



Speaker 1 - 00:05

All right, I'm calling the meeting to order. You could do roll call, please. Alisa Elena. Alisa. Chair Dunn here.



Speaker 2 - 00:18

Member BrightCruise here.



Speaker 1 - 00:21

You have a quorum. That was easy. Yeah.



Speaker 2 - 00:27

All right.



Speaker 1 - 00:28

Okay, we go to the first agenda item. Do we. Do we need to do a pledge virtually?



Speaker 3 - 00:39

Probably won't hurt. I don't think it's not gonna hurt things. We got a flag.



Speaker 1 - 00:47

All right, I pledge allegiance. Do we have any comments from the public?



Speaker 4 - 01:15

Does anyone online want to speak and give public comment?



Speaker 5 - 01:20

Good morning. Ripkud Ramcharitar. I just wanted to say it's nice to see everyone again. And we've had presentations in Broward County. I presented at the Broward Sierra Club general meeting on the 9th and that went pretty well. We were educating the audience on zero waste strategies and I thought that it went pretty well with that. And we've also had some meetings here in Southwest Ranches with regards to selfless ranches Zero waste plan that's being. That's being developed right now. We had a town hall online town hall meeting last night. The mayor, Steve Bright Cruise was participating in it. And I have to say that thankfully for his leadership, Southwest Ranches is leading the way in zero waste in Broward county and South Florida. Thank you.



Speaker 1 - 02:27

Anyone else? Public comment. All right.



Speaker 5 - 02:38

Hello, Sorry, this is Tyler Wood.



Speaker 2 - 02:40

Oh, Tyler Wood.



Speaker 5 - 02:42

Sorry, sorry. I was just driving and didn't want to disrupt anybody, but. Yeah, this is Tyler Wood. I'm the vice president of circularity with Carpentura and I just wanted to say thank you for all the work that you're doing for Zero Waste in Broward County. And we've also submitted a proposal to the county and a large investment as well. And just wanted to also notify you that were nominated for the Earthshot Prize this year for Prince William and also pre selected by the World Economic Forum for low carbon circular systems innovations. So thank you for the meeting that you're held up holding and look forward to seeing how things are progressing.



Speaker 4 - 03:32

And Tyler,.



Speaker 1 - 03:35

You put a link in the chat. Any other hands raised?



Speaker 5 - 03:37

Yeah, I dropped a proposal. I dropped the proposal on the chat.



Speaker 1 - 03:43

Thank you. Any other comments? All right, closing public comments. I'd like to put forward a motion to accept the minutes of the June 17 meeting. Do I have a second?



Speaker 6 - 03:59

You do. I'll second that.



Speaker 1 - 04:01

All right, well, since it's only the.



Speaker 4 - 04:04

Two of us on the meeting,.



Speaker 1 - 04:08

I say it passes unanimously. All right, so next, the next item on the agenda is it put waste in its place. Campaign update.



Speaker 2 - 04:19

Good morning, everyone. Lori Menaco, conceptual communications. We are going to give you a brief presentation and campaign overview.



Speaker 7 - 04:31

Yes, I can hear you.



Speaker 2 - 04:33

Okay, I'm going to share a screen, and I'll turn it over to you to walk us through where we're at. Can everybody see this?



Speaker 5 - 04:40

Yes.



Speaker 2 - 04:41

Okay, great. We're off to the races. Obviously, we've all been doing our part to educate local officials in the past few months as they have this item come to vote. So that is where the majority of our efforts have gone on the education side, and it's starting, you know, at that local level. But we have done a lot of work already building a foundation around, you know, the importance of recycling, properly reducing contamination, educating on the master plan and its goal to divert approximately 60% of our waste from landfill and waste to energy. And with that, I'm going to turn it over to Haley to talk about the Put waste in its place campaign. Over to you, Haley.



Speaker 4 - 05:37

Perfect.



Speaker 7 - 05:37

Thank you. All right, so we are excited to share the results of this campaign we launched in April. We are finishing up with some items that are running through July. So Eyes on the authority, over 10 million social media engagements. Over a million. And link clicks and QR code Scans to the browardrecycles.org website were over 56,000. So we're very pleased with these results. Lori, would you like to play the example? We can move on?



Speaker 2 - 06:05

Yeah, I think it's always going to be a challenge with playing the audio on the virtual side. We can make these available through our socials and things for people or share the presentation after.



Speaker 1 - 06:18

Perfect.



Speaker 2 - 06:20

Okay.



Speaker 7 - 06:21

And so this is how that big number breaks down our traditional media that you all remember. We broke it up by our target audiences and selected media outlets per audience. You can see that our estimated total audience from these efforts was over 8 million. So a big chunk from this traditional media was very helpful with getting eyes on our work.

Speaker 2 - 06:46



Elisa, do you want to mute everyone but Haley and I? Okay, thank you. And just a reminder that these target audiences were selected by the members of the authority. So we did a survey way back when to identify the audiences that they had trouble reaching when it came to educating on recycling, when it came to educating on waste diversion. And this is where we landed. So our Creole Caribbean speaking audience, Spanish speakers, seniors, our multifamily renters, and then those who are economically challenged. And then, of course, we did some just to general population. And that's that bucket that you see there?



Speaker 4 - 07:34

Yes.



Speaker 7 - 07:35

Our next bucket was our social media ads. So we ran 42 total ads across Instagram, Facebook and YouTube. These were broken out by different regions of the county towards different cities. It was our geotargeting, also our wonderful partnership with the Panthers, getting that out countywide. So this was also very fruitful. It's very low cost, efficiently running cost, and the reach and engagement show just how beneficial this was for us. Then we also worked with our influencers. So again, we broke that out. We had our Creole and Caribbean influencers, our senior influencers, and our foodie lifestyle that were helping share our message with their audiences and connecting us with people to broaden our reach. So we had over 33 pieces of content with our influencers. They produced 83,000 views and over 6,000 engagements on solid Waste Authority messaging.



Speaker 7 - 08:38

And in this section, in our last meeting together, we identified some additional ad spends that we wanted to place. So that was our Waves Caribbean radio. That was great. It gave us 72 spots and an interview. We had the west side Gazette, the New Pelican, iheartmedia that was in both Spanish and English, and then our city media.



Speaker 2 - 09:00

And then this is an example of one of the print ads we ran. So, again, just trying to get people to stop and read, take a quiz and educate them. Again, this is really about diverting waste from landfill and waste energy, protecting the finite capacity the Broward county has available to them, but doing it in a way that hopefully will, you know, we're using language that the general public can understand and really laying the foundation for many of them. This is the first time they're hearing about this or seeing it. No, go ahead.



Speaker 1 - 09:42

Okay.



Speaker 7 - 09:42

I was just saying we're also very grateful for our community supporters who are making headlines with their op eds. We had our students, our League of Women Voters, Sierra Club, and I can't see the last one, but we are very grateful for Climate Reality.



Speaker 4 - 09:59

Yes.



Speaker 7 - 09:59

Thank you. And so these were placed in the Sun Sentinel and the New Pelican to again share this message.



Speaker 2 - 10:06

And again, these groups took it upon themselves to do this. I think Linda Thompson Gonzalez, hers came out first, and then the trio, Stephanie, Julie Long and Susan jointly penned that one. And then they let us know that they heard the students were also working on an editorial piece. And again, a lot of these students chose to take their own time, show up and speak at these commission meetings. Later on in our agenda, we're going to talk about where we're at with the partnership we have with Broward County Public Schools. But many of the schools already have environmental clubs, and obviously we have the recycling curriculum kicking back in for this new school year. So really good things on that front. And the students have just been so supportive of these efforts.



Speaker 7 - 10:56

So next we'd like to briefly update on the pledge campaign that's on broadrecycles.org we have over 1,000 pledges and our top three cities, Plantation, Hollywood, Fort Lauderdale, next slide. And this is it broken out by city and pledge numbers. We also have up to 700 emails. So people who have opted in who want to keep getting the

messaging want to be kept up to date with what the authority is working on. And we are continuing to retarget these contacts ahead of their city votes.



Speaker 2 - 11:33

I can talk about next steps. So in August, as you all requested, in your last meeting, there will be a member of the Broward County Public Schools to talk to you. And this is a virtual meeting which works for them. So I'm glad we're doing that. They'll talk about the timeline for the rollout of the curriculum for the 2026, 2027 school year. We have our direct mail campaign. We'll be talking about that then because then we'll know if we've hit our threshold and if we should activate that. But we're gathering numbers in advance of that meeting and presenting those targets back to you. Again, we're recommending we start with the hard to reach audiences that the 28 members identified. That will be your decision of where we spend those doll year.



Speaker 2 - 12:20

And they have to be spent before September 30 and then earned media celebrating. Yes. You know, we're holding on this obviously until we get to. Yes. But as we're quickly approaching that 80% threshold where we know that, you know, media has been following up and I have Amy on the call here, but I know they're anxious to get an update. So as soon as we have that 80% locked in, we'll definitely be updating all of them and do an earned media component piece there. And then later in our agenda, I thought we could just start talking about the 2027 budget because I'd like, you know, usually that gets approved at the September executive meeting governing board. So hopefully we can review that as a committee in August. Okay, back to you, Haley. She's going to take you through. This is our July meeting.



Speaker 2 - 13:16

So we're reporting on April, June quarterly report now.



Speaker 1 - 13:22

Go ahead.



Speaker 4 - 13:24

Thank you.

Speaker 7 - 13:25



Yes. So big numbers this quarter to be expected, of course, with all this big push that we've been doing. So total reach across all efforts, over 36 million are added value, which again, this is the Cost of. Amy, perhaps you could explain it better than I could.



Speaker 1 - 13:44

Sure.



Speaker 2 - 13:44

It's the total publicity value.



Speaker 4 - 13:46

So earned media, if you were to.



Speaker 2 - 13:48

Advertise, is at its core kind of what it is.



Speaker 3 - 13:52

Yeah.



Speaker 4 - 13:54

Thank you.



Speaker 7 - 13:55

All right, so over 43 placements, again, that big audience number, our reach across our social media channels, over 3 million. We've had 4,000. Over 4,000 web users this month. And then our community outreach, this is the outreach that we're going to each of the cities and we're having a presence at their events with over 6,000 and over a thousand email opens. All right, so this slide is our earned media for this quarter. We've had 43 placements across TV, print, radio, and then we also had our added value OP eds, which are so helpful for us with the new Pelican, the West side Gazette, and our city media. Now we just wanted to briefly highlight social. And again, we are really growing. Social had a big boom for us this quarter. Big reach numbers, big video views, big engagements.



Speaker 7 - 14:53

And this is really with all of the media that we're capturing, the influencers that we're working with. We're getting a lot of eyes on the solid Waste Authority social this quarter. And it shows because we have big gains. So from Q2 or Q3 versus Q2, you can see how big the percentage increase was of our visibility, the video views, engagements, and also the amount of content that we've been pumping out this quarter has been very instrumental in raising all these numbers.



Speaker 4 - 15:26

Okay.



Speaker 7 - 15:26

And a quick review of web, the top five pages. We're going to take the pledge. Our upcoming meeting.



Speaker 3 - 15:33

Could you go back one slide, if you don't mind. Commissioner Dunn can't see it, so I was going to send it to her as a. Yeah.



Speaker 1 - 15:38

And if you can just ask her to email it to me so I can talk.



Speaker 3 - 15:42

Or if you can email it to her. Because the email, if you email the MD marketing thing, it comes up where you've got to open it through Otter and she can't do that on her phone.



Speaker 2 - 15:51

Okay. Yes, yes, we will do that.



Speaker 3 - 15:55

Yeah, just email it, if you don't mind. Email it to Commissioner Dunn. Kate, well, I've got you here real quick. Can I make one comment on the. About what you're saying before about having the school board give us an update, I guess, at the next meeting. Can we get that out? What? That information out to all of our, you know, especially our newspapers like Sun Sentinel and the Pelican and things like that. Because I know we've had questions on that. About how it's going to be coming out. So can we get it out to the public? Besides from just a school, maybe?



Speaker 2 - 16:34

Yeah. So it's two pieces, Sam. One, there's a member coming to talk about the rollout plan of how they're rolling out the new curriculum in the school year. That's what's happening in August.



Speaker 3 - 16:45

Okay.



Speaker 2 - 16:45

So that's just internal for this subcommittee. Once the curriculum gets rolled out, we'll be doing a joint announcement with Broward County Public Schools, but we'll have to work with their comms team on that. But that is part of the plan for the new fiscal year budget.



Speaker 3 - 17:02

Do you know when it's. When they're going to be coming out with that? I mean, when they're going to actually start teaching the curriculum in the schools.



Speaker 2 - 17:08

So that's the update that this subcommittee requested for August. The schools are obviously on break right now, but a member of the Broward County Schools will come to this August 12th meeting and provide that timeline.



Speaker 3 - 17:22

Okay, very good.



Speaker 4 - 17:24

Yep.



Speaker 3 - 17:25

Thank you.



Speaker 2 - 17:26

Back to you, Haley.



Speaker 7 - 17:29

All right, so top five pages on the web. This is great. Again, we're pushing our getting to yes and our take the pledge. So our top five pages were take the pledge, upcoming meetings, the Broward recycles homepage, the master plan, and the voting schedule. Briefly, this is the list of the community events that the Solid Waste Authority had a presence at. Sunrise, North Lauderdale, Coral Springs, Wilton Manors, Lauderdale Lakes, Lauder Hill, Weston, and a second and Lauderdale Lake's conversation with the commissioners. So these events got us over 6,000 people that were in front of, and we are still locking down some more. All right, fiscal year to date, big numbers. Total reach 38.3 million. The added value, like we spoke about previously, over a million. And again, big reach on social media, big numbers on web visits, Our community outreach, 28,000. Email opens 2000.



Speaker 7 - 18:38

That is it for reporting.



Speaker 6 - 18:48

Chair Dunn, if I can just jump in there for a second, I just want to say that it's very impressive. The results are fantastic and the reach and it's showing because I'm hearing more from my residents. I'm hearing more when I go out and speak to my peers. So it's really becoming apparent that we're making a really good dent into just the kind of the base knowledge that there is an issue out there and there is a solution out there, and people are starting to. It's becoming a topic that they're aware of, which is, you know, were nowhere near that six months ago. So I'm really encouraged by what I've seen, by what I personally heard myself. It's somewhat anecdotal, but still it's there, it's hearing it. So great work. I'm really excited about it.



Speaker 6 - 19:48

One question that I did have from the presentation was I saw that, you know, we've collected and it's not a huge number, but it's a significant number. I think was like 700 email addresses of people that have taken the pledge and that are, you know, want to stay in touch. Do we have any sort of a plan for that, kind of a schedule for when we're going to be contacting them, what type of information we're going to be sending to them, because I think they're a little bit different than normal information we go out. I think those can be our ambassadors to help us in a lot of different ways. So just any thoughts and plans for that?



Speaker 2 - 20:31

Yes, in our new fiscal year budget, we have plans for some focus groups. You know, so in our last meeting we spoke about, you know, usually it's awareness and then we kind of jump up for this work. We are aware care people have to care about this. So the one the 700 we have in our minds are the care the people who really care because not only did they take the pledge, but they chose to give their email information. So as we look to do the focus groups and the deeper community outreach and you know, the trusted voice building, because we know government just telling people, hey, reduce your waste. Hey, we have finite space at the waste to energy and the landfill and we're not going to be building any more of those.



Speaker 2 - 21:17

So we all really have to do our part to divert our waste. It's better if we can get, I mean the League of Women Votes here club, these trusted local voices that are not, no offense to you, Mayor or Commissioner Dunn, but you know, you guys carry a different weight as elected as opposed to it coming from community. So we're going to look to lean on those people and it's nice that they've given us their contact information so we can ask them like, do you want to be part of this? And then we'll of course do the heavy lifting. And because whenever you're dealing with volunteers, you want to make it as easy as possible for them to do what they're passionate about. I think Margarita is on here from Weston. She's been one of our trusted voices. She's been a force.



Speaker 2 - 22:02

She recorded some videos with us about recycling so she can help get the word out. So Margarita, shout Out to you if you're here.



Speaker 4 - 22:12

Yes, I'm here. Thank you so much. Yes, I was. Yeah, my head is spinning because I, you know, I'm part of the Rotary Club of West. And I'm very involved with the community, very involved with Cypress Bay High School, which is a humongous school. I have access to the club, the service clubs, and I'm the chair of the environmental initiatives in our club. And we have done a lot of things with the city, with the county. I took a group last week to the new recycling facility. So we're doing everything possible to bring education and prepare the community, not only the Rotarians, everyone around us and what you guys are doing. We invited. You guys were at the Rotary Run last December to talk to the community. Elisa was there representing you guys. You invited the. This year and please use us again.



Speaker 4 - 23:09

We are very, very grassroots organization. So we have connections in the city and that's all we do. We volunteer and we advocate for the causes that we believe in. Not not only at a personal level, me, Margarita, but a group of, you know, people that I work with. So use us to any extent and let's help. We are here. That's why I joined the meeting. We're here to help you be the ambassadors and recruit more ambassadors and accelerate the education part.



Speaker 2 - 23:43

And we thank you for that. And then the other way we're doing already, you know, people want to know what's happening in their community as the item comes up for vote at commission. You know, per your direction, at the last meeting, we're sending these pledge people in their city a note like, hey, just a heads up, this is happening for votes, you know, next week or three days from now. You know, they get three reminders as it's approaching vote. So we're already opening the doors of communication with them, and it's been. And we get responses. I mean, these are actual people. It's. It's been really beneficial.



Speaker 6 - 24:21

Yeah, that's. That's great to hear. It's. And it's, like I said, it's. It's getting out there. I'm hearing that through the, the grapevine as well. One, one final comment. I did have the opportunity to read the article in the Sun Sentinel, the opinion article that the students wrote. It is awesome. It's nothing less than awesome. And it was really inspiring to read. I just love reading that type of material because it really shows that the next generation is ready to pick up the mantle. They're ready to run with it. We just gotta get them ready and prepared and set the table for them, and they're going to do the rest. So it was. It was great to read. So kudos to them.



Speaker 2 - 25:02

Yeah. Agreed. That wraps up our campaign update. Commissioner Dunn, I don't know if he'd like to.



Speaker 3 - 25:13

Commissioner Dunn would like to speak, if you don't mind. Sorry about that.



Speaker 2 - 25:16

Yeah.



Speaker 1 - 25:16

Thank you. Thank you. Great job, guys. Kudos. Laurie, to you and your team. I concur with my colleague and I see that we're starting to make the impact. Right. Just a quick question for the Wavs. I noticed that we did 72 spots plus an interview. Did the interview happen already?



Speaker 2 - 25:44

Yes. Amy, can you speak? I think we did. We did two.



Speaker 1 - 25:49

Go ahead. We did. Who did you use for that interview?



Speaker 2 - 25:54

It was Vice Mayor Sharon Thomas.



Speaker 1 - 25:57

Oh, perfect.



Speaker 7 - 25:58

Yep.



Speaker 2 - 25:59

And it was during.



Speaker 4 - 26:01

Yep.



Speaker 7 - 26:01

It was during tj dj.



Speaker 1 - 26:07

Jt.



Speaker 7 - 26:08

I think his name is his show.



Speaker 1 - 26:12

On whose team? On whose show?



Speaker 2 - 26:15

I think his name is jt.



Speaker 1 - 26:18

Oh, John T. John T. That's so interesting. John T. Actually also is a commissioner in Lauder Hill.



Speaker 4 - 26:24

Yes.



Speaker 1 - 26:25

So that's really interesting. Okay. All right. Fantastic. Yeah. And then looking at these numbers, they're pretty good numbers, ladies, so congratulations. Question. I know that my colleague already asked about the emails that we've collected. So. So the process still is that we're those cities that are still pending that when we get the emails for those folks that we're circling back with them, Right?



Speaker 2 - 26:56

Correct. They get three notifications.



Speaker 1 - 27:03

Okay. All right, thank you. Any other comments? Colleague before member Brett Cruz, before I move on to the next agenda. I know.



Speaker 6 - 27:14

No, I think I'm good. I think I'm good. Thank you.



Speaker 1 - 27:17

All right, well, let's talk now about the outreach to the cities getting to. Yes.



Speaker 2 - 27:25

So our team's been supporting. You know, there was. Sam emailed a slew of supplemental information prior to the Fault Lauderdale meeting. We put together some key media pieces. We chose, like, the top two. We put together an audio. So it's. If you haven't heard it's a five minute overview on the Authority. But what we're really laying the blocks for, and this is again, you know, part of our budget discussion. Take a temperature from you and Mayor Bright Cruise. You know, we love to start a podcast for the Authority where people can just listen as they're emptying the dishwasher. Get more educated. It's just like a great way in today's day and age to get information out there. It's definitely a tool we believe we should have in Our toolbox. So that would essentially be like the first episode. It's not in a host format.



Speaker 2 - 28:16

It's just straight audio. But it can certainly live there as an overview. So from terms of public education, we have the, you know, the public side, but then we also have had educating, just commissioners that haven't been along for the ride this whole time that are now being like that are going to vote on this, making sure that they have the information they need to vote, you know, so that they're educated. So those are the efforts that the education outreach has supported. And as Sam mentioned earlier on the call, we have 24 yeses and a handful still remaining, but all are scheduled and we'll see.



Speaker 1 - 28:57

Okay, how. How far are we away from that 80%?



Speaker 3 - 29:01

Sam, we only have a few more cities to go that will hit the 80%. We should have it. We should be reached. As far as the exact percentage, I'm not exactly sure where we are right now. I can. I'll tell you. And just give me five minutes and I'll let you know.



Speaker 1 - 29:17

Okay. All right, great. Fantastic. Gotta figure out what's happening with the WI Fi. Okay, fantastic. All right. Anything else on the getting to yes. Member Bright Cruise. Any additional questions or thoughts on that item?



Speaker 6 - 29:33

No, I think we're good. Thank you.



Speaker 1 - 29:35

All right, so you mentioned, Lori, that there are additional details on the partnership with Broward County Public Schools that you want to share.



Speaker 2 - 29:45

Yes. So as part of your backup, you've received a list of all of the schools. I think you had requested that member done in the last meeting, to just have a list so that perhaps as we move forward after. Yes. We can start aligning the schools that do have the environmental clubs already in the activations. This is separate from the recycling curriculum piece so that the appropriate governing board member could interact, engage with any activities that they have going on. So that list has been provided. They'll do another list in the new school year because more schools are looking to come online with those environmental opportunities.



Speaker 2 - 30:27

And then in your August 12th meeting, somebody from Broward Public Schools, perhaps Lisa and Summer, who were kind of the two staff heads of this work, are going to come to you, and they're going to give you an update of how they're going to roll out the curriculum in the new year. And then in September, there will be another person at the executive committee meeting who will present the curriculum so that the whole committee can review it and see it and understand it. So all good things there. Sam, are you muted? Sam is member Dunn speaking. She good?



Speaker 3 - 31:16

Yep. Okay, sorry, go ahead.



Speaker 1 - 31:18

Okay, no worries. So thank you for providing. The list is from your knowledge. I mean, it's. It doesn't include the city. So from your knowledge, is there at least one school in all 28 member cities?



Speaker 2 - 31:34

I can request that from them. No. I don't know. Off the top of my head I'll.



Speaker 6 - 31:39

Say that in the Southwest Ranch it.



Speaker 1 - 31:40

Would be important to know. So I would add the city to that. I mean, I, I just scanning it, I see two audio schools and I see that Coral Springs and Margate. But I think it would be helpful to also include the city. And let's just do a scan to see if all 28 member cities has at least one school represented. And if we don't have a school represented for each city, then we need to come up with a strategy on how we're going to handle that. Okay. Any further comments on this item? Member Bright curse.



Speaker 6 - 32:22

Yeah, no, I just. One quick thought. So, yeah, I know in the ranches we don't have a public school per se in our. But we are pretty active with West Broward High School and we also do have a private school, Archbishop McCarthy in there. So are we getting involved with those private schools as well?



Speaker 2 - 32:47

Yeah, some of the cities. Shout out to Weston gave us the list of their charter in private already with contact information. So we're starting to assemble that leading into next year so we can fill that hole. Many of the private schools are already really hitting it out of the park with.



Speaker 6 - 33:06

Yeah, yeah, I think we want to make sure that we cover that base for sure.



Speaker 2 - 33:11

Yeah, yeah, they're all right. They're leaders for sure. But yes, we would have that in our face.



Speaker 1 - 33:19

My other thought too, Laurie, on this matter is it might be wise for us to have some suggestions on how the

members can engage the schools. Like what can we do from our end? And so I think we should be prepared for that, you know, so even if it's one or two things, how can we engage with this process? Because part of, I think what part of the lesson learned from this getting to YES is to create as many opportunities to engage the governing board as possible so that they feel ownership in this effort. And once we get to yes, we're going to need all 28 members to be as actively engaged as possible in order for us as a communications team to achieve our goals.



Speaker 1 - 34:13

So I would perhaps maybe have, you know, two or three things that members can do to be engaged in this process. And, you know, and I think that we'll welcome it right because it'll give us another excuse or another opportunity. Opportunity to be in front of the students and to be on. To be in the schools in a way that won't cost us anything in theory.



Speaker 2 - 34:40

Should we make that part of our conversation when member Bowman and the school board reps are with us in August just to.



Speaker 1 - 34:47

Absolutely, absolutely. But I think you should talk to them before that conversation so that their presentation is.



Speaker 5 - 34:54

Includes.



Speaker 1 - 34:55

How can you help us? You know what I mean?



Speaker 2 - 34:58

Yes, we'll do. Good idea.



Speaker 3 - 35:03

And Commissioner Dunn, just so you know, as of last night or as of this morning, we're at 76.11%.



Speaker 1 - 35:14

Yes, 76.11%. Okay. So we are almost there. Yes, we are almost there. Fantastic. Fantastic. All right, well, I'm back on that. If there's nothing else on this item, let's go on to the budget.



Speaker 2 - 35:36

Thank you, Member Dunn. So with your permission, what I'd like to do is I'd love to just connect with Sam to understand the available funding for next year, because that'll help us work backwards. And then my team can kind of present you a list, knowing it's easier to edit than create of activity that we want to do for this next fiscal year, again, assuming that we are going to pass the 80%, would that be okay? And if you have any suggestions now of like, hey, this is something we really want, like Mayor Bray, Cruz, Member Dunn, what your top tiers are, if you have those or you want to email them to me, just to me, that would be helpful. So I can include them.



Speaker 1 - 36:22

Yeah, I. I would like to wait and see what you come up with and then use that as a baseline. And then obviously, if we have any thoughts, I'd like to be able to share them then. Remember Brett Cruz? How are you with that as a strategy?



Speaker 6 - 36:39

Yeah, I think that makes a total sense. I appreciate that. I agree.



Speaker 1 - 36:43

Okay. All right. So then, yeah, Lori, work with Sam and draft something and then maybe share it with us separately on email. And then we can give you feedback. And then I'm assuming you'll have something ready for the August. Then we could talk about it as a team in the August virtual meeting.



Speaker 2 - 37:04

Yeah, I think we should talk about priorities in the August virtual meeting. And you can't make any decisions. But my wish would be we're pretty. You know, we have very clear direction coming out of that meeting. That way in September, since our meeting will be two days before the exact meeting, we meet in person, where you can vote on it, suggest it to exact, and then we get the approval in the September meeting before October 1st. Does that work?



Speaker 1 - 37:30

All right. Yeah, I think that works perfectly.



Speaker 2 - 37:34

Okay, fantastic. So we will get to work behind the scenes on pulling that together and report back.



Speaker 1 - 37:44

Okay. Any other thoughts on this item before we move forward? Member Brett Kirsten. Okay. Any new or old business? All right. Hearing none, I call this meeting adjourned.



Speaker 3 - 38:03

Thank you.



Speaker 1 - 38:04

Thank you, everyone.



Speaker 5 - 38:06

Bye.

