



Speaker 1 - 03:15

All right, it's nine o', clock, so let's call the meeting to order. Is member Bright Cruise on the phone yet? Logged in yet.



Speaker 2 - 03:35

Do we have member Bright Cruise on.



Speaker 1 - 03:37

The phone or on the Zoomish.



Speaker 2 - 03:41

Zoom.



Speaker 1 - 03:47

Okay, I don't see it. I guess we'll wait then. Because can't have a meeting just with myself.



Speaker 2 - 07:20

Steve has now joined. Steve has joined online.



Speaker 1 - 07:42

Okay. Good morning. So we're going to call the Solid Waste Authorities Executive Committee for Education and Outreach to order roll call, please.



Speaker 2 - 08:02

Pardon me, chair dunn here. Member bright cruise. I'm going to consider that, yes, since I see your face and member Bowman.



Speaker 3 - 08:19

Thank you.



Speaker 4 - 08:19

All right.



Speaker 1 - 08:20

Pledge of Allegiance.



Speaker 5 - 08:41

All right.



Speaker 1 - 08:42

Thank you, everyone. Welcome. Public comments. Do we have any? All right, hearing none will move forward. May I have a motion please to approve the minutes from September 16?



Speaker 4 - 09:00

Make a motion to approve.



Speaker 1 - 09:03

All right. Oh, so we don't have the in person. Oh, okay. So we'll leave that item then. Oh, you can't vote if you're.



Speaker 5 - 09:13

Okay, Got it.



Speaker 1 - 09:14

Okay, makes sense. So we'll leave that. And we will leave the community partner request until we have an in person quorum. So could we talk now about the proclamation?



Speaker 6 - 09:31

Good morning, Chair Dunn. So we are just looking for a recommendation to pass the America Recycles Day 2026 proclamation onto the executive committee on Friday. And we have many work items that are tied to America Recycles Day and our work plan will present on that shortly. So just looking for a recommendation on that.



Speaker 1 - 10:13

Right, Cruz? I'm fine with it.



Speaker 4 - 10:18

Yep, I had read it ahead of time. Yeah, it looks good.



Speaker 1 - 10:23

Okay, I'm good with it. Is, are we inviting somebody to come and accept the proclamation? Like, how are we doing it?

Speaker 6 - 10:32



So the executive committee will proclaim America Recycles Day and then we will take the proclamation and encourage all of the member cities and non member cities to adopt it and proclaim it in their city. And we do have several items in our work plan that we're going to present now to you that are tied to this.



Speaker 1 - 10:51

Okay, perfect. All right, that was easy. Moving on to first quarter education and outreach work plan, please.



Speaker 6 - 11:02

Thank you. So I'm joined today by two of my colleagues. Haley Nicoletto, she's going to present some of the breakout slides. And then Katie Scoville, she's going to handle the reporting section. Next slide, please, Lisa. Okay, so just to set the table, that which is measured improves. That which is measured and reported improves exponentially. This is Pearson's Law. Everything we're doing, we're going to measure so our formula that we're following as an authority is aware plus care equals behavior change. So you have. We thought we'd just start on the front end with how we're going to measure our progress and impact this year. Under awareness. Those are the items. You have one new item in our budget this year. We have a \$25,000 line item for some gamification technology and so perhaps an app.



Speaker 6 - 12:04

And that's one of our work plan items for quarter one is to pull the options together and bring that back to you to review. So that will be another point of measurement under care. We're really looking for engagement and sentiment. So how many people are taking the pledge? How are they engaging with our stuff saves and shares on socials? New this year, we'll be setting up a phone number for the authority so people have questions about how to recycle. Right. We do know that we might get some calls about changing out their cart and of course, we would just direct them to their member city and inform them the authority doesn't handle collection. But at least we are starting to establish the authority as the recycling Right Championship and holders under behavior change. This is where our work with the technical team overlaps.



Speaker 6 - 12:57

So measuring our diversion over time, measuring our waste reduction over time, and measuring our recycling participation and rate over time. Any questions on all of our measurement points for the year or additions?



Speaker 1 - 13:13

Is it possible. Can you. Can you get one of those vanity phone numbers like we're doing? Oh, okay. Have you. Have you checked to see what's available yet?



Speaker 6 - 13:21

Not yet, but it will be a local number or we can do a 1-800-if-you advise on that.



Speaker 1 - 13:27

No, I just think as long as it says, you know, recycle or.



Speaker 6 - 13:34

Yeah, yeah, to spell five, four, whatever. Yeah, okay.



Speaker 1 - 13:37

Or so that it's something easy that people can remember so that it spells out something that pertains to what we're doing.



Speaker 6 - 13:48

You got it?



Speaker 1 - 13:48

Yeah. Any thoughts on this before we move forward? Member Bright Cruise.



Speaker 4 - 13:55

Yes, thank you, Chair. Just can you talk a little bit about how. What's. What the audience is going to be for the results and kind of. How is it going to be communicated? I like what I'm seeing. I just want to make sure. Is this going out to the swa, Is this going out to the municipalities? Is this going out to the general public? Can you just talk a little bit about how that's going to be communicated out?



Speaker 6 - 14:24

Would you mind if I have many slides coming that cover exactly that.



Speaker 4 - 14:29

Awesome.



Speaker 6 - 14:31

Give me about 10 slides.



Speaker 1 - 14:35

And then.



Speaker 6 - 14:35

We'll see if we answer it. Yes, thank you. Next slide please. Okay, so we wanted to just give you one slide with everything that we plan to accomplish between now and December 31st. So I won't read all of these. I will point out that we have and you're going to see this in a separate slide. But essentially what we're doing is we're going to create now two toolkits. The PIOs still need their quarterly toolkit so they can push their messaging out through their socials, their website, and that we're tying for this quarter to America Recycles Day. The second toolkit we'll be developing will be the curriculum reinforcement. And we have a slide just to show you what elements we'd like to put in that the items that are under the put Waste in its place. We're activating the direct mail piece.



Speaker 6 - 15:34

If you remember, we had the funding we're using. So all those postcards are going to start hitting in the next 30 days. RRS gave us some very good targeted information. They said moms with school age children are the easiest to convert. So they're getting the postcard then young adults 18 to 24. And then we had monies left over. So we're also doing senior 65 plus. So I'll talk a little bit about that. I have a direct mail section to just lay that out for you. But we will be mirroring and reinforcing those audiences with our campaigns this quarter for like our influencers, our digital ads. So it all people can't just get one thing and see it one time. They have to. We have to do repetition.



Speaker 6 - 16:22

So that's what the Put Waste in its place campaign will line up to those specific target audiences for this quarter. Any questions on the items we have listed on this slide?



Speaker 1 - 16:36

I do, but you want me to keep going?



Speaker 6 - 16:38

Okay, next slide please. I'm going to turn it over to Haley.



Speaker 7 - 16:45

Okay, so the first of the two toolkits, as Laurie mentioned, we want to make sure the PIOs are still getting that continuous messaging every quarter. So for Q1, their themes are going to be America Recycles Day and reducing holiday season waste. We know in November and December.



Speaker 6 - 17:01

Thank you, Elisa. Perfect.



Speaker 2 - 17:05

Okay.



Speaker 7 - 17:06

Better.



Speaker 2 - 17:07

Okay.



Speaker 7 - 17:07

So we know that in November and December between all of the holidays that come up, there's a lot of waste that comes up too with all the gift giving. So we want to be able to give some tips, some tricks, some tangibles for reducing the holiday season waste. And as continued for all of our toolkits, the Materials will be available in English, Spanish and Creole. We'll have copy and creative for web, social media, the city, these email newsletters, any printed newsletters, they may do TV channels and TV screens. We have some print items with a rack card, a flyer and a poster. And then we'll also be providing some fun recycle, write quizzes and game type things that go along with these themes. Next slide, please. All right, and going in a little bit deeper to America Recycles Day.



Speaker 7 - 18:01

Some things that we have in the works on our earned media component. We definitely want to continue pitching to our traditional media outlets. We've had great success there. But as Laurie mentioned, we have some specific target audiences, moms and younger audiences, so we want to expand a little bit. So we're going to pitch also to some student journalists at our local colleges to see if they can cover this. We'll also be pitching to some podcasts to see if we can have members of the SWA as guests and reaching out to mom blogs and online groups and see if we can get in front of them. And on our organic channels, we really want to encourage even more participation.



Speaker 7 - 18:41

So we'll be launching Tips to Waste Less and Recycle More by you where we'll be asking the community to submit their tips and photos, and we'll share it from America Recycles Day.



Speaker 1 - 18:51

Okay, next slide.



Speaker 7 - 18:55

All right, and just a little bit more for America Recycles Day. On the paid front, we'll be running ads from the Solid Waste Authority's channels on YouTube, Instagram and Facebook. We want to do a Waste Less, Recycle More series where we're spotlighting businesses and community groups that are getting it right. For example, a member of our team shared with us that she takes her old blankets and towels to animal shelters as a way to recycle. And I had no idea, but that's a great idea, so if we can share that, too. Also, niche ways to waste less while you're cooking, cleaning and crafting, and additional content categories that are being reviewed by the technical team. And then, as Laurie mentioned, our influencers are going to mirror those target audiences.



Speaker 7 - 19:40

So you'll see here the ones that we have secured to work with, they are ready to go. They're waiting for our say so. But we've got some South Florida moms, some foodies, younger audiences, the Broward scene. We're very excited to have him on board. And we have Lenore Nolan Ryan, who is a chef and also in our senior demographics.



Speaker 1 - 20:05

I'm writing down my questions.



Speaker 5 - 20:07

Yeah,.



Speaker 1 - 20:11

Did we have the record reflect that member Bowman is joining us, please. Thanks.



Speaker 6 - 20:17

Just to circle back on the direct mail campaign, so we have four postcards going out. This is using the dollars that we had allocated last year in our last fiscal year budget. Next slide, please. Each postcard is tailored with a QR code and it goes to its own hidden landing page. So we'll have a nice clean metric. So just a reminder, these are the target audiences that will be hitting on this direct mail you do have. And I'm going to ask for a recommendation now that we have a quorum. But we do have. Sorry, I have to remove my 125 in this year's budget for direct mail allocated. Next slide, please. So using last year's dollars, which is this first run, we can't hit for those other three groups.



Speaker 6 - 21:06

We're hitting all of the cities with the exception of DV because they're the only city that does not have curbside right now for seniors. We can only get to 15 these 15 cities with the budget we had. So my question is, would you like to take a little out of our 125 and get to all the 65 plusers in all the 25 cities this time as we're doing this?



Speaker 1 - 21:34

Let's keep going. Yeah, I'll write down that question and we'll come back to it. Yeah. So we can see the totality of the campaign.



Speaker 6 - 21:42

And we'll be adding the phone number on there as well.



Speaker 1 - 21:45

Okay.



Speaker 3 - 21:48

Okay.



Speaker 6 - 21:48

Broward County Public School update. Perfect timing. Member Volman, next slide, please. So here is the timeline that school staff has given us. The pivot memos which are going out.



Speaker 1 - 22:01

To all schools.



Speaker 6 - 22:05

They estimate will go out October 20th. The principals have a one week time frame to respond. The SWA will be notified of the schools in each of the 26 cities. We will simultaneously, starting next week, begin video recordings with each SWA member city to announce the pledge challenge. Participating schools will be selected and notified honor before November 1st. And then we will complete in this time frame the school toolkits with the member videos because the schools also need some materials from us. So each 20 each of the schools, the 26 pilot schools will also get the video from the SWA member in November. Broward County Public Schools said they will roll out the curriculum to all of the teachers. They will order the materials for the pilot program schools.



Speaker 6 - 23:02

And then we will also be rolling out our Community Challenge curriculum reinforcement toolkit at that time. And then our challenge will run December and January. And then please save the date The Youth Climate Summit will be on February 26th. It will be at Broward College central campus. And their theme, this is Landfill Free. Starts with me. Every choice counts.



Speaker 1 - 23:27

That's cute.



Speaker 6 - 23:28

Next slide, please. So the pledge challenge. My team's going to try to do the heavy lifting this month with each of the members, some in person, some virtual. If they can't meet in person, you know, we'll mix it up. We're going to package like we talked about. You know, the toolkit, the letter, the email that the members can send out to their contacts, and then we'll fill in where we need to. And then hopefully we want all of the members to post their videos on their pages the week of November 9th. That would be the goal.



Speaker 1 - 24:09

Why do. Why are we choosing November 9th? Refresh my memory.



Speaker 6 - 24:13

The curriculum gets rolled out November 1st.



Speaker 1 - 24:15

Oh, gotcha. So that it aligns with it.



Speaker 6 - 24:18

Yeah.



Speaker 1 - 24:18

Okay.



Speaker 6 - 24:19

And that's.



Speaker 1 - 24:20

And it's the same pledge that we took before.



Speaker 6 - 24:24

Same pledge.



Speaker 7 - 24:25

Yep.



Speaker 1 - 24:25

Okay.



Speaker 8 - 24:28

Okay.



Speaker 6 - 24:29

So here are the items we have for the curriculum reinforcement toolkit. Again, all three languages. A letter explaining the challenge to the community groups, A video from the SWA member. A script for community leaders, if they're trusted by their audiences is our thought. So we would love to set them up if they're passionate about this, for to do their own social video or whatever, we can, of course, help them if they need it. Social media posts with creative. A matching game and coloring pages for kids. A lot of them do kid activities. Some of these nonprofits, churches, community groups, Web, a newsletter page for printed newsletter or their, like church bulletin, a poster and a flyer. And then, of course, we're going to set everybody up with a QR code and a bitly link. So that's everything we have planned for the toolkit.



Speaker 6 - 25:20

Next slide, I'm going to turn it over to Katie. This is actually the next.



Speaker 1 - 25:25

Before we do the reporting, let's go back and kind of take thoughts from beginning to end now that we heard all of it. Yes. So member Bowman, before you came in, this is the work plan that was rolled out with the items that this group is going to be focused on for the. For the next quarter, which is, I guess, our Q1, everybody else's Q4. Next. So the first toolkit for the pio. I have some thoughts, but do you have any thoughts or questions before I share mine? Member Bright Cruise, any thoughts about this?



Speaker 4 - 26:20

Thank you. Chair. No, not at this time. Thank you.



Speaker 1 - 26:23

Okay, so it's more of a question than it's more of a clarifying question. So the assets that are going to be in this toolkit align with what we heard as marketing channels across all cities, right?



Speaker 6 - 26:39

Yes, that they have.



Speaker 1 - 26:41

So one thing that I know we have in Lauder Hill is we do these boards that not a lot of cities love, because they're not. Anyways, we have these boards that are put up all over the city. And typically the boards can promote a campaign or they can promote an event. Having a campaign board can stay up longer. There is a cost for printing and production and all of that, but in theory, they can go up and we can choose cities. We can choose corridors where there's an intersection, like, for example, Plantation, Sunrise, Tamarack, so that folks kind of will get it right. And so maybe that's something that you want to consider putting up signs. Also, most cities have parks that allow you to put up a sign on the park fence. So I would also consider some outdoor. What's your thought?



Speaker 2 - 27:53

Yeah.



Speaker 1 - 27:54

And the schools they have. Is there. What's the process for getting something on the fence of a school? Okay. Yeah. Well, could we make this like a part of our partnership with Broward Schools like these, the 26 schools that are selected, could we put like a fence signage on the fence of the school and have that be a part of our collaboration, like a banner? Yeah.



Speaker 6 - 28:40

It wasn't included in the budget we got for the 150k from Broward County Public Schools. However, I can ask on my next meeting with staff to find out how to do that because.



Speaker 1 - 28:51

Yeah, I'm sure that they can do that as an in kind. It's just real estate. It's not going to cost them anything. For us, it would be the production cost of printing them. Right, right. But if we do them in bulk, you can get, I think, a better rate than printing the manner separately. So I would.



Speaker 5 - 29:07

I can work on that too. I'm. I don't see that anyone would have an objection to that since we're partnering and that's a. I don't see.



Speaker 1 - 29:15

And it's not a hard cost to the school. It's just.



Speaker 3 - 29:17

Yeah, right.



Speaker 5 - 29:17

If. If the, if we're. The solid waste is paying for it, I don't see where there would be a problem.



Speaker 1 - 29:22

It's paying for the production.



Speaker 5 - 29:24

For the production.



Speaker 1 - 29:25

Right. So it should. The school shouldn't charge us anything for putting it up.



Speaker 5 - 29:28

Right?



Speaker 2 - 29:28

Yeah.



Speaker 6 - 29:28

Okay.



Speaker 5 - 29:29

I can.



Speaker 1 - 29:29

I can work on that.



Speaker 2 - 29:30

That.



Speaker 5 - 29:32

I'll work on that. Lori. That would be at all of the. That would be at all the 26 rules that we've identified. Or do we want to put it everywhere.



Speaker 6 - 29:47

We have in our budget this year? There is for printing, toolkit, material support challenges. We have a \$50,000 line item. So let me see what cities have this space available? Let me see with the schools. And let's see. Let me bring back a recommendation. Does that work?



Speaker 1 - 30:05

Yep. Okay, fine. And then I'll send you the. I'll send you the spec. I might. For Lauderhill, I might be able to sponsor. I think David is on the line is on Zoom. So I'll look at my budget and see if maybe I can sponsor.

Speaker 8 - 30:23



A.



Speaker 1 - 30:23

Couple of boards in Lauderdale, and then we can be strategic in the placement so that residents from Sunrise Plantation, Tamarack, and Lauderdale Lakes will also be able to see that. All right, Any other thoughts? All right, so sponsor board. All right, next one. What. What day is america's recycle day?



Speaker 7 - 31:05

Yes. November 15th.



Speaker 1 - 31:06

November 15. Could we do a proclamation for this, too? Oh, this is it. Okay. It's all coming together now. I see it. I see it. Okay, perfect. Perfect, perfect. So, you know the thing that's so cool about this? So for cities, when I. When I do a proclamation, I always like to localize it. So it might be interesting, too, for me to find businesses that are really great at recycling and then to have them be the part. We want to accept this proclamation. So we should make sure when we talk on Saturday. Excuse me. On Friday. So I don't know what the rule is for a lot of cities, how they have to give advance notice to get stuff on the agenda, so.



Speaker 8 - 32:11

All right.



Speaker 1 - 32:13

Any thoughts? Yeah, and you can do this at the school board, too, right?



Speaker 5 - 32:17

We have one.



Speaker 1 - 32:17

You did it already. Okay.



Speaker 4 - 32:19

Julie.



Speaker 5 - 32:21

Yep. So we're working on bringing that, and Lori also helped us with that, so.



Speaker 1 - 32:25

Okay, cool.



Speaker 5 - 32:26

Have that. This is for what? What is it? November.



Speaker 1 - 32:30

November 15th.



Speaker 5 - 32:30

Okay, so we'll bring that for the. Our board meeting next. The 10th, I think.



Speaker 2 - 32:36

Okay.



Speaker 1 - 32:37

So I think for us to get it on, I need to actually notice now so they can be on our October 20th like the last. Okay, got it. Anything on this member Bright Cruise before we move forward?



Speaker 4 - 32:51

Yeah, no, just real quickly. So you may have said it and I might have missed it, but the. The actual proclamation, is that going to be distributed out generally or is that. I definitely want to get it on our. In our meeting agenda as well.



Speaker 6 - 33:11

We. So once the executive committee officially proclaims it on Friday, my team will be sending it out. Yes. To every city to get it on Their agendas.



Speaker 4 - 33:22

Okay, perfect. Good. Thank you.



Speaker 1 - 33:27

And I might ask our executive director to come to Lauderhill, sir, and accept it on behalf, like, for swa. I think that's another. Another opportunity to get the SWA name in front of our colleagues again. So maybe see if we can get somebody from SWA to go and accept it. All right, next. My question here is, I love that you're being really targeted, but within this list of influencers, is there a diversity, ethnic diversity and linguistic diversity?



Speaker 7 - 34:12

Yes. I believe it's Mariana. She is going to be hosting in Spanish.



Speaker 5 - 34:18

Right.



Speaker 7 - 34:20

Anthony is a young gentleman.



Speaker 1 - 34:25

Okay.



Speaker 7 - 34:26

So, yes, there is diversity.



Speaker 1 - 34:28

Okay, great. Any questions before we move forward?



Speaker 9 - 34:36

The guy that made the video, the cute video of him and his auntie, is he one of the people that you have up here?



Speaker 7 - 34:44

He's not on this list, but he is definitely willing to continue working with the Authority.



Speaker 6 - 34:51

As a reminder, this is to wrap out the dollars we have for fiscal year 26. So we're not going to repeat any influencers using those dollars, but we have fresh dollars coming for this fiscal year, and we hope to do something with him again. Yes. Thank you.



Speaker 9 - 35:05

He was really good.



Speaker 1 - 35:09

Content idea. Any thoughts about doing, like, a.



Speaker 6 - 35:19

I'll let Hayley answer. I should say, for our content as SWA, my team put together a list of 20 or 30 content buckets that the technical team is reviewing to see where we should be living right now, as the Authority is doing its, you know, rfp and there's a lot of business happening. So I'm waiting for that feedback, which will then help us stay aligned with the technical team. Do you want to speak to the stories?



Speaker 7 - 35:48

Yes, I do think we should do story series. I think it's a great idea. We were also talking about, like, day in the life type of content. Or like, for example, if I'm a mom, I'm not a mom yet, but if I were a mom, when.



Speaker 1 - 36:04

If that's a goal and desire, like, how can I.

Speaker 7 - 36:07



Like, here's my day with my kids. Like, all the, like, things that we're making a meal at home or, like, we just got toys in or whatever, like, how can I recycle that properly? Like, those kinds of stories?



Speaker 1 - 36:19

No, no, I love that. And I think doing stories is another opportunity because we want to be very intentional about engaging all of the governor governing board members. Right. And so I think any story ideas that you come up with, you might. I would recommend that we consider working with each of the governing board members at some point throughout the next fiscal Year and their PIO to create or craft a story series specifically around them. And so if that means, you know.



Speaker 5 - 36:57

Yeah.



Speaker 1 - 36:58

So that way we're constantly in front of them.



Speaker 7 - 37:01

Definitely.



Speaker 1 - 37:05

You agree?



Speaker 5 - 37:05

Yeah. I mean, you're the expert, and that's not me, so I agree.



Speaker 1 - 37:09

Okay. Okay. All right, next. Any thoughts? I actually love this campaign. I thought the folders are great. You took the suggestions that we made and put them into practice. I think this is really strong. Any thoughts on this? Member Bright Cruz.



Speaker 4 - 37:36

Yes. Thank you, Chair. Yeah, no, I like this as well. I think it's. What. So. What. I guess. No, I'm fine. We don't need to get hurt. If I was there, I would. I would dig into it a little bit, but that's. It's a little. That's fine. I do have a question that kind of relates back to what you were just covering a minute ago, though, that I'd rather just get a. Get a feel for. So we have a board here in town that was just in Southwest Ranches that we just started about a year ago, and they are focusing on kind of implementing what the SWA is doing countywide, kind of tailoring it to Southwest Ranches and highlighting the things that. The areas that are, you know, more pertinent to us. Some things we're already doing.



Speaker 4 - 38:30

And so we're not going to highlight those. Some things we're not doing at all. And so we want to highlight those a lot. What I'm wondering is, at every one of the meetings, I keep telling them, you know, check the SWA site for content. You know, and what I'm wondering is there any. Any options to kind of engage them in this whole campaign to where I can really get some dialogue back and forth? And really, you know, I feel like I'm not leveraging all the work that's being done here through the SWA yet. And so I just throw that out there if there's any. Any thoughts or comments or anything that maybe I'm missing.



Speaker 1 - 39:14

If I may. Member Bart Cruise. You are so ahead of me, because I was thinking about putting together an ad hoc committee of residents to help support this work and drive this work in Lauder Hill. We actually already have a gentleman who teaches environmental science. He's the father of one of the girls in my mentoring program. And so I actually would love to learn from you, member Bright Cruise, about how you have that committee structured, because my intent is to all of the toolkits and the tools that you give me, my staff member who's going to Be staffing me for this committee. David, he is then going to work with that member, with that committee that we're going to put together to execute the stuff on the community level.



Speaker 1 - 40:03

So I'd love to learn from you about kind of how you have that structured Memberbright Cruise. And maybe between you, maybe between. Maybe between you and I, we can kind of pilot something and then share the results and the structure with our colleagues.



Speaker 4 - 40:19

I would love that. I would love that. Happy to share what we've done. We've been a little bit of a journey, a couple of false starts. So I'd be happy to kind of share that and give you an idea of where we're at. I think. I think we're in a pretty good spot, but I think that we can be a lot more effective than we are right now because there's this kind of little bit of a gap. But yeah, I would love to do that. That's awesome.



Speaker 1 - 40:40

Could we add that as an agenda item for our next meeting? And member Bright Cruise, if you have a chairperson of that committee, perhaps he or she could come.



Speaker 4 - 40:50

I will. Yeah, that's a great idea. I will, I will. I will see if I can get that set up.



Speaker 1 - 40:57

Okay.



Speaker 5 - 40:59

Yeah, we have our Green Advisory committee, which Julie Long serves on. I don't know if that's something that we could also incorporate in terms of getting. Because then those are made up of people that are represented from the different districts.



Speaker 1 - 41:14

I love that.



Speaker 5 - 41:15

That would also. If we could include them as well. Or we make a subcommittee or something like that to work with you and member Bright Cruise. So we can just be on the ground getting the word out is.



Speaker 1 - 41:28

Yeah, I love that. So maybe the chairperson of that committee can come next week as well.



Speaker 5 - 41:34

Okay.



Speaker 1 - 41:35

I mean, come to the. Not next week, to the next outreach meeting.



Speaker 3 - 41:38

Okay.



Speaker 1 - 41:39

And then between our three groups, we can then pilot something of how community groups can take the work and get it done. Boots on the ground.



Speaker 4 - 41:52

Okay.



Speaker 5 - 41:52

Yeah, that sounds great.



Speaker 1 - 41:53

Yeah, I love that idea. Anything to add, Laurie?



Speaker 6 - 41:59

I would just add Mayor Bray Cruz. Yes. We can always set up a call with your group, you know, as a sidebar, and just have more of a one one with them to go a little more into the details if. If you'd like.



Speaker 1 - 42:15

All right, great. All right, continue.



Speaker 5 - 42:23

Yep.



Speaker 1 - 42:23

Love all these. These are stock photos, man. You got to tell me where you get your stock photos. These are amazing. And yeah, those are really great. Okay, so here's where you need us to make decisions, right? Okay. What was the question again?



Speaker 6 - 42:41

The question is, would you like to spend a little more? And I don't have the number at the moment, but basically to go from 15 cities, senior 65 plus, and just hit all of our 25 member cities in this demographic with this run since, you know, we're using the dollars from last year, but if we put a little more from this year out of our 125 bucket, we can just kind of like hit this group in totality.



Speaker 1 - 43:08

Yeah. I say, I say anytime we eliminate a city, we're setting ourselves up for pushback. So I would recommend that

we allocate some funding to do all of them. What are your thoughts? Yeah, I agree.



Speaker 2 - 43:23

Okay.



Speaker 1 - 43:23

Member Bright Cruise.



Speaker 4 - 43:27

Yeah, I think you're exactly right. I think that, you know, all these municipalities have contributed towards this effort and I think it's really critical that everybody feels like they are getting value and that they are included and they're part of the team. So I agree with you.



Speaker 1 - 43:46

Do we just need a consensus.



Speaker 2 - 43:48

Right.



Speaker 1 - 43:48

We don't need to do a formal motion. Okay, There you go.



Speaker 6 - 43:52

Thank you.



Speaker 1 - 43:53

All right, next.



Speaker 6 - 43:58

Okay, this was. Yeah, Broward County Public Schools. We did this piece. Any questions on this?



Speaker 1 - 44:04

Yes. So the 20th. Do we have a meeting, a governing board meeting or executive committee meeting after the 20th of November? Yeah. No, of October when the letter goes out? No, no, we don't.



Speaker 6 - 44:25

The thought was we would send a notification to all the members through Sam and say, hey, the pivot memo went out. Please encourage principals in your schools in your areas to respond because they have one week is what the staff is giving them to opt in to be chosen as one of the 26 pilot schools. So to reinforce it through the members.



Speaker 2 - 44:48

That's great.



Speaker 6 - 44:49

Yeah, yeah, that was our thought with that.



Speaker 5 - 44:51

Put the pressure on.



Speaker 6 - 44:52

Put the pressure on.



Speaker 2 - 44:53

Yeah.



Speaker 1 - 44:54

And so the first challenge is just going to be around taking the pledge. Right. When. How does this kind of. So if in the in Q1 they're going to be focusing on taking the pledge, when does the audit start?



Speaker 5 - 45:14

Start?



Speaker 6 - 45:17

So the schools have not agreed to an audit. We did have our first back of house meet. Front of house. What we're doing to connect the dots with Allison, and I'm going to butcher her last name. It's. I'll just call her Alison W.



Speaker 2 - 45:35

So.



Speaker 6 - 45:35

They're pulling together some benchmarks on just how much the schools are recycling right now just to give Daniel's team some numbers. But like a full on audit has not been, you know, a policy decision at this point from the schools.



Speaker 5 - 45:57

I can look into that,.



Speaker 1 - 46:01

Please. Member. Member Bowman. Yeah.



Speaker 2 - 46:07

And.



Speaker 1 - 46:07

And what. What would the technical team envision that the audit would look like? Would it look like a survey? Do they have the instrument?



Speaker 6 - 46:17

I think they're looking probably for some sort of benchmark, like, how much are we actually recycling now? That way, if the authority chooses to continue to invest and support a curriculum over many years, you know, this year we're providing a certain amount of funding, and hopefully next year it would grow. We'd want to then show movement, just like we're doing in our recycling rate as a county. Like, are we doing a good job back of house at the schools, diverting food waste, increasing recycling, etc. Etc. But we need to know what the benchmark is that we're working, you know, from. And I think that's the numbers where we're waiting to see if it exists right now. And that has not been made clear yet.



Speaker 5 - 47:02

Are we looking at recycling and composting or are we just looking at recycling right now?



Speaker 6 - 47:07

I mean, I think if Daniel were here, and I'm not Daniel, he would say we'd love to know all of it.



Speaker 4 - 47:15

Okay.



Speaker 6 - 47:15

Yeah. As much data as is available, we'd love to have it.



Speaker 1 - 47:21

I think it would be helpful to get clarity on exactly what data is needed, because my thought and my understanding when we spoke previously was that whatever happens in the city, in the. In the school, will be mirrored in the municipalities and then potentially in each community. Right. And so I think it would be important for us to understand what that process would look like. Is it going to be a survey instrument? Is it going to be observation? Like, what is the process?



Speaker 6 - 48:00

It probably needs to be a little more than a survey. We know people aren't always truthful on a survey. And, you know, in garbage, from what I understand, there are waste characterization, waste generation, things that can be done. And I will say, you know, we just had this first call maybe two weeks ago, so it's not been. We're waiting for this information for months. It hasn't been that they're seeing what's available now. And we have another call scheduled with back of house the first week of December, so. So at that time, Daniel, Sam, me, will then meet with them and kind of review what data they have available.



Speaker 1 - 48:41

Okay.



Speaker 6 - 48:41

So they have some time to look and pull it together.



Speaker 1 - 48:45

Are you able to share what data you're asking for other than what they're currently recycling now?



Speaker 6 - 48:52

Recycling? How much garbage are they producing? I can ask for a list from Daniel.



Speaker 1 - 48:56

Yes, please.



Speaker 6 - 48:57

Yeah, I can.



Speaker 2 - 48:58

Yeah.



Speaker 1 - 48:59

And I think that's important because I need to know when I prep my city manager for what's coming down the pipeline. I need to kind of have an idea of what kind of information we're going to be asking for. And I think it would be helpful to member Bowman as she has conversations with her colleagues that she knows what we're requesting from the school. Sure.



Speaker 5 - 49:25

We could do a meeting with Allison.



Speaker 6 - 49:28

We do have one scheduled, so I invite. Absolutely, yeah.



Speaker 1 - 49:35

Any thoughts on this member Bright Cruise? Okay, moving on to the next. I think this is great. So the ask from the members would be for them to record a video,.



Speaker 6 - 50:03

And we'll have a few other communications around that. Possibly a letter from that. Maybe it comes from Sam. I mean, maybe we do both. Yeah. A few other materials, but our job, our role as, you know, the request was to kind of do the heavy lifting, draft it all and make it easy.



Speaker 1 - 50:25

Okay. Would the. Would it. Would it be helpful? So when I see this, you know what came to my mind?



Speaker 8 - 50:31

Yeah.



Speaker 1 - 50:32

And feel free to ring me in because I have a lot of ideas sometimes. But what came to my mind is the potential of a content day.



Speaker 8 - 50:41

Right.



Speaker 1 - 50:42

And so I don't necessarily need to be in the one doing the video. It'd be great, but I don't necessarily need to be the one to do it. But I know who my influencers are in my city. I know who my faith leaders are. So similarly to what you guys did before with identify one or two trusted voices, I mean, the same folks that I'm going to be asking to champion this work in their neighborhoods. I mean, what if we do a content day and have them come, you know, and meet at a local park?



Speaker 6 - 51:17

Are you thinking all of the SWA members or in each 26 cities?



Speaker 1 - 51:23

Well, that's going to be a challenge to operationalize. So, I mean, you tell me what you think would best.



Speaker 6 - 51:37

It depends how much support you need. Because we didn't budget for 26 separate content day events in this year. So I don't want to over promise and then under deliver, nor do I think all 26 cities are going to get it together for you.



Speaker 1 - 51:51

Right.



Speaker 6 - 51:51

I think getting these videos by every one from each of the 26, we start with that. And maybe while we're doing that ask, would you be interested in doing something like this in your city? Because we really need a champion for it to pull it together, to make it work.



Speaker 1 - 52:08

Would it be helpful to you that we do it, like after a governing board meeting or something, or what Was your vision for you to go to each member city to do it?



Speaker 6 - 52:20

We're going to do what works for each member. Everyone's schedule is different. Some work full time, some don't. So some want to record virtually. Some want to do it in person. Some we'll do at the governing board meeting. If they're going to be there, we'll give it them the choice of what's easiest for them. Yeah, I don't want to pigeon them into, you know, you have to show up on this day.



Speaker 1 - 52:39

Got it, got it, got it. Okay.



Speaker 4 - 52:41

Yeah.



Speaker 6 - 52:42

I can add the content day idea to our list. Give that some thought.



Speaker 1 - 52:49

Okay. All right, moving on.



Speaker 2 - 52:58

Okay.



Speaker 1 - 53:05

Video firm, swpa member. Got it. So the reinforcement tool. So when do you anticipate the toolkit going out in time for November 9th?



Speaker 6 - 53:25

Yes. Okay. The curriculum is supposed to go out to the teachers on or around November 1st.



Speaker 1 - 53:33

Okay. And the version that goes to the municipalities will go out when. This is it. This is the same.



Speaker 2 - 53:40

This is it.



Speaker 1 - 53:41

Okay.



Speaker 6 - 53:41

The schools will get, you know, the member video, and they've asked for some specific things, like some media segments and some imagery they can use in their materials. That is a little separate toolkit. And then we have a. Of course, our regular quarterly PIO toolkit, which is tied to, like, America Recycles Day, holiday tips, et cetera.



Speaker 1 - 53:58

Okay, got it. Yes.



Speaker 7 - 54:00

Wait, so the schools are going to.



Speaker 5 - 54:02

Have a media day? I mean, do we. Have you been in contact with them to.



Speaker 6 - 54:08

Not a media day. We did a media segment with already at. Was it Driftwood in Hollywood? Yeah. So we did that new story already. Yeah, that was.



Speaker 5 - 54:20

We can get that out through our channels, too. If there's specific material you want us to boost, I guess. Do I think about it?

Speaker 6 - 54:35



Yes, because you have one. Broward County Public Schools is one platform for all of your schools. So I certainly don't want to.



Speaker 1 - 54:42

I don't.



Speaker 6 - 54:43

I don't think. Maybe we do a compilation of something.



Speaker 1 - 54:46

That we get together.



Speaker 6 - 54:47

You're not going to post all 20.



Speaker 5 - 54:49

On our social media and everything, and then that would be reaching.



Speaker 6 - 54:52

Yes.



Speaker 5 - 54:53

Pretty big audience.



Speaker 2 - 54:56

Okay.



Speaker 6 - 54:56

Yeah, we'll talk about that offline.



Speaker 2 - 54:58

Yeah.



Speaker 1 - 54:59

The only thing that I would add to this. When you say a script for community leaders, I would do community leaders and faith leaders, because sometimes I have given scripts that pastors can read from the pulpit or some pastors have a media team and they could actually read the script during the announcement.



Speaker 6 - 55:21

Can do.



Speaker 1 - 55:25

Okay. Any other questions on any of this? The strategies?



Speaker 2 - 55:32

All right.



Speaker 1 - 55:35

Oh, I do have one the toolkits that's going to the cities. Is there an opportunity for the cities to co brand with. With the establishment? Like, could you. Could you maybe for the graphics, leave a space where the cities can add their logo?



Speaker 6 - 55:54

We have not been providing design files to them. We certainly can. And this might be a bigger conversation. As an authority, are we intentionally trying to separate. Yes. City you do collection. The authority is. We are one that forms. That are the authority. City, you are the authority. And are we trying to be intentional in that way?



Speaker 1 - 56:22

Well, I think it's a bigger picture that maybe we should talk about with the governing board. But for me, I think that it reinforces the city's role in the SWA when we have an opportunity to align both brands. Right. And I think it also builds confidence in the SWA brand because the city's brand's next to it. So I think that giving cities an opportunity to co brand is not a bad thing. And maybe we do it. Maybe we have one big campaign piece, you know, like the recycling. Right piece. And on that one piece, you know, give the cities the artwork and then leave a space that if they choose to, they can add the city's logo. And of course, the SWA logo would be first and then the city's logo.



Speaker 2 - 57:18

Okay,.



Speaker 1 - 57:20

What are your thoughts on that? Yeah, Member Bright Cruise.



Speaker 4 - 57:26

Yep. I like it. I like it. I think it. It allows, you know, residents to identify closer to home that, hey, this is something that our town is behind or, you know, our city's behind. So. Yep, I like it. Makes sense.



Speaker 1 - 57:39

Okay, so I think when we talk, when we. At the governing board meeting during the communications update, that's a question that we should get clarity on.



Speaker 6 - 57:50

Yes.



Speaker 4 - 57:50

Okay.



Speaker 1 - 57:53

All right, so that concludes that item. Reporting for next quarter, please.



Speaker 8 - 58:13

Okay, so our total reach was over 29 million. And then from our earned media placements, \$700,567. In total, we had 57 placements. Our audience or eyes on our materials was over 28.4 million reach across all of our social media platforms. 1,264,534 Total web users was 37,689. Event attendees, 1,100. And then email opens 1,749.



Speaker 1 - 58:56

Next slide, please.

 Speaker 8 - 59:00

Okay, so going a little more in depth into earned Media, we secured 57 placements for the quarter. Some notable names on there, WPLG Local Tens, don't trash our Treasure segment. We received a lot of placements in Sun Sentinel as well. We also had placements on WLRN radio, as well as their website with articles, Yahoo News, New Pelican, just to name a few.

 Speaker 6 - 59:30

This was all tied to getting the master plan. You know, getting to. Yes, for the most part.

 Speaker 1 - 59:38

Next slide.

 Speaker 8 - 59:40

Okay, so a snapshot for our social profiles. So reach of 1,302,223. We had 95,695 video views and 1156 engagements across Facebook, 844,411 across Instagram, 415,654x impressions. 673. 3796 YouTube video views and 37,689 website views.

 Speaker 1 - 01:00:23

Next slide.

 Speaker 8 - 01:00:25

Okay, so for our for the web piece, we had over 26,839 new users. And out of those, our most engaged sessions, 5535, which led to a total time of 3 days, 14 minutes and 35 seconds or just the amount in total that everyone spent on our website. Our top five pages that got views, excluding our homepage, our sign the pledge page was number one. Email updates of signing up for our monthly newsletters was number two. Our master plan voting schedule is the third. Upcoming meetings was number four. And then our master plan page dedicated to describing it. And FAQs was our fifth page.



Speaker 1 - 01:01:11

Next slide.



Speaker 8 - 01:01:13

All right, so our fiscal year 2026 wrap up. So we had a reach of over 68 million. And then garnered from our earned media 1.76 million earned media placements 113 audience 63.7 million. Over that actually reach 4,318,958 web views, 120,000 event attendees, 34,405. And then email opens 4573.



Speaker 1 - 01:01:50

Next slide.



Speaker 8 - 01:01:52

So talking about our Waste in Its Place campaign and then just to note that these are estimated totals, but from traditional media, 8,932,505. Our social media reach was 2,485,974. For social media views, 4,506,717. And then for lick clinks and QR code scans, 56,838. Next slide. Thank you. Okay, and so here is a list of all our events attended for this year. I won't list them all, but thank you very much to our wonderful partners. The Broward Gift Library, Broward County Public Schools, Clean Air Climate Reality League of Women Voters, Museum of Discovery and Science, Sierra Club, Broward College Events, the Ecoshift Film Festival, Greater Fort Lauderdale Chamber of Commerce. Commerce. Excuse me. And the trash museum.



Speaker 1 - 01:03:02

Next slide. Thank you. You took it out of my. I wrote down here that I'd like to see the annual numbers, so.



Speaker 6 - 01:03:17

So you.



Speaker 1 - 01:03:18

You anticipated that? Yeah. No, so that's really great. Good job, guys. Really good job. I think the only question. Well, what I'm curious about is what.



Speaker 4 - 01:03:29

What are.



Speaker 1 - 01:03:30

What's our list count now? Our email list count, and our pledge count.



Speaker 7 - 01:03:36

We can get that for you?



Speaker 1 - 01:03:37

Yeah. So I would. I would say list count, pledge count, and. And then, like the actual followers of each of the different pages, I would include a slide that shows that. And again, that gives us a benchmark.



Speaker 4 - 01:03:53

Right.



Speaker 1 - 01:03:54

So that we'll know next year what. What we need to hit. Any thoughts, colleagues?



Speaker 3 - 01:04:01

Chair Dunn?



Speaker 2 - 01:04:02

Just member Bright. Cruz said he had to drop off.



Speaker 1 - 01:04:05

For a couple of minutes.



Speaker 2 - 01:04:06

Okay.



Speaker 1 - 01:04:07

Oh, shoot. I should have did the voting items.



Speaker 4 - 01:04:11

Oh, Chair, I'm here for, like, another two or three minutes, and then I need to drop off if you want to vote. Are we good?



Speaker 1 - 01:04:18

Yes. Well, let's do real quickly the minutes. Can I have a motion to approve the minutes of September 16th?



Speaker 4 - 01:04:24

I make a motion to approve.



Speaker 1 - 01:04:26

Okay. Second. All right. I have a motion in the second. All those in favor say aye. All right, motion passes. Community partners request for Southreach. Can you go over that real quick? Yes.



Speaker 6 - 01:04:40

It's a \$3,000 attend. Essentially allows us to have a table at this. You know, at this.



Speaker 1 - 01:04:51

And it's already budgeted for.



Speaker 4 - 01:04:53

Right?



Speaker 6 - 01:04:53

Yes. We have in this year's budget a \$50,000 sponsorship with community organizations and partners line items. So where the request comes to take the \$3000 out of that line item. Cor. Not my marketing.



Speaker 1 - 01:05:19

Okay. \$3000. Okay. So I see that they'll give us access to their registration list. We'll get an exhibit booth and then one summit registration and two passes to the launch event. I think this is good. Maybe ask him if we can get more than one pass. Maybe see if we can get more than one registration.



Speaker 2 - 01:05:51

Okay.



Speaker 1 - 01:05:52

Because. Yeah.



Speaker 2 - 01:05:53

Also buy just a separate registration or second person rather than the 5,000. Or just buy a second registration pass. Or buy a second registration pass, like a la carte. I think it's about 600.



Speaker 9 - 01:06:14

Is there money in the budget to go for the sea turtle? Is there money in the budget to go for the sea turtle?



Speaker 6 - 01:06:23

You know, this year we have a \$50,000 line item for sponsorship and things of this nature. So it's at the subcommittee's discretion how they'd like to spend those dollars.



Speaker 1 - 01:06:33

I have a question that obviously the folks that's going to be at the exhibit table are getting complimentary pass to go in.



Speaker 6 - 01:06:40

Right.



Speaker 1 - 01:06:40

We don't have to pay for them to. No, they're not getting a complimentary pass.



Speaker 2 - 01:06:45

For the tropical fish. The exhibit booth is what you get. Then there would be one Summit access. So that's the registration.



Speaker 1 - 01:06:55

So if we needed two people to work that booth, then we would need to pay for the second one or.



Speaker 9 - 01:07:03

Go to the next level up. If you look on the next level up, Sea sponsor, I mean the Sea Turtle, the also in the Sea Turtle, you get the half page advertisement in the program book. So I think a lot of people do look at the program books where the other one, it just has it on the website.



Speaker 2 - 01:07:19

I think my only concern too is that we're three weeks out. So there's a question about how much value you're going to get in three weeks.



Speaker 1 - 01:07:26

Yeah, I agree with that. I say, well, let me ask you this. Which city is this in? Is in Sunrise.



Speaker 2 - 01:07:34

It's at the Fort Lauderdale. It's at the convention center here.



Speaker 1 - 01:07:37

Oh, okay.



Speaker 2 - 01:07:39

So I think that's Fort Lauderdale.



Speaker 1 - 01:07:42

Yeah. I say because you're going to need somebody to be there with you. I mean, just having one person. I'm assuming you're the one that's going to go, right?



Speaker 2 - 01:07:49

Yes, I would be doing the booth and I think Sam would be attending the conference. So he would be the registration.



Speaker 1 - 01:07:56

Yeah, Yep, yep, yep. Okay.



Speaker 2 - 01:08:00

If I can get a volunteer to help me, that would be great. I would love to attend some of the speakers.



Speaker 1 - 01:08:08

Yeah. So then I think maybe just paying for the second registration would be the cheapest option.



Speaker 5 - 01:08:13

Yes.



Speaker 6 - 01:08:14

3,600 Total.



Speaker 1 - 01:08:16

I can get you in that price.



Speaker 6 - 01:08:18

Yes, the 600 for the additional pass.



Speaker 9 - 01:08:21

And it's too late to get into the. Is it too late for the registration on the Sea Turtle, then that's going to be.



Speaker 2 - 01:08:29

We'll have to follow up to make sure we can get the booth. But you can still buy tickets. That's not a problem.



Speaker 1 - 01:08:39

All right, so my thought is, well, I say let's go for the. Yeah, I, yeah, I'm not sure if that will be a benefit because most folks would have already laid out the program book three weeks out and getting ready to send it to print.



Speaker 2 - 01:09:04

That's what I'm thinking. So really the tropical fish at least gives you the booth, the summit launch and one registration and I think. And the registration list after the summit.



Speaker 1 - 01:09:18

Yeah, that's, you know, that's the main.



Speaker 2 - 01:09:20

Value that you're Gonna. And then a la carte. One extra ticket.



Speaker 1 - 01:09:24

Yeah. So 3600. Can I get a motion?



Speaker 5 - 01:09:35

I still move.



Speaker 7 - 01:09:36

Sorry.



Speaker 8 - 01:09:37

All right.



Speaker 1 - 01:09:37

And then I guess I'll second it. All those in favor?



Speaker 2 - 01:09:42

I.



Speaker 1 - 01:09:47

Will move forward. So that passes. So this is something that the committee has to vote on, right? The governing board? Yes. Okay.



Speaker 6 - 01:09:59

They have to approve it on Friday.



Speaker 1 - 01:10:01

All right, perfect. Okay, so now we're down to the municipal recycling audit. Shoot. I would have wanted to get member Bright Cruise's thoughts on this. So let's move that to the next outreach committee meeting. And I think understanding what Daniel has planned in terms of what data is being requested from the school board is going to be helpful to anchor that conversation. And for the municipalities, I think it'll be important to know what kind of policies they have around recycling. For example, in Lauderhill and also in Hollywood, we ban single use plastic. And so for me, part of the auditing process will be, are we actually living up to that promise? And then other questions around recycling. So we'll move that to the next meeting if there are no objections. We already had the BCPS curriculum update. Any new or old business.



Speaker 6 - 01:11:30

Of one item to ask about, if that's okay. On Friday we have our \$3,600. I can do an overview of the work plan for our update. Are there any specific. And then what's coming their way so they can be prepared with the pivot memo, the proclamation and such.



Speaker 1 - 01:11:50

Yep. And then I think maybe a slide with the specific dates of what they should be or a checklist or something of what we're asking the member cities to do. So we're asking them very specific things.



Speaker 6 - 01:12:04

Right.



Speaker 1 - 01:12:04

We're asking them to put the proclamation on their agenda. We're asking them to schedule a time to like, checklist. Yep. Check slide that says this is what we're asking from you so that they have their to go orders.



Speaker 7 - 01:12:22

Yes.



Speaker 1 - 01:12:23

Really simple.



Speaker 6 - 01:12:24

And I'm not going to do dates until I know the pivot memo is like, out, because that's going to then dictate really our stuff.



Speaker 1 - 01:12:31

Okay.



Speaker 6 - 01:12:32

Like if the curriculum gets delayed for any reason, I don't want to.



Speaker 1 - 01:12:35

Yeah, well, you can say estimated I'll.



Speaker 6 - 01:12:38

Say estimated like I did today.



Speaker 1 - 01:12:39

Yeah, you can say estimated because.



Speaker 6 - 01:12:41

Okay.



Speaker 1 - 01:12:42

I know everybody's life is getting complicated. We're all in a rush to like. For me, we only had one commission meeting this month because of the holiday, you know, so we gotta figure that out quickly. Yes, sir.



Speaker 9 - 01:12:58

So we have presentation and Lori's going to be there with me tomorrow at the BCCMA meeting if we can maybe. Did you talk about the proclamation that we put the, you know, speak about the proclamation of the BCCMA meeting?



Speaker 6 - 01:13:11

Sure I can.



Speaker 9 - 01:13:12

Yeah. So we can, if you can add that on there to speak about that you know, has to be approved by the executive committee but then to expect someone to reach out to them to, so they can put it on their agendas for each one of the cities municipalities will do.



Speaker 1 - 01:13:30

Okay, Any other new old item? Yes, Julie, go ahead. Yeah, Put on your mic, Ms. Dr. Long.



Speaker 3 - 01:13:44

Okay, now it's on. I had a question. Since some of the municipalities that are members are not currently recycling and it won't be recycling until I guess they're contracted is renewed or whatever, how are you going to address the gap in education? Because I get asked that at events, community events where people go I want to recycle. What am I supposed to be doing now? And that's an open ended question but I hear it a lot when I'm out in the community and I think as this is a great launch of community partners and I think as it goes out to people, we're going to get asked that question even more. In terms of your comment about boards and cities in a few weeks all these election signs are going to disappear. But we have opportunities to reuse those as things.



Speaker 3 - 01:14:37

I'd be happy to go in my neighborhood and pick up little metal things if we could get signage to put them. I mean it'd be a lot cheaper and we'd be recycling and reusing. And also if you could send the challenge to the partners, specifically the League Climate Reality Project, Sierra Club, Broward Clean Air, Audubon and Flamingo Gardens has their Eco Challenge. All of those venues have their own social media and would be glad to blast this out for you. The League Environmental committee has over 400 people on its mailing list so we can magnify that for you. And then I was thinking about whether you can reach out to the sustainability boards of those cities, municipalities that have one, and ask them to recommend this to their city also. It's just another way of getting the message.



Speaker 3 - 01:15:33

The boards can only make recommendations, but they can recommend that this be magnified. And in terms of the school recycling, I'm on the Green Advisory board for the school. Alec is the chair, I'm the vice chair. So if he's not free, I'd be happy to meet with you. We've talked a lot about how to measure recycling in the school and it's there Seems to be a lot of challenges. South Broward High School has a protocol for how they do it and how they've already. They're one school that already has an active recycling program.



Speaker 2 - 01:16:13

And it's.



Speaker 3 - 01:16:16

It seems like getting weights and things like that, real hard data is virtually impossible. But the kids are good at taking pictures. And if they. Like at South Broward, they do their collection once a week. If they take a picture of full bins, that tells you what's happening. And as the schools roll this out, I would assume they're going to be using South's protocols and the kids are good with their cameras, and they may be the link that gets us there in terms of some data, because at our meetings, we've asked that question repeatedly to the administrators and they don't have answer for us yet. So once again, I think we're looking to the kids. Thank you for letting.



Speaker 1 - 01:17:02

Thank you, Doug. Thank you so much. I actually like that idea about sharing the toolkit with our community partners. I think that's a great idea. I think we should do that. And they can customize it because you're going to write it in a language that could be used by municipality or any potential community partner. I think that's a lovely idea. Do we know who. Which cities have sustainability boards?



Speaker 6 - 01:17:28

I made a note to add that to my to do slide for Friday.



Speaker 1 - 01:17:32

Yes. Yeah, yeah.



Speaker 7 - 01:17:33

For the members.



Speaker 1 - 01:17:35

And that kind of goes back to what, remember, Bright Cruise was saying about his board. And then I'm going to create a committee. I'm not creating a board because that's going to be more complicated, but I'm going to create a committee of folks that care about this issue. Yeah. Good stuff. Any other thoughts? Thank you, Dr. Long, any other thoughts? All right, meetings adjourned.