

**Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida**  
**SWA Executive Committee Education & Outreach Subcommittee Meeting**  
August 12, 2026, 8:00 – 9:00 AM  
**VIRTUAL ONLY**

**MINUTES**

The meeting was called to order, roll call was taken. No quorum was established initially. Quorum was established later in the meeting.

**Present:** Chair Dunn, Member Breitzkreuz, Schoolboard Member Bulman.

**Public Comment** – There was no public comment.

**Draft FY 2027 Budget Discussion** – Conceptual Communications presented the proposed FY 2027 Education and Outreach Budget, which maintained the \$650,000 funding level but reorganized expenditures into broader categories to provide greater flexibility as outreach priorities changed. Conceptual explained that this would allow funds to be redirected more easily toward emerging needs such as commercial and C&D education, digital advertising, community outreach, video production, additional staff support, TikTok development, media relations, and trusted messenger campaigns. An additional \$250,000 was also expected to be available for consideration.

Chair Dunn recommended shifting a greater share of funding toward direct program and advertising costs rather than agency fees and suggested allocating \$150,000 of the additional \$250,000 toward hard costs. She called for increased advertising, expanded school education beyond the curriculum, funding for community partnerships, additional video production, and greater use of influencers and trusted community messengers. Conceptual reported that trusted messenger and influencer efforts had been particularly effective but required substantial coordination, content development, advertising management, review, and reporting.

Members discussed the need to expand school outreach beyond curriculum development. Broward County Public Schools representatives reported that the curriculum would reach approximately 243 schools and that student-led recycling clubs were being developed, beginning with schools that already had interest and support from principals, teachers, custodial staff, and students. The goal was to expand recycling efforts districtwide and eventually include composting. The initial pilot was estimated at approximately \$10,000 for ten schools, and members agreed that the existing \$50,000 allocation would not be sufficient for broader implementation.

Conceptual agreed to revise the draft budget based on the discussion and circulate it to subcommittee members before it was presented to the Executive Committee in September.

**Recycling curriculum rollout timeline for BCPS presentation by Lisa V. Milenkovic, Ph.D. Supervisor, STEM+C, AI, & Immersive Learning (curriculum presentation scheduled for the Executive Committee Meeting on Sept. 18)** - Broward County Public Schools representative Lisa V. Milenkovic presented plans for expanding solid waste and recycling education throughout the district. The curriculum was being finalized for distribution to principals in early September and would include three lesson modules for each grade band from kindergarten through grade 12. Lessons would begin with Broward-specific solid waste issues and progress through hands-on

activities, school recycling plans, and age-appropriate final projects. Quarterly STEM challenges would reinforce the curriculum through activities such as solid waste audits, recycling projects, and zero waste planning.

BCPS also planned to launch a recycling pilot at 10 schools selected from schools responding to a district survey. Participating schools would receive orientation, recycling materials, ongoing support, and student recognition and rewards. Students could serve as recycling monitors who identified contamination and recognized proper recycling practices. Subcommittee members also discussed providing stipends for teachers or staff who would oversee the programs and eventually expanding the effort to include composting. The Youth Climate Summit, America Recycles Day, Earth Month activities, and the May 5 P3 environmental stewardship awards would provide additional opportunities to recognize participating schools and students.

Subcommittee members recommended expanding the pilot program so individual schools from different SWA member cities would participate rather than concentrating the program in one area. Governing Board members and municipalities could help identify interested schools and support programs within their communities. Members also wanted the education effort to extend beyond the classroom by encouraging cities, neighborhoods, and families to participate in similar recycling and sustainability challenges.

The subcommittee discussed developing a coordinated strategy connecting the school program with municipal and neighborhood outreach. This could include SWA, BCPS, and city branding, social media materials, community challenges, recognition programs, and other tools municipalities could use to reinforce the same recycling messages being taught in schools. BCPS and Conceptual were asked to determine the costs of expanding the school program, including materials and possible teacher stipends, and to develop a broader budget covering school, municipal, and neighborhood outreach.

Conceptual Communications planned to further develop the strategy and revised budget for discussion with the Executive Committee in September, with the goal of presenting a more complete education program to the Governing Board. Subcommittee members also suggested inviting Fort Lauderdale staff to an upcoming meeting to discuss the city's recycling feedback program, which notified residents when incorrect materials were placed in recycling bins and recognized residents when recycling was done correctly.

**Meeting Minutes - Motion:** A motion was made by Member Breitkreuz and seconded by Member Bulman to approve the minutes of July 15, 2026. There was no discussion. The motion passed unanimously.

**New/Old Business** – None discussed.

**Adjournment** - Chair Dunn adjourned the meeting.