - 01:06:37

We. I have a grant writer that I've used in the past. It's very good, and he's relatively inexpensive. Also. RMK Funding or rmpk. Let me think.



Speaker 1 - 01:06:54

Is this something that we would need to bring to the executive committee,.



Speaker 4 - 01:07:01

Or.

Speaker 1 - 01:07:01



Is he in your purchasing threshold?



Speaker 7 - 01:07:02

I think he's in my purchasing threshold. Yeah, I know he would be.



Speaker 1 - 01:07:07

So maybe just send it to him. And what do you think, Member Bart Bruce.



Speaker 3 - 01:07:11

I do think we should loop in the executive committee. I really do. Just so they're aware of it doesn't come as a surprise that they're, you know, they feel like I don't. I don't see any objection to it. I just don't want to be surprised by it.



Speaker 7 - 01:07:22

Right.



Speaker 3 - 01:07:23

Just an agenda item or a bullet point under education report.



Speaker 7 - 01:07:30

I can bring it up at the next meeting then.

Speaker 1 - 01:07:33



Yeah, I think that's fine. And again, just not to get distracted from the. Yes, I think would probably be the only thing. But thank you for bringing that forward.



Speaker 4 - 01:07:42

It's up to \$750,000, so you guys could do a lot. I mean, I don't know that we get that. They said the average grant will be 300,000, but even still, 300,000. Laura, you could do a lot with that. All right.



Speaker 1 - 01:07:59

May I have a motion to adjourn?



Speaker 4 - 01:08:01

All right.



Speaker 1 - 01:08:02

So moved. Thank you all.



Speaker 7 - 01:08:04

Thank you.