Speaker 1 - **02:24**

Hello. Call in the meeting to order. Roll call, please.

Speaker 2 - **02:40**

All right. Roll call. Chair Dunn.

Speaker 1 - **02:43**

Here.

Speaker 2 - **02:45**

Member Bright Cruise. Here. Member Bowman.

Speaker 1 - **02:50**

She said she was going to join online. Is she online?

Speaker 2 - **02:53**

Let me check. I do not see her yet.

Speaker 1 - **03:00**

Okay. You want to send her a text or something?

Speaker 2 - **03:03**

I talked to her assistant today, so she should be on.

Speaker 1 - **03:06**

Okay. All right. Welcome, everybody. Can we do the Pledge of Allegiance,.

Speaker 3 - **03:23**

Which stands one nation under God?

Speaker 1 - **03:33**

Thank you. Good to see everyone. Welcome back. All right, so public comments. Richard, you have signed up. Two minutes, sir.

Speaker 4 - **03:56**

Good afternoon, chair and members of the board. I am Richard Graham Charitar Southwest Ranches. This Saturday, I was honored to participate in the grand opening of the Deerfield beach compost facility in partnership with Filthy Organics. The event was an exciting opportunity to demonstrate the potential of innovative, sustainable organic waste management. And highlight. A highlight was the live demonstration of the containerized compost mixing system. It's fully containerized, so you don't you avoid the odors and vermin and vectors, you know, on an open system that it was a compost mixing system showcasing how technology can help communities divert organic waste from landfills and transform it into valuable resource that supports healthier soils and a more sustainable environment. Perhaps one of the most encouraging outcomes was the interest expressed by the city commissioners in attendance who requested proposed language for a compost ordinance.

Speaker 4 - **05:16**

What they're interested in doing is having new developments use the compost that's produced at the facility and eventually sell that material to landscapers and nurseries, et cetera, so that they can generate a source of revenue as well. This is an important step forward toward advancing local policies that promote composting, encourage organic waste diversion, and establish a framework for expanding sustainable waste management practices

throughout that community. The grand opening was more than a facility launch. It was an opportunity to demonstrate what is possible when municipalities, innovative technology providers and sustainability partners work together toward practical environmental solutions. So congratulations to the city of Deerfield beach and Filthy Organics on this important achievement. I look forward to continuing the conversation, providing support on the proposed compost ordinance and helping turn this momentum into meaningful action. Building a sustainable future starts with turning waste into a resource.

Speaker 4 - **06:25**

Thank you.

Speaker 1 - **06:26**

Thank you. All right, meeting minutes. All right. And then I guess I'll second that motion. All those in favor say aye. Aye. And hearing no opposition, passes. All right. Municipal audit. I mean, the municipal recycling audit.

Speaker 5 - **06:51**

Hello. Daniel Deutsch representing SAS engineers and just wanted to share some information with you. And.

Speaker 1 - **06:57**

Pull the mic.

Speaker 5 - **06:59**

Yeah, it's a bad habit of mine. I have to remind myself to be Uncomfortably close to the microphone. So we've gathered this information from a number of sources. So there was a survey that was issued to each ILA member. And I'm not sure if you have. If the information has been shared with you, but there were 19 respondents. And we asked them, what is your recycling rate? And they were provided with ranges. So it ranged from I don't know which was the vast majority of them to less than 20 to 29 and 30 to 39. That was one data source, right? We asked. We also went through the exercise for some of the other work that SES is involved with the authority to. We prepared one pagers that were then validated with each ILA member.

Speaker 5 - **07:52**

And within the one pager we asked, what is your recycling rate? So some responded, some did not. It was less important that they respond to that number, although we took it seriously because were also calculating, based on the other information that they provided, of all the residential tonnage provided, we can calculate the recycling rate as long as. Based on the information. As you may guess, oftentimes you've got three different numbers. So what we can say for certain is that participation is important. Based on our team's collective work all over the country and all over the world. Participation drives tonnage. Not necessarily the tonnage that is clean what you want, but that simply highlights the opportunity to focus on the education component up front.

Speaker 5 - **08:45**

I think one of the questions that you may have is where should we be deploying our dollars to have the greatest impact? What I'm going to ask is that give us a little bit more time to digest the data sources so that we have a better sense of what is, what we can be confident in, and then let that inform where we would recommend. There's also other factors that we may want to consider. I'm just thinking of some of the surveying work that was done early in the project. There were disadvantaged communities, some that may not have, and there may be other communities that don't have access to curbside recycling. Because if you remember, that is one of the goals of working as the authority. We want to bring curbside recycling to everybody.

Speaker 5 - **09:32**

We also want the convenience recycle centers, because not only do we want the availability of recycling, even if you're not home, perhaps more importantly, there are materials that should. That can be managed responsibly outside of the waste stream or the recycling stream. We want to make sure that we're providing opportunities to get those materials out of the waste stream so they can be managed responsibly through the convenience drop off centers. So I shared some information. But let me hear from the committee what you're looking to get out of it, to make it actionable, to make the data actionable.

Speaker 3 - **10:06**

Daniel, quick question. So when we talk about recycle rates, can you define that? Are we talking about just what goes in the green bucket versus what goes in the blue bucket kind of recycling curbside? Are we including green waste and how that is?

Speaker 5 - **10:27**

Yeah, we're trying to take a simplistic approach. So when we were calculating, we looked at the total residential waste stream and what are the commodities that are being recycled. So it may not be capturing the totality of

what is being recycled, but the vast majority, let's say yard trash. We know for certain that only two ILA communities are segregating yard trash, clean yard trash for collect curbside. And what we are told by the processors of that material, while it is source separated, it is far from clean. Having said that, where we want to get to is because we consider that low hanging fruit, that is a valuable resource, that is a relatively large percentage of our waste stream and it sort of paves the way to at some point in the future also incorporate food waste.

Speaker 5 - **11:20**

But to answer your question, we look just at what's generated on a residential basis. We added up all of the residential waste stream and we use that to derive the recycling rate based on the commodities that they're recycling. So we're not capturing C and D, we're not capturing yard trash, we're not capturing bulk as it is recycled.

Speaker 3 - **11:42**

Okay, okay. Well that, I think that helps me understand a little bit more on why the recycling rate is so low versus like a 39 or 38%. Because. Yeah, because I think there's some low hanging fruit there to segregate out the green waste from the refrigerator, you know, and also the C and D some work there, which is.

Speaker 5 - **12:07**

Yeah, the residential C and D is a relatively small portion because think about it, even if you were to have work done on your house, let's say remodeling, modeling a bathroom, most likely you're going to hire a contractor and the contractor is going to bring in a dumpster. So it's not really going to hit the residential stream.

Speaker 3 - **12:26**

So if the, your bulk waste and your yard waste is separated, would the yard waste then count as recycled material? So that would.

Speaker 5 - **12:37**

Well, in a perfect world, and we don't live in a perfect world, even when the yard trash and bulk waste are commingled, if it is being segregated, if it's being processed There should be some credit for that. So that credit occurs at the state reporting level. It's not occurring with the data management that we're doing.

Speaker 1 - **13:02**

So those two cities that participate currently, who are they? Do you know?

Speaker 5 - **13:09**

Sure. Fort Lauderdale and Hollywood.

Speaker 1 - **13:11**

Fort Lauderdale and Hollywood,.

Speaker 5 - **13:12**

Yes.

Speaker 1 - **13:12**

Okay, so but the challenge there is that it's not clean. Right. So perhaps that. Do we have Fort Lauderdale and Hollywood PIO at the table? Yes. So then maybe that's a messaging opportunity for both Fort Lauderdale and Hollywood, whether it's webinars. Like, to me that sounds like a campaign. Right. A mini education campaign, since they're already doing it. It. But do we have. So if were to think about what KPIs would work well to be able to see if we're moving the needle on this particular segment of recycling, what would you suggest would be a good baseline data to look at? Because I mean, we're going to check to see how many people registered. We're going to see how many people click on the ads. But in terms of impact, what would you recommend.

Speaker 5 - **14:15**

Measure? Availability. Who has access to it? Well,.

Speaker 1 - **14:18**

I'm just focusing on these two cities. Yeah, go.

Speaker 5 - **14:21**

Ahead. It would be the same availability, utilization, meaning how many are setting out on a given week and then tonnage. And if we could get it, what is the level of contamination? And we'd need to get that for the entire municipality. And then on the other side of it's also a compliance matter. And you may want to start with opportunistic. Right. So if code compliance is driving down the street and they see a set out that it's supposed to be clean material and it is commingled.

Speaker 1 - **14:56**

So I think this is something that we should have a conversation with members.

Speaker 5 - **15:04**

Sorensen.

Speaker 1 - **15:04**

Sorensen. And kind of share.

Speaker 3 - **15:10**

I. I did speak with member Sorensen about that. They have a program in Fort Lauderdale, if I'm not mistaken, called Recycle. It's their Recycle. Right. Campaign. And ask them if they could maybe come and speak on behalf.

Speaker 1 - **15:22**

Yes, if we can have them,.

Speaker 3 - **15:24**

Maybe. And so maybe I can get them to come in and speak on behalf just to sort out with the education.

Speaker 1 - **15:29**

Yes, please.

Speaker 3 - **15:30**

To speak on behalf of that Recycle. Right. Campaign.

Speaker 1 - **15:33**

Yeah.

Speaker 3 - **15:33**

Thank you.

Speaker 1 - **15:34**

And then when we have a new member. Well, I guess when the city of Hollywood appoints a new member, I think that to me sounds like a mini almost subcommittee kind of thing, working with whoever the member is, whoever the person is on staff, and then the pio. Because what I'm understanding is that if we just leave it like that, sometimes it just won't move fast enough. Right. So maybe that'll be a little mini conversation, just looking at Fort Lauderdale and Hollywood together and then these two. Because this is really. I mean, that's really great information because to me, that just is an opportunity for communication to help.

Speaker 5 - **16:17**

And in terms of sequencing, this is one of the challenges that we're navigating through on the solicitations. We're preparing a yard trash solicitation, but based on those two communities, we have about 17,000 tons of yard trash that is set out annually.

Speaker 1 - **16:34**

That's great. So while you. While you.

Speaker 5 - **16:36**

Get to start.

Speaker 1 - **16:37**

Well, my point is that while you guys figure out what you need to figure out on the RFP part, let's start by engaging community.

Speaker 5 - **16:47**

So that's exactly the point that I'm getting to. We want all ILA members eventually to require the set out of clean yard trash, not commingled with bulk. Once it is commingled, it is no longer cost effective to sort of try to untangle it and still yield a good product from. From the vegetative debris.

Speaker 1 - **17:10**

So then really, Fort Lauderdale Hollywood is in a position of leadership. Right. Because we can look at them as a case study, a best practice, and maybe that's kind of how we position it and see how we can work together. Yes. Member Brad Cruz.

Speaker 3 - **17:24**

Yeah, Yeah, I agree 100%. Thinking about kind of all the rest of us. So we. I'll speak for myself.

Speaker 1 - **17:33**

I'm sorry, before you.

Speaker 3 - **17:34**

Yeah,.

Speaker 1 - **17:35**

Before we change the topic, are we. Are we in agreement with that as a way forward with Fort Lauderdale Hollywood? Do we have a consensus?

Speaker 3 - **17:42**

Absolutely.

Speaker 1 - **17:43**

All right. Okay. Yes.

Speaker 3 - **17:45**

Great. Like for the ranches, part of our contract with our hauler is that we can commingle those. So when contract time comes around, that needs to be one of our negotiating points, is that needs to be separated going forward. And so. So I guess. I guess my question is, I.

Speaker 6 - **18:08**

Know that you have done. Your group has done a yeoman's job of trying to get everybody's contracts in there. And I think you probably got most of them, but not all of them. But we almost need like a 18 month ahead of time heads up that your contract is coming up. And these are the two, three, four things that are in the ILA that you may or may not have in your contract today. And these are the things that we really need for you to negotiate when that

contract comes up.

Speaker 5 - **18:40**

So. And we are tracking contract expiration dates. You have a Little less than three, four years before yours are up. It is considered a best practice to if you're going to recompete to give that more than a year because there is a possibility that there's a new player and this transition is not easy. But we recognize and we talk about this in terms of sort of leveling everybody to the same place and it's going to take some time in order to do that, but that's where we want to get to.

Speaker 6 - **19:14**

But is that part of our process? Is it going to be up to Southwest Ranches to realize that or is that part of our process that you or you know, Sam, your group will be sending out notifications 1824 months ahead of time. We recognize that your contract is coming through and these are negotiating point. I mean we know when our contract is coming through. But I what I would hate as we go through a negotiating process locked in for another five to eight years only to realize, oh, I didn't know I needed to negotiate for that.

Speaker 5 - **19:49**

It follows a similar principle when the working group was operating was asked for everybody either through an amendment or a new contract to identify the receiving facility for these waste streams to be designated or to be labeled the designated facility so that the municipality or the county has the ability to say don't take it here. And that's where we're at now. And most, not all, most have that provision in their collection agreement. So I'll leave it to the executive director to say whether it'll be the authority's responsibility to notify each ILA member in advance. I don't think it's an unreasonable ask, but you're exactly right. One of the considerations that needs to be orchestrated so that we don't wait for it to happen magically.

Speaker 5 - **20:46**

We're intentionally messaging and managing expectations because especially after two weeks ago, the thought of adding another collection route may not be appetizing to an elected body, but there may be ways to implement it that doesn't just add balance because if you solid waste is a volume business largely if there's X amount that's being placed at the curb that's being serviced and you're instead some is now going to be clean yard trash and everything else will be bulk. You may be able to change or modify the collection frequency so that you're not adding trucks to the road and you're still meeting the needs of your constituents and supporting best practices for the authority.

Speaker 1 - **21:38**

Question, that's a really valid challenge that you brought up and I'm wondering If we can't think of a communication solution. So as you're kind of looking at all of the member cities, Daniel, could you potentially say Here are the five or 10 things that member cities need to be paying attention to as they go into negotiating their contract. Is that something that we can do? Right. So then could we from a communication standpoint point, maybe have a fact sheet or a one sheeter that we can share with the member cities and they could then share that with their staff?

Speaker 7 - **22:22**

Yes, I think it's a great idea. Can get working on that.

Speaker 1 - **22:26**

About thinking through where you are in your process. When would you have the information on that so that they can work it into their communications timeline?

Speaker 5 - **22:36**

You can start on that immediately. We know when the contracts are expiring. We have that today.

Speaker 1 - **22:41**

So would that work for you, member Bright Cruz?

Speaker 6 - **22:43**

Yeah, I think that would be great. And Sam, as far as I'm concerned, I don't really see this as an obligation for the SWABC to publish this out, but I do think it's a best practice if we have that information to kind of send out reminders. I think that would be. I think it just helps facilitate the overall process. But having the material to send out is key.

Speaker 1 - **23:03**

Yeah. And just putting it top of mind. Right. And it's if you know what it is. And you could do a one pager really easy and share that with the member cities and the PIOs and the appropriate city department and then. Yeah, I think that's an added value.

Speaker 5 - **23:19**

And again, all of these, what we're talking about lines up with the recommendations and themes of the master plan. I would make a straight face argument that this is in the bucket of harmonization.

Speaker 1 - **23:32**

I love that.

Speaker 5 - **23:32**

We want consistency across all ILA members so that if somebody moves to Lauder Hill.

Speaker 1 - **23:38**

Sure.

Speaker 5 - **23:39**

From the ranches, they know that the expectations. The expectations are the same.

Speaker 1 - **23:50**

Yeah, I get it. Okay. So yeah, communication is solution to that then. Awesome. As you were speaking. Are we complete with that topic? Okay, so as you were speaking, Daniel, I want to kind of circle back to the KPI part. Right. So the KPIs that you're recommending that we should be tracking is availability, utilization, tonnage and level of contamination. Right. So are you then going to be able to give us baseline data for those four? I know that's the goal, but I just want to make sure that I'm fully understanding.

Speaker 5 - **24:29**

Should be provided by your current service provider. So in your collection agreement.

Speaker 1 - **24:36**

No, no, I get that. But I'm trying to think about how we Allocate marketing dollars. Right. So if These are the KPIs that you're recommending that we should be looking at, right. Not just simply a recycling rate. So in order for us to know whether or not we're moving the needle with this $2 million communication investment, then we're going to need some baseline and then figure out how we can periodically. Whether it's once a quarter, once a month.

Speaker 5 - **25:07**

Understood. There are reporting requirements. I can't. I have. I didn't review. I'm going to use Lauder Hills as the example. Your contract before coming to this meeting. I would hazard to guess. I'm not a betting person, but I would hazard to guess that there are reporting requirements from your service providers in your collection agreements. Reports that should be provided to your leadership, your administration every month, some that may be provided every quarter, every six months, every year that has some of that information. So I will take the personal task of looking at your contract. Well, that's just.

Speaker 1 - **25:42**

Me. I'm talking about member cities.

Speaker 5 - **25:44**

Understood. But just Lauder Hill as an example, because in my experience, they're in all collection contracts.

Speaker 1 - **25:51**

Okay, great. Well, so then hopefully it'll be easier. Right. So.

Speaker 5 - **25:55**

Well, then you have to go get the data because if they're not providing, they may or may not be providing it. It really

depends on the level of oversight. It's the same thing with setups. Right. If there was a compliance function, then it would. We'd be in a better shape than we are. But there's limited municipal dollars and, you know, different focus areas. And each community, it is a matter of making sure that if it's in the contract and it's a requirement that it's being fulfilled.

Speaker 1 - **26:25**

Do you remember Sam? What? Well, maybe this is a question for you, Daniel. What are the KPIs that we're supposed to be. What are we supposed to be watching from a marketing perspective to make sure that we can say that what we're doing is having an impact. What are we looking at specifically? Does anybody know? Do you know the answer to that? Is it the recycling rate? Like what did we commit to?

Speaker 5 - **26:52**

We are using as our North Star achieving 75% recycling.

Speaker 1 - **26:56**

Okay,.

Speaker 5 - **26:57**

So that is aligned with the state recycling goal. It's not a mandate. There's no enforcement. It is an aspirational goal that was part of the 2008 state energy bill and it's a goal.

Speaker 1 - **27:10**

Okay, so that's a big goal. And then the mini goals would be available. Well, availability, utilization, tonnage and level of commitment.

Speaker 5 - **27:18**

That's really. I think those are elements that can be measured that are indicators of.

Speaker 1 - **27:26**

That we're moving in the right.

Speaker 5 - **27:28**

Direction.

Speaker 1 - **27:28**

Okay.

Speaker 5 - **27:29**

Again, as I mentioned, we know that participation drives tonnage.

Speaker 1 - **27:32**

Yeah. Okay, so then I want to make sure that I'm fully understanding. So the North Star is that recycling rate. But the milestones that we need to make sure that we hit is to maybe make sure that more people have the access to recycling so that it's available in their community and that they're actually using it. So.

Speaker 5 - **27:54**

And that they're recycling. Right.

Speaker 1 - **27:56**

And that they're recycling. Right. Okay. And then the level of commitment. Got it. Level of containment. So that then is the recycling. Right. Part.

Speaker 5 - **28:05**

Yeah, they're putting the.

Speaker 1 - **28:07**

Contamination.

Speaker 5 - **28:07**

Yeah. And you know, for example, even though technically. Well, it's a little confusing, someone can put the right recyclable materials in their home in a plastic bag to hold them. By putting them in the plastic bag in the recycling cart, they've just added contamination because that material, even though it is recyclable, the fact that it's in a plastic bag creates a safety.

Speaker 1 - **28:36**

Capture.

Speaker 5 - **28:39**

So listen, meeting's over. We did one thing tonight, Right. But that, but because from a worker safety standpoint, you don't want people ripping bags open. You don't know what you're going to find in it and where it is convenient within the house to get it to the cart, to collect it in the house and move it to the cart. Once it's in the cart, a plastic bag signals that it's contamination.

Speaker 1 - **29:03**

See, that's, these are the little snippets of communication that I know you guys already have planned. Right.

Speaker 7 - **29:11**

Adding it to the notes.

Speaker 1 - **29:12**

Yeah, Like the garbage bag, the plastic garbage bags. See, I don't think that's something that everybody, that a lot of people know. Did you, did you know that? Okay, well, the average person doesn't.

Speaker 6 - **29:34**

Yeah, the average person does not.

Speaker 1 - **29:38**

Yeah, yeah, yeah. You were saying, member background.

Speaker 6 - **29:41**

Yeah, I mean, I think this is a great discussion on the KPIs and.

Speaker 1 - **29:45**

Really.

Speaker 6 - **29:45**

Identifying the right ones. Because not only will that be able to monitor our success, but it'll also be motivation on how.

Speaker 1 - **29:53**

To. Yeah, for sure.

Speaker 6 - **29:55**

So I get the North Star one. That's, that's kind of, that's the vision. That's where we want to be. So that makes total sense to me. You can't go anywhere without the access. So that makes total sense to me as well. But between those two, to me, we need to break down the different type of material and have a recycle, like how much. We don't need to break out plastic from bottles to everything else, but we need to know the household recycle rate and I think we need to know the green waste recycle rate and I think we need to know the C and D recycle rate so that if it's not going up, we know where to focus our education and our, you know, our efforts to have that improve. So I think the 75 is kind of the gold standard.

Speaker 6 - **30:58**

We definitely need to do that. But I think below that we need to break it down so that we can target where we want to.

Speaker 5 - **31:05**

Is.

Speaker 1 - **31:06**

That available?

Speaker 5 - **31:07**

Everything is available. Let me tell you one way it can be accomplished and I can give you some proofs of where it's been effective. You can do it through a waste composition study at a landfill, right? The place of last resort where it's going to go to for its final resting place. By doing the composition study there, you know where the opportunities that you're missing are. And you can do it on residential stream and you can do it on the commercial stream. That was the genesis of Collier county developing a mandatory commercial recycling ordinance. They had squeezed a lot of juice out of the residential side through education, through contracting, but based on the composition of the commercial waste stream, there were so many contained recyclable containers and paper, particularly cardboard that was being disposed. So that was the origin of them moving deliberately.

Speaker 5 - **32:03**

Although it was a long. It was a long journey, took several years and another day. I'll tell you the story of why it took so long, but that's why it's now on the books. And that's why I keep sharing Collier county as an example of a peer county that is exceeding the 75% recycling rate without waste energy. It can be done. They have a very aggressive

C and D recycling program. They have mandatory commercial recycling. They have, I think a best in class curbside recycling where electronics are collected. Curbside. Right, because. And they have unlimited garbage collection because they are deathly concerned about illegal dumping. Because, you know, there's a lot of land that is otherwise protected and you don't want to give somebody a reason to go dump it at the end of the street.

Speaker 1 - **32:59**

Wow. Thoughts on that?

Speaker 6 - **33:03**

Yeah, no, I think that's.

Speaker 1 - **33:05**

How expensive. I think that's,.

Speaker 6 - **33:07**

I think that's. I think we, you know, I think maybe we need it like an inspirational speech from Collier county once a quarter or something. So that we can, you know, be moving in the right direction, because that's where we want to be.

Speaker 5 - **33:18**

Yeah. Let me know if you want me to invite the solid waste director. She is a dynamo.

Speaker 1 - **33:23**

Yes, please. That'd be great.

Speaker 5 - **33:25**

Yeah. And I've worked for. She's the third solid waste director that I've worked with in 28 years. So there's also

continuity and a commitment. The policy body, the commission, we developed a solid waste strategy in 2006 that was robust enough that it still serves us today. Still serves them today, I should say.

Speaker 3 - **33:52**

Yeah. I mean, I would love to hear. You know, I almost would rather hear what didn't work up front so that we can learn from that.

Speaker 6 - **34:00**

And maybe avoid.

Speaker 1 - **34:01**

Some of those. Maybe talk to our. Our chair to see if we can maybe have them do a presentation at one of the governing board meetings.

Speaker 6 - **34:10**

Yeah,.

Speaker 1 - **34:11**

If there's room for that. And then the assessment. What did you call the waste.

Speaker 5 - **34:20**

Waste composition study.

Speaker 1 - **34:21**

Yeah, that study. Is that something that we're looking to do or. No?

Speaker 5 - **34:25**

So we did do it. SES did it on behalf of browardswa county in 2004. 2024. So we did both a waste composition study and a waste generation study. So that work has informed and that really forms the baseline. Remember. Remember the white papers that led to the development of the master plan? It started with what is going on today? So we then we pulled in the waste composition data so that we could extrapolate where are the opportunities? Because again, one of our underlying principles is we want to maximize the value of every waste stream component that we possibly can.

Speaker 1 - **35:07**

Got it. So then the data that member Bright Kruger is asking for the household, the green and the. We have that for browardswa. Oh, okay. So then could we, as a committee, know what that is as well?

Speaker 5 - **35:22**

Much of it is on our website already.

Speaker 1 - **35:24**

Okay. Well,.

Speaker 5 - **35:26**

Because Conceptual has done such a tremendous job at consolidating this information so it's readily available. But at some point, I agree it's a lot.

Speaker 1 - **35:36**

Well, I think where I'm trying, what it sounds like we're trying to get to is what are we going to. Because the public is charging us with hitting a 79% recycling rate. So as we think about communication and make decisions about messaging and a resource allocation, then for us, we need to figure out what the KPIs are that we're going to be looking at. So I'm hearing on the recycling part, wanting to pull it out for household green and C and D. Right. And then I'm also hearing in terms of getting us to that 79%. These milestones along the way that we get to keep our eyes on. What would be helpful is to maybe have a one sheeter that has some of that information so that when we start doing the planning and the budget for.

Speaker 1 - **36:36**

Because we haven't really fully gone deep dive in that yet. Right. For this next thing that will then as a committee, have that data to be able to do that. And then we're all on the same page regarding what the KPIs are and what we need to hit.

Speaker 5 - **36:50**

Yeah. And then let it bubble up to the governing board, so.

Speaker 1 - **36:55**

Exactly. Exactly. Okay. I have a final question on this municipal recycling audit. You want to go first before I do? Okay. So in having the conversation about how do we create multiple layers of opportunity to educate the community, we talked about leveraging what's happening in the schools and then bringing what's happening in the schools in terms of the curriculum and what the kids are learning and bringing that to the municipality. Right. So if there's an opportunity to mirror what the school's doing, then we can mirror that in the municipality and then taking that also to the neighborhood level. So the hoas can then mirror that. The churches can then mirror that. Right. But we've got to start, we've got to lead first with the municipality. So. I think it will be helpful to.

Speaker 1 - **37:57**

Let me just think out loud, and I'm going to only use my city for a minute and then you guys help me to see if I'm looking at this the right way. The kids are doing. So we're going to be doing a audit in the schools, working with the lunch room folks. So I would then when that's happening, I would then like to. To think through what does that look like in the city. So are we recycling as staff? We have a single use plastic ordinance, but I still see single use plastics being used. Right. So I kind of would be helpful to have just like maybe four or five things that a municipality can focus on that will help us to lay the foundation for what we need to do to get to 79.

Speaker 5 - **38:51**

I'm going to take back 4% though. We only committed to our North Star. 75%.

Speaker 1 - **38:56**

75. Yes.

Speaker 5 - **38:58**

Yes, you're exactly right. And we endorse each ILA member leading by example within their own house. So whether it is. We were talking about it just before the meeting started. You contract for service providers, not just the solid waste service providers, vendors at municipal events that you pay for. Well, you're contracting for those services. You have the opportunity to dictate no single use plastic containers. You have. The municipality has the ability to say all food waste has to be segregated and composted. Right. We know that there are service providers that can provide the service. So there are. We can give you as many. Or just the basics on what you can do as government to lead by example.

Speaker 1 - **39:49**

Yeah, I think that would be interesting. Right. Your thoughts?

Speaker 3 - **39:56**

Yeah. No, I absolutely agree. I think that's going to be the key information.

Speaker 1 - **40:01**

And then maybe if we can kind of flush that through here in this committee so that as we go into, you know, maybe January, February, we can bring it to the rest of the executive board and the committee. And then that way I just want to make sure that we're doing just that. Leading by example. And leading by example, not just for the municipality, but also for the members of the governing board. So I need to know, like, how true is. Like I had no clue. I thought, well, you know what I have? I don't use the plastic bags from Publix. I get the paper bags. And so what I do is I put all of my plastic. I put all of my plastic bottles in the paper bag.

Speaker 1 - **40:54**

But then to take it all out to the dumpster, I put that paper bag in the garbage. B. Do you see what I mean?

Speaker 6 - **41:05**

Yeah.

Speaker 5 - **41:05**

And we just streamline your process. You can eliminate that last step.

Speaker 6 - **41:08**

Yeah.

Speaker 5 - **41:09**

Still take it out to the right container. I.

Speaker 6 - **41:11**

Think a lot of.

Speaker 5 - **41:11**

People.

Speaker 1 - **41:12**

Yeah. So then I guess how do we do that? And then make sure that as we're. Whatever the five things or the three things or the one thing, maybe we pick just one thing. Right. Whatever that thing is, I think we need to make sure that it aligns with what the kids are doing in school.

Speaker 5 - **41:30**

And multimedia. I presume Lauder Hill has a public access channel.

Speaker 1 - **41:35**

We do not.

Speaker 5 - **41:37**

Someone needs to renegotiate your cable franchise. What about the ranches? Do you have. No, I.

Speaker 6 - **41:42**

Don't.

Speaker 5 - **41:43**

Okay. No doubt there are some communities that have.

Speaker 1 - **41:46**

Fort Lauderdale. Lauderdale Lakes.

Speaker 5 - **41:48**

Yeah. But to create PSAs, it is shocking how many people actually watch that channel. And then you can run it on your website.

Speaker 1 - **41:57**

Yeah.

Speaker 5 - **41:59**

So utilizing all of the channels that, that you have. You know, TikTok, I don't watch. That's not my thing. But I know that it is a thing.

Speaker 1 - **42:09**

It's a thing.

Speaker 5 - **42:10**

Instagram. Right. So activating, but having consistency and but keeping it simple. Because again, we don't want to overwhelm.

Speaker 1 - **42:21**

The.

Speaker 5 - **42:23**

Receivers such that it just becomes noise. And that's the challenge because there's so much rich information that can be shared, but not everybody has the time or capacity or interest to absorb it, which is why I'm thrilled that there's this subcommittee that can sort of vet the options and then keep it simple right down the center of the lane.

Speaker 1 - **42:45**

Got it?

Speaker 6 - **42:45**

Sure.

Speaker 1 - **42:46**

Yeah.

Speaker 6 - **42:46**

Yeah. I'd like to go back to something that you mentioned, part of this whole discussion, and that is certain ordinances that potentially the town could put in place, like single use plastics,.

Speaker 5 - **42:59**

You've been preempted from that.

Speaker 6 - **43:00**

What's that?

Speaker 5 - **43:01**

You've been preempted from doing that by mistake. But. Okay, well. But you can. You can choose to do it.

Speaker 6 - **43:09**

My point is. My point is the same. So if there are things that we can do that we need to look at from an individual municipality ordinance standpoint where we can move, kind of move the ball forward that I haven't thought about or hadn't considered, you know, to me, that I'd love to. I'd love to hear about that. It's kind of the same thing about a contract renewal. It's like one of those things that, you know, we as municipality can be working on that maybe we're not even thinking about yet,.

Speaker 5 - **43:39**

And we may have missed an opportunity, but it's not too late. Maybe separate from a governing board meeting,

just have a roundtable of what are you doing? That should be celebrated and shared by the other members of the authority.

Speaker 6 - **43:54**

Yeah, but don't we have. I mean, you all have done a lot of work from an ordinance type standpoint. We don't have, like any sort of a list of ordinance that.

Speaker 5 - **44:11**

Haven't been preempted. Well,.

Speaker 6 - **44:13**

Not have been preempted. You know, I'm not interested in the ones that are preempted. I want one say I can actually take action on that. Maybe we're not even thinking about.

Speaker 5 - **44:21**

Yeah, let. Let us caucus. Okay. And see if we can. We can compile that list.

Speaker 6 - **44:25**

Okay.

Speaker 5 - **44:25**

Because where we started was, at least for education and outreach, what are the best practices? And so that's all, you know.

Speaker 6 - **44:32**

Well, to me, that's part of the best practices. If we can put it out there and we can, you know, kind of cut something off before it even gets takes hold, then let's do that. Okay.

Speaker 2 - **44:42**

Okay.

Speaker 1 - **44:44**

Okay. So to sum up the next steps for this item, we talked about. We talked about reaching out to Fort Lauderdale and Hollywood to learn more about what they're doing and then to see how we can create an opportunity around using communication to deal with the contamination issue with the green waste. We talked and so that's going to be you, Sam? Yeah. And then engaging them to come to. Yeah. And to share. And then we talked about the fact sheet or some sort of communication tool that would talk about best practices around contract negotiations so that the concern that you have member Bright Cruise will be addressed. We talked about doing a lead by example kind of punch list and then sharing that with us as a committee.

Speaker 1 - **45:46**

And then we can see maybe what two or three things or five things we want to recommend to the executive committee and the governing board as a strategy that we can perhaps roll out to the municipalities. And those are. And we also talked about KPIs and needing to be clear about exactly what it is. So we have the recycling rate, the three different types of waste streams that you talked about, and then the kind of roadmap to that with availability, utilization, and all of that. So. And what's the action item on that, Daniel? The KPI part, Because I think that's for us, that means that's a priority because we can't make decisions really about effectiveness.

Speaker 5 - **46:37**

We will identify and sort of explain the KPIs, how they are measured and why they're important. Because I think it's critically important to let people know why we're doing this, to hopefully get them on board. Because it isn't just what we say. We're gonna. We're gonna need to make sure that if it's not in the contract, they get it in the contract so that there's a reporting mechanism, because it's not. It's. You can have a third party come in and do a drive by and look at who's set out, but that information really should come from the holler itself. So let us do a little bit more research on how to identify the right KPIs.

Speaker 1 - **47:24**

And then how we can track and measure it moving forward. And then once we know that, once we have that information, then we'll use that as a committee on, you know, how we allocate the resources. And then I guess on your part with the advertising, you can make sure that you're doing all the things that you already do, but we got to just connect the dots. Is that a good summary? And we're in agreement. Okay. All right, so moving on to the next

item. Thank you, Daniel. That was really helpful. Direct mail campaign approval. I thought we already voted to allocate what happened.

Speaker 7 - **48:06**

We did. I'm going to go through that with you. Elisa, could you actually pull up the slides, please? Thank you. Haley, Nicoletta with Conceptual Communications. I'm joined today by Katie Scoville. And Laurie is also online with us. So, yes, at last month's meeting as a subcommittee, you all approved using part of this year's $125,000 that are budgeted for direct mail to expand the mailing to our 65/ bucket. So we have those numbers for you today for approval. Lisa, next slide, please. So the 41,000 is what covers all of the remaining cities in the 65 plus category. It also covers mailing for Coconut Creek. So as a reminder, this is the postcard and it comes with a magnet. On the magnet are the do's and don'ts for your recycling.

Speaker 7 - **48:59**

Coconut Creek does not currently accept paper, so we're doing a separate mailing, which is a separate process just for them so that they get the right information for their city. And that money is going to cover all of their target audiences. So not just their senior 65 plus, but also the other target audiences that we've already budgeted for. Any direction or approval. If it's okay,.

Speaker 1 - **49:31**

We're staying within the dollar amount that was previously approved, Right. Is this. Is this more or less? It's within the budget. I mean, it sounds to me that it's just. You're pivoting based on capacity, right?

Speaker 7 - **49:51**

Yes. So we had previously approved money from the fiscal year 26 budget, and then we needed approval today for money from the fiscal year 27 budget.

Speaker 1 - **50:02**

And the 27 budget will cover what's the distinction between what's being paid for previously and what's being paid for now?

Speaker 7 - **50:10**

Yeah. So previously covered our other. Hi, Daniel. Covered our other target audience, mailing and select cities for seniors 65 plus. But if you approve today the new budget or new budget, the fiscal year 27 budget money will cover the rest of the cities who are not part of the senior 65 plus from last fiscal year's budget.

Speaker 1 - **50:35**

Okay. But it's still. That amount is still within what we got approved by the governing board for direct mail.

Speaker 7 - **50:43**

Yes.

Speaker 6 - **50:47**

Just a quick question. So the goal for this campaign, I don't think. Do all those cities have recycling available to them or is this just general education.

Speaker 7 - **51:00**

It's being mailed to? Yes, all the cities have recycling except for Davie. So it's not going to Davie.

Speaker 6 - **51:05**

Okay. Okay. Good, good.

Speaker 1 - **51:07**

Thank you.

Speaker 6 - **51:09**

Yep. Sounds good.

Speaker 1 - **51:12**

You're not spending any more money than what was already allocated and approved by the governing board. And now we're just Making sure that all cities are included, right?

Speaker 7 - **51:21**

Yes,.

Speaker 1 - **51:23**

I'm fine with that.

Speaker 7 - **51:26**

Great. Thank you.

Speaker 1 - **51:29**

Okay. Green Advisory Council discussion. Oh, it's just a consensus or did you need us to vote? Okay.

Speaker 2 - **51:44**

Isn't it to recommend it to the governor?

Speaker 1 - **51:47**

Do I have a.

Speaker 3 - **51:48**

Yep. I'll make a motion to. To approve the recommended mailing schedule and budget.

Speaker 1 - **51:58**

I second that. All those in favor say aye. Aye. Okay. Motion carries. Is that good? Thank you. Green Advisory Council discussion. I think this was one of those. The things that from. From you remember.

Speaker 6 - **52:21**

Okay, great. I saw. Yep. Okay. So we have, I don't know, probably a year and a half ago, we started a. A town board. We looked at different options of possibly being able to handle it one way or the other, but we ended up doing a town board with all that goes with that. Sunshine, laws and everything. But. And the goal for this board was to kind of translate everything that is going on county wise and translate it to Southwest Ranches so that we could, number one, we could get our folks involved. And number two, we could take the big goals that the SWABC has, see where we are falling short, where we're fine, and focus our teams and our resources on that. And so we developed this board to be able to look at that.

Speaker 6 - **53:24**

And after they had met for a while, and, you know, it's a learning experience, we actually ended up putting a contract out for an external consulting company to kind of help us out. So we've developed this board and we've been working together and Debbie is on that board. Richard always attends all our meetings as well. Harold is our board chair, but he's actually flying back from a conference in New Orleans on this very topic. And so he can't be with us today. But I just wanted Debbie to maybe say a couple words on it. Are you prepared to do that? Okay. Basically to kind of go over a little bit of the. Kind of what our agenda is and what. What the consulting company is doing. I thought was what we would just say a couple words on.

Speaker 6 - **54:19**

Yes, please come up to them to the mic. Yeah.

Speaker 7 - **54:35**

Oh, thank you. Okay. Better. You'll hear. Okay, so. Yes, so we. When I first started getting education, I took the first zero introduced.

Speaker 8 - **54:51**

Intro to Zero Waste. And because were so active as a town and trying to, you know, get that word out and see where we needed to go. And like the mayor said, it just seemed like the. The next step was to. We have these other advisory boards in town. Most of our government, it goes through an advisory board, which then that is made up of resident volunteers which then makes recommendation to the council. And, and we're fortunate that pretty much most council members attend the advisory board meetings. Yes. So it just, it adds, it gives you the opportunity to have a real conversation because the sunlight sunshine laws are in place and the meetings are noticed. You can have real conversations between board members and council members.

Speaker 8 - **55:46**

So you can be discussing something and then you can know then if it's something that you're talking about and the council is like, no way, then you know that. Okay, well maybe we need to.

Speaker 6 - **55:58**

Rework,.

Speaker 8 - **55:58**

Rework or kind of go in another direction. But it's not like a council meeting where it's kind of a one way conversation. You know, you get public comment and that's it. And then it's just one way. So some of. I just. Yep. So we have. The mayor had suggested to me the.

Speaker 6 - **56:17**

Just go over our agenda. Yeah, kind of go over our agenda because you can see the kind of time, the sort of topics that we're discussing.

Speaker 8 - **56:22**

So what we're discussing. So as far as like our new, our last meeting, our new business, we have the zero waste draft plan review because we are now working, the town is higher. They put an RFP and we now have a contract with a zero waste consultant. So we've been working for the past, oh, maybe four months. Four months with them. We dedicate the first hour of each of our advisory board meetings to. We work remotely with them. So the first hour is the board working with them and trying to get to this draft plan.

Speaker 6 - **56:59**

And they're, and they're kind of seeing where we are. They've done analysis of where we are just as a town and are looking at different ways that kind of the low hanging fruit and different strategies we can do that will hopefully dovetail into what the SWABC and this, if I can do just a quick thought here. One of the things is, you know, sometimes I'm in these meetings and I see what the SWABC is doing and then I'm in those meetings and I see what we're doing and I feel like that connection is not as interwoven as it should be. Yeah. Tightly knit.

Speaker 3 - **57:36**

As it should.

Speaker 6 - **57:37**

Be. And.

Speaker 3 - **57:38**

So, so that's kind of what we want to get to.

Speaker 8 - **57:40**

Yeah, that's always one of the things on our new business is we always do have an executive swa, executive committee update. So.

Speaker 6 - **57:49**

I'll give.

Speaker 3 - **57:49**

Them an update.

Speaker 8 - **57:53**

So yeah, at this last. And then were coming up with our, the name that we wanted to call our Zero waste plan. Because it just that one of the things that came up in conversation is sometimes zero waste is just a trigger word for some people. Whether, you know, this world is political.

Speaker 6 - **58:10**

For some people the light goes on. For other people the light goes off.

Speaker 8 - **58:13**

And it just, and they be, it becomes very combatant sometimes with, you know, just that. What we found in just our outreach at the farmers markets or some of the different town events, sometimes you just mention zero waste and it's that trigger. So we, I'll show you we came up with ours is the rural Roots resource plan we have next on our new business. Last month was an ambassador program. So we're working on setting up, starting an ambassador program trying to bring in like high school, college students. It's like a five month program. I won't go through all of that. But that's just one of those things that are there then the school communication.

Speaker 8 - **58:56**

Because between what we're trying to get out to our residents in the education and what we want to help to get out through this ambassador program, we want to be able to dovetail or piggyback on all the work that's been done by the swa. And you touched on it earlier is how do we get all this information and all these programs that the school board has put together, how do we get that out to the municipalities so then they can then share that and as you were saying, go from there then. So the hoas and the churches and all of that, some of our old business, we have our WM recycling tours. So as a board we've, we're hosting, we're, we've asked town staff and they're coordinating with the WM facility.

Speaker 8 - **59:51**

I mean we're fortunate it's right out by us to set up a monthly WM tour. It's during the week at 5pm because what was in the past, it was always at the weekend or it was. No, they were in the morning. They were during the week at like 10am in the morning. Well, most people can't attend that if they're working, whatever. But so they're used to 5pm We've had very, you know, we've had some not so good. We've had some that are like overbooked it once when it was the rain. But we keep getting people requesting these tours and I can tell you once people do the tour, they come away so excited because that's one of the things with recycling is there's too many people saying it doesn't really get Recycled. It's.

Speaker 8 - **01:00:43**

But you go to one of the tours and it's pretty incredible. And when you're. The tours is when the facility is operating.

So you really see how those bales are clean. You see as it goes along and it keeps being flipped over here and over there and it's clean. So those are one of the things on our. So we just kind of give a report on that. We have sneaker. Sneaker Impact, which is. That's an organization there in Miami. So we have a permanent sneaker impact box now at town hall. And they collect. Sneak.

Speaker 8 - **01:01:19**

It collects sneakers and they either reuse them or they recycle them so that what they do is the ones that still have some life to them, they then send them to some of the third world countries where they put the lighter sneakers to the hotter countries and the warmer sneakers to the colder countries. And then anything else, it gets recycled or it gets sent to like, I think Nike maybe has some connection with them and other companies that they partner with and they either turn them into other sneakers or other sandals or playground equipment or yoga mats, that kind of thing. We talked about ongoing education opportunities which we kind of do at the farmers markets and our town events. We had our secret gardens event yet on Saturday. And so we had some student there to help with the zero waste education.

Speaker 8 - **01:02:17**

We actually had some. We had a little QR code because our town is. We're also fortunate. The town is picking up the cost for residential composting and pickup. So we actually had some people there to scan the QR code to sign up. So that's. So that was our. That's our agenda for last month. But it's a great opportunity where we can. We can all discuss together and with our. Our town council and town staff.

Speaker 6 - **01:02:48**

Yeah, so it's been really. It's been really a great opportunity. Pretty effective. And so I just want to, you know, make sure that all the materials from the swa, you know, that we.

Speaker 1 - **01:03:01**

Can trickles down. We.

Speaker 6 - **01:03:02**

Can kind of. Yeah, it trickles down too.

Speaker 1 - **01:03:04**

I have a question. Do we know if any other cities have something similar?

Speaker 7 - **01:03:08**

Can I jump in?

Speaker 1 - **01:03:10**

Yeah.

Speaker 7 - **01:03:10**

We actually brought this to the PIOs at meeting. So we're working on compiling a list from all 26 cities of any green councils and advisory boards that they have.

Speaker 1 - **01:03:20**

Okay, perfect. That would be really helpful. And what would you think will be a good next step? Well, let's just wait for the assessment from the PIOs.

Speaker 7 - **01:03:34**

Definitely.

Speaker 6 - **01:03:35**

Yeah, I think that's a great next step. And then I think we maybe just talk about kind of present that to the governing board and.

Speaker 1 - **01:03:45**

Once we find out.

Speaker 6 - **01:03:46**

The great way of kind of translating from one to the other so that it's just, it's another tool. It's not. It's not, you know.

Speaker 1 - **01:03:54**

Yeah. I have a question. Don't we have SWABC ambassadors? Because as you were talking, there are like two or three opportunities that stood out in my head. One was the whole education and outreach piece and I think I thought I heard you say people go in a farmer's market and just really engaging community and then you know, organized tours and education and awareness. So do we have the SWB ambassadors, Green ambassadors?

Speaker 7 - **01:04:25**

We do, yes. We have an adult group that signed up and we also have high school students.

Speaker 1 - **01:04:30**

Do we know, is there a way to. I know there is. I mean I ask if there's a way to segment the list because clearly there is. Could you, could we segment that list to identify members from each city? Each member city,.

Speaker 7 - **01:04:46**

Yes.

Speaker 1 - **01:04:47**

So then like, you know, if we have like eight or nine people from Lauderhill, then maybe because you're going to have folks like your city mayor that, I mean member of Bright Cruise that you're all in and you can do a board, right. And then you're going to have of people like my city that although I'm all in, I ain't gonna get a board pass.

Speaker 6 - **01:05:10**

Yeah, yeah.

Speaker 1 - **01:05:11**

So how do we then leverage the ambassadors and bring in additional people and then be like work very targetly with the ambassadors and kind of have them be our informal boots on the ground type committee that's helping with education and awareness.

Speaker 8 - **01:05:32**

I was, I was just going to share. So we're planning to start this ambassadors program and we also want to plan to have adults with this as well. But I mean one of the draw is the volunteer hours that you know, for the students. But it's going to be like a five month program hitting on like five different points. It's like our town like the environment, sustainability, community action, civic engagement and leadership. And then so each of those would be like one month like that we would focus on and then we have like a like field trips. So maybe like when you're talking about your the our town, it's you know, going out some of the town parks, the farmer's market, some of that for sustainability, like a field trip to sustainability so that people are really getting that education.

Speaker 8 - **01:06:24**

A composting workshop in the farmer's market. Our community action is more like sneak, like visiting sneaker impact the civic engagement in there. Is where we have, you know, attending council meetings and then hearing from council and how you can make an impact through your local governments. And then, you know, and then from there. And then through leadership week, where we want to assign them each. Give them some opportunities to create an ambassador project that then they would then present and then go on from there and then hope from there. We're hoping that we start creating this community of ambassadors so that we can.

Speaker 1 - **01:07:13**

I love that. And.

Speaker 8 - **01:07:15**

We can get help from however.

Speaker 1 - **01:07:17**

Well, I think. Think what I'm thinking is let's look at two or three pathways to get us to the goal. Right. So pathway one, you guys are already doing the heavy lifting. You've already made a significant investment with a consultant. Clearly your council is committed to it. Y' all are going to the meetings. Right? And so to me, that's like. Like a gold star. And then communities potentially like mine, where maybe I could say, let's SWABC ambassadors. Here are the 10 people from Lauderhill that signed up. And then now I, as a governing board member, how can I work with these 10 people that's already assigned up SWABC ambassador? How can I work with these 10 folks to roll out what we need in the community. Education, the boots on the ground, the going to the schools.

Speaker 1 - **01:08:18**

When we have the students come into the commission meeting to be acknowledged because of what they're doing in the schools, then these 10 people come to the commission meeting, you know, and then. So then we have two different pathways. Because I could tell you right now,.

Speaker 6 - **01:08:36**

Yeah, no,.

Speaker 1 - **01:08:37**

I love that.

Speaker 6 - **01:08:38**

Yeah. And to be honest with you, in some ways, you know, that other option can be more effective because you're not under all the rules and the guidelines of a board. You know, you give you more flexibility for that group to get together and just to talk about things, you know, meet for lunch one day or something and talk together without it being an official meeting, you know, on board. So, yeah, I think both will work. I think. I think that sounds great.

Speaker 1 - **01:09:01**

So then, as a clear next step, what do we suggest? We'll wait for your assessment.

Speaker 7 - **01:09:06**

Yeah, let's get the information back from the PIOs about what cities do have groups, and then we'll also look at who signed up for our ambassadors already and see if there's. There's groups that have formed unofficial groups, and then we can take it from there.

Speaker 1 - **01:09:20**

Yeah. And then how many people, how many ambassadors we have for each member city. And maybe one of the very easy things to do is to, you know, like, if we only have three people in Lauderhill, then that's a really. That's an

achievable thing that I can do is to get four more people to sit on there. Yeah.

Speaker 6 - **01:09:47**

And it would be. To me, it would be great if maybe once a quarter with the PIOs. Exactly the same thing. Yeah.

Speaker 7 - **01:09:56**

Yeah. Great idea.

Speaker 1 - **01:10:00**

Okay, so we're complete on that. Thank you so much, Debbie. Appreciate it. All right, so browardswa County Public Schools update.

Speaker 7 - **01:10:08**

Yes. So this one's an exciting one. We have to start with a thank you to member Bowman for announcing the launch of the district wide recycling curriculum and the expanded pilot program in partnership with the Solid Waste Authority. She announced this at the November 10th school board meeting. So in Sam's memo went out to all the governing board members, we have 26 schools that have been selected for the recycling pilot, another four that are going to be doing a composting pilot. That's very exciting. The browardswa County Public school staff is notifying each of the principals at the schools, letting them know that they've been selected. And then our team is going to coordinate with each of the principals on what options are available for you all to congratulate the schools, hype them up, tell them that we're supporting them and we're excited for them.

Speaker 7 - **01:10:56**

So you'll, you all the governing board members will be getting a little toolkit from us, like a drafted email. We're hoping that you all can create a video for the students that will play in the schools congratulating them. We're also going to work with the schools on what options are available for you to pop in person. Like perhaps it's morning announcements, you can come one day or if they have an assembly. So we're working on that.

Speaker 1 - **01:11:23**

And then I think it will be helpful to figure out when the challenge ends so that we can time our commission meeting to get the students in. So December and January. So then when that ends. And we'll know that there's a winner because January is tight. So we should probably try and get that end date from browardswa County Schools. If we can get that for the Friday meeting, then folks can already be thinking about what, how to get this on their agenda.

Speaker 6 - **01:12:02**

Sure.

Speaker 7 - **01:12:03**

Reach out to them.

Speaker 1 - **01:12:03**

Yes.

Speaker 6 - **01:12:04**

Just a question. So West browardswa High School, that's in Pembroke Pines. Is that, is that how involved are they? Because they're in Pines, not a member of the SWABC are, but it is a browardswa county school. So how does that work?

Speaker 7 - **01:12:27**

So all of the schools, district wide no matter if you're an SWABC member or not have access to this recycling curriculum, it's available to each of the teachers. It's an open platform that's broken out by grade levels. And no matter where you are, you can teach it for the pilot program. Because it's an SWABC funded program. It was open to only SWABC schools in SWABC member cities.

Speaker 6 - **01:12:53**

Okay, Right. Well, the reason why I ask is because if. If from Southwest Ranches, if kids aren't going to a private school or a charter school, then they're going to West browardswa from Southwest Ranches. We don't have a high school in our town, so that's where they go, so. Well, I mean, I'm assuming that didn't happen. Do they? I'm assuming they did. They have an opportunity to sign up Pembroke Pines. That's why. That's why that's my concern. You know, so we're kind of losing all of a large portion of the students from Southwest Ranches because they go to

a school in Pembroke Pines, which I'm not happy about.

Speaker 7 - **01:13:41**

No, I understand. You know, when were talking with school staff, they mentioned that one of the high schools, I think it's for their senior capstone project. They are working on a project where those students are going to go out and educate other students on how to recycle. Right. And bring down our contamination. So maybe that's an opportunity to still connect with students who are not part of SWABC schools. Connect the students with the students, and then they're hearing it from someone their age as well.

Speaker 6 - **01:14:15**

Strangely enough, we don't have an elementary, middle or high school in Southwest Ranches. That's. That's public. We have. We have a private.

Speaker 1 - **01:14:27**

Middle and elementary school. Students are also in Pembroke Pines. What city are they in?

Speaker 6 - **01:14:34**

Some of the elementary go to schools in Weston, which would be covered. Some go in Davie and some go in.

Speaker 1 - **01:14:45**

So Nova. Nova Middle School.

Speaker 6 - **01:14:48**

Yeah, we have middle school in Pines and high school in Pines.

Speaker 1 - **01:14:53**

So I see Nova Middle School on the list here. For Davey.

Speaker 6 - **01:14:58**

For Davey,.

Speaker 1 - **01:14:59**

Yeah. Number nine on the list. They signed up. Would your students be going to that school?

Speaker 6 - **01:15:06**

Yeah. Yes. Which is.

Speaker 1 - **01:15:09**

Okay, so not. Not Nova Middle.

Speaker 6 - **01:15:11**

No.

Speaker 1 - **01:15:12**

Oh, so then none of your.

Speaker 6 - **01:15:14**

Yeah, so it's kind of a gap there. Our students are.

Speaker 1 - **01:15:21**

Well, we gotta bring Pembert Pines to the table. We gotta bring them up to the table.

Speaker 6 - **01:15:29**

So. Yeah, so I guess my question is this. So if there was a teacher in, say, West browardswa that was interested in this material and wanted to teach this material, would.

Speaker 1 - **01:15:41**

It be.

Speaker 6 - **01:15:42**

Made available to them?

Speaker 1 - **01:15:43**

Everybody has access to it. Everything was school, so they could still do it. So if you have a great relationship with a principal at West browardswa, then go talk to them.

Speaker 6 - **01:15:52**

Yeah.

Speaker 1 - **01:15:53**

Because they can. They can incorporate it. Do you have a great relationship with the principal?

Speaker 6 - **01:15:58**

No, I won't. I'm not that. I have a bad. I just don't.

Speaker 1 - **01:16:00**

But now is the time, so then maybe that's the opportunity. However,.

Speaker 6 - **01:16:03**

I've got a board.

Speaker 1 - **01:16:04**

There you go. The board can go and cultivate because they have access to the curriculum, so they can do it. So maybe having the conversation. Yeah,.

Speaker 6 - **01:16:12**

Okay.

Speaker 1 - **01:16:12**

Yeah, yeah, that's. That's how I would do it. Okay. Lori, are you on?

Speaker 7 - **01:16:18**

Hi, ma'. Am. Good.

Speaker 1 - **01:16:19**

Afternoon. Good afternoon. So for Friday's board meeting, what's the approach to kind of talking through this list and kind of engaging the governing board members?

Speaker 8 - **01:16:40**

Haley's going to present that in your next agenda item. But we do have a plan, as we discussed previously. So the schools asked for a day or two to get it out to the principals. So we're awaiting their confirmation because they announced it at their board meeting on Tuesday. And then Wednesday things were closed. We sent our governing board agenda memo out,.

Speaker 7 - **01:17:04**

And then now they asked us if they can alert the principals, which they're doing. In the meantime, we're going to be filming our videos congratulating with each of the governing board members. And then we're also going to be asking, once we're connected and those principals are notified, hopefully in the next day or two,.

Speaker 8 - **01:17:26**

We want to know.

Speaker 7 - **01:17:27**

Really if there is an opportunity for each governing board member to perhaps jump on a morning announcement over the PA system, come to the school and potentially attend one of their upcoming assemblies so that they can get some face time in the school. That was kind of the path that browardswa County Public School staff thought would be.

Speaker 8 - **01:17:49**

Really just a seamless opportunity to get some face time right off the bat.

Speaker 1 - **01:17:55**

So I guess. Let me rephrase the question. So thinking through the challenge that member Bright Cruise just highlighted. Right. And I think you and I kind of spoke a little bit of the fact that Lauder Hill. Let's use my city again as an example. So in Lauder Hill, we had three of our schools to sign up, and clearly I'm not going to be the part. I mean, I could, but I'm not. Right. So we talked about potentially that Lauderdale Lakes, who also have children at Lauderdale 6 through 12, could be the liaison for that school. So I think we should on Friday be prepared because that's going to be something that folks are going to talk about.

Speaker 8 - **01:18:40**

Each member before the schools were announced, got a phone call or an email from my team. So every single governing board member was contacted about the schools that were either selected in their community or the school that.

Speaker 7 - **01:18:52**

We hope that they'll participate with that's either in the region or didn't have a member city, you know, assigned to.

Speaker 1 - **01:19:01**

So.

Speaker 7 - **01:19:01**

That work has already been completed.

Speaker 1 - **01:19:04**

Oh, great. And is that something we can talk about on Friday?

Speaker 8 - **01:19:07**

Absolutely. I hope to thank every governing board member for taking our call and email. We had 48 hours to get to all 26.

Speaker 1 - **01:19:15**

Okay, perfect. And I think it'll be good. So this memo that you gave out that has the 26 or 20. Yes. You're referring to.

Speaker 8 - **01:19:28**

Sam's nano.

Speaker 1 - **01:19:29**

Yes, the memo. I think it'll be good to have up to have this updated to put the member, the governing board member that's kind of agreed to be the liaison. Yeah. So that we're all on the same page and if somebody might say, well, I don't want to, and then, you know what I mean, I think we should update this memo to include that.

Speaker 8 - **01:19:56**

If I could just have a moment. You know, most are wholly aligned. We're talking about maybe there are six member cities that do not have a school located in their area and then maybe two or three other cities that did not have a school either. Opt in. I struggle with the word apply because all schools, regardless of their municipal boundary, were given the opportunity to opt into this. The real requirement from the staff was that they had a teacher that was willing to champion it. And some schools said, look, our teachers are just over taxed right now. We don't want to add anything more to their plate. That was their choice. So there were many different reasons. It wasn't just the simple. Like every single school and every single boundary applied and we had to make some tough choices.

Speaker 8 - **01:20:47**

We did have more than 26 apply and then it came down to, okay, it's funded by the swa. And then all those criteria were, you know, were looked at.

Speaker 1 - **01:20:59**

Thank you for that language.

Speaker 8 - **01:21:01**

Yeah, you're welcome.

Speaker 1 - **01:21:02**

Thank you for that language. Correct. So when we are talking about it as committee members, we use the opt in language rather than the application language. That's good. So if we could, for the meeting on Friday, if we can kind of be intentional about talking about not only the opt in schools but also the governing board member that's kind of agreed to be the liaison for that school. That would be really helpful.

Speaker 8 - **01:21:33**

Absolutely. And, you know,.

Speaker 7 - **01:21:35**

I think the more the merrier. I might be presumptuous. However, I think. Remember Dunn, you know, you have three schools in your boundary. If you want to, you know, volunteer and do different things and have more, you know, alongside another member, that's welcome. The schools.

Speaker 1 - **01:21:52**

Are not.

Speaker 7 - **01:21:53**

Like, oh, just one person. There's many opportunities.

Speaker 1 - **01:21:57**

Yeah. Well, my. My thought. And I wanted to bring this up for this committee member Bright Cruise. And then I guess, Laurie, if we agree and get a consensus, then you can follow up with member Bowman. But for this committee, I think that we should divide this list up and just kind of make sure that we're doing outreach to our member, the member city, so that we're there cheerleading, supporting. That wouldn't be a sunshine violation. Correct. Okay. Because, I mean, we're not going to vote on that.

Speaker 6 - **01:22:39**

Right. We're just.

Speaker 1 - **01:22:40**

So my thought was, you know, let's divvy it up. Maybe you take South browardswa, I'll take Central and North browardswa, and then member Bowman has all of it because they're all browardswa county schools. And then we can just see how we can support our. And really just intentionally engage the governing board members around making this thing successful.

Speaker 6 - **01:23:08**

Right, right.

Speaker 1 - **01:23:11**

What are your thoughts about that?

Speaker 6 - **01:23:13**

Yeah, no, I think that. I don't know if maybe there's. I don't know, Lori, maybe you. You can help just divide this up. But. Yeah, I think I would be. That'd.

Speaker 3 - **01:23:24**

Be, you know, it's one more way to support. To get the word out there, you know,.

Speaker 1 - **01:23:29**

And one more will say,.

Speaker 6 - **01:23:30**

No,.

Speaker 3 - **01:23:30**

I'm fine on my own, but if somebody's not comfortable and, you know,.

Speaker 6 - **01:23:35**

Absolutely, that's a great.

Speaker 3 - **01:23:37**

Idea.

Speaker 1 - **01:23:37**

And. And then just, you know, maybe touch base. Hey, I know that you know,.

Speaker 6 - **01:23:42**

How's it going?

Speaker 1 - **01:23:43**

How's it going? And is there any support? Or if you let me know when you have it on your commission agenda, then maybe, you know, to recognize the kids. If schedule permitting, we can go and support.

Speaker 6 - **01:23:54**

Would love to do it.

Speaker 1 - **01:23:56**

Yeah. All right, Lori, we have a consensus in that.

Speaker 8 - **01:24:05**

Sounds good. Happy to do it. All of the members are very excited. Nobody was.

Speaker 1 - **01:24:10**

Like, oh,.

Speaker 8 - **01:24:11**

I'm not going to have time for this. Everyone's very eager to participate.

Speaker 1 - **01:24:14**

Awesome. Awesome, awesome. And we'll just be their cheerleader, their wingman, if you will.

Speaker 6 - **01:24:20**

Yeah. And a resource if they have a question.

Speaker 1 - **01:24:22**

Correct. Okay, awesome. Anything else on this?

Speaker 7 - **01:24:27**

Not for me.

Speaker 1 - **01:24:28**

All right, so in summary, for this particular item for Friday, we'll just think through adding updating this to say who this, the sponsoring member is or the liaison. You should give us language. How are we going to refer to them? Swa. We should call them something. Lori,.

Speaker 8 - **01:24:50**

You can call them something for right now on our internal sheet, they're the governing board member representative.

Speaker 1 - **01:24:57**

Okay. All right. And then looking at the opt in school. Which representative is kind of adopting the opt in school. And then think through how we can divide and conquer those lists so that we can then be their cheerleaders as they do that. Well, SWABC communications update.

Speaker 7 - **01:25:22**

Elise, I can go back to the slides. Thank you. Next slide please. Okay, so we wanted to start with an America Recycles Day recap. Since it just happened on Sunday. We were very fortunate and very thankful. The Solid Waste Authority partnered our spotlighted ARC browardswa and specifically its ARC Culinary program this year for America Recycles Day. I'm sure you all are familiar with the great work that they do, but they work with students. Yes, yes. They work with students with disabilities and they actually do workforce training. And in their culinary program they make meals that are served at the Mods Cafe, which is a great little partnership there. And the meals that they make, they're all packaged in recyclable and sustainable packaging. So we did a nice little spotlight on them, which, yes, was covered.

Speaker 7 - **01:26:17**

We pitched it out and as covered by Caribbean National Weekly. Next slide please. On that point, I'll just skip down since were talking about it. But that partnership was also featured on Roadblock radio and Easy 93.1 hits 97.3. They did an interview with Chair Ryan and Julie Price with Art browardswa. It was also in Caribbean National Weekly and Macaroni Kid. And then further things that the Authority accomplished for America Recycles Day. The toolkit was distributed to all member cities and towns. We were very pleased to see that it was posted on many of the members social media and included in their email blasts. There's also proclamations for America Recycles Day from various members of the authority as well as browardswa County Public Schools. We launched a community involvement portal.

Speaker 7 - **01:27:13**

We had talked about this last meeting, I believe, but we created a web form for residents to submit their recycling and reuse tips. How they're doing this in their home. And I know you'll like this. It's another great way to track. We asked them what city they're from. Would you like to get our email newsletter? So more data and it's great because these are other tips that we can use as content that's relatable for other people. We also had six social media influencers that were secured. We'll have the stats for you at the next meeting. Next slide, please. Yes. And just to get a taste, we had Lenore Nolan Ryan. She's a wonderful foodie, chef, senior influencer. I just love this one. She's so fabulous. It. No, that's her style.

Speaker 7 - **01:28:56**

We gave her some talk points and she took it and ran with it and she's. I know. It's so good, isn't it? Yep. She's doing another carousel, I believe, with food waste tips also. So that was really helpful. And then we had a Spanish. She is. Yes. And then we had a lady who did one for us in Spanish. We had a young male adult for our young adults audience. We had a mom and a few other ones. So.

Speaker 1 - **01:29:36**

No, that was so cool. I think you can remix it, chop it up a little bit, since she's our paid influencer and reuse the content. I love that.

Speaker 7 - **01:29:49**

Yeah, that was a fun one. I watched it like four times. All right, next slide, please. All right, next, we have a little recap for you for this quarter's PIO meeting. We met with them on November 12th. The meeting started with a presentation from the browardswa County Public School staff. We're grateful for them. They took the time. They shared about the curriculum with all the PIOs so that they were in the know. We also discussed the three toolkits that are being distributed through December 31, which I have more information for that in the following slide. We also put out a call for nonprofits, faith based organizations, or any businesses that are in our member cities that are recycling. Right.

Speaker 7 - **01:30:33**

So it was great that were able to spotlight and work with AHRQ browardswa, but there's a lot of organizations in browardswa that are hopefully doing it right and we want to potentially shine a light on them. So we're asking our PIOs if they know of any organizations. We also added onto the pledge form, as someone's filling it out, if they would like to put in their organization so that we know. We also put a call out for this year's community events survey. We asked them specifically so that Alisa and our wonderful volunteer team can attend. We were looking for community events specifically that target young adults, families, and our seniors. And then we talked about this next one already. But we're compiling that list of the green councils or advisory committees, the direct mail component.

Speaker 7 - **01:31:20**

We are sharing that with all the PIOs as well, so they can review it and make sure that all looks good for their communities. And then lastly, we are rolling. We did roll out a new talk point, which I think you might have heard Lenore say it. Daniel and his technical team were so helpful with us. As you know, we've talked a lot about that. In browardswa county, we are generating 20,000 pounds of waste a minute. And that was a really good first step for us. Now we're building on it, making it a little bit more relatable to you in your home. And Daniel's team helped us come to the number that the average household in browardswa county throws away 900 pounds of material a year that could be recycled or reused.

Speaker 7 - **01:32:04**

So that was featured in our toolkits that many of our member cities shared, and it was also featured with our influencers. Okay, so next up, I mentioned that we are having three toolkits that are being distributed between now and December 31st. The first one was that America Recycles Day toolkit moving into end of November and December. They're also going to be getting an Evergreen Recycle. Right. And Holiday waste reduction toolkit. So tips on food waste reduction. Or maybe we're using different types of materials as opposed to the traditional, like wrapping paper and things like that. Working on those types of tips. And then the last one is that supporting the browardswa County Public Schools toolkit in the quarterly challenges. Laurie, could you take over to talk through this piece?

Speaker 8 - **01:33:03**

Sure. So,.

Speaker 1 - **01:33:04**

I'm sorry, before you do that, I just want to say a thought while it's still in my head. Did we send the toolkits to all the governing board members? Everybody got it, right?

Speaker 7 - **01:33:18**

Yes.

Speaker 1 - **01:33:19**

The recycling Right one. Everyone got it. Okay. And then this one, the intent is that whatever the PIOs get that the governing board members are getting.

Speaker 7 - **01:33:28**

Yes.

Speaker 1 - **01:33:29**

Okay. All right, cool. And then my other question is. So I think some of our governing board members are going to be providing, if not regular, but semi regular updates to their commission, and we should encourage that. So as you're thinking through the toolkit, could we maybe give two or three slides that the governing board members who want to do that can give to? Yeah,.

Speaker 7 - **01:33:58**

Definitely. We'll add it to the list.

Speaker 1 - **01:34:03**

Want to just make sure that every step of the way we're engaging, we're engaging. So. And going and having our members going back to their commission and staff and offering an update. And when it's my turn, Sam, you can come and give it.

Speaker 6 - **01:34:22**

You know, I think that's an awesome idea, not only to educate the commissions, but to get the governing board members more involved on a regular basis too.

Speaker 8 - **01:34:34**

Thank you for that. We certainly will do that. This is a great opportunity for the governing board members to get involved. And this was your idea on this committee. Thank you, Mayor Bright Cruise and member Dunn. So the curriculum reinforcement challenges. So we have our first one will happen December, January. This is the students are taking the pledge. Obviously we want to do that community wide as well. So we'll be setting everybody up with materials to make that as easy as possible to do and share it with their HOAs, their businesses and their community groups. And then just a note of what's coming down the pike. Again, this was all presented after our previous meetings to the governing board when browardswa County Public schools presented their curriculum.

Speaker 8 - **01:35:20**

But in February and March, we're going to turn to recycle right habits because the kids are completing their waste audits in their schools. And then challenge three will be artwork. Specifically. We've had good guidance from RRS on this to really urge the schools to point the kids in the direction of creating artwork that encourages recycling. Right. And teaches recycling. Right. As opposed to just, hey, here's a bunch of materials. Create artwork out of recycled materials. So that is what's coming down the pike. And in that challenge three, the call to action will be connect this with your library. You know, find a place in city hall, find a place in your community center, in your senior center where these things can be displayed so that we give the kids the stage to do that.

Speaker 1 - **01:36:11**

Any.

Speaker 8 - **01:36:11**

Questions on this?

Speaker 1 - **01:36:12**

Yes. So for the first challenge with the pledge, that's pretty easy. Everybody can do that. That's not going to take any heavy lifting from the part of the municipality or the hoas. But the recycling right habits, how are we. What's the, what's the plan on, like, how is a municipality going to be engaged with challenge number two, other than acknowledging the kids,.

Speaker 8 - **01:36:43**

They themselves will. So one of the action points we had talked about previously was potentially providing a list so each governing board member would challenge their, maybe get their departments, compete parks and rec verse your utilities versus your finance team. And then we'll provide maybe a checklist that they can follow to get, you know, taking a recycle right habit challenge. And that will be a set time period. We're going to work with RRS on that. They've done some things like this in some of their communities, so we certainly want to hear what their best practices are. And Travis has been a really good resource to our team.

Speaker 1 - **01:37:25**

So for cities like mine, we're Going to need a long Runway for that. So as we're thinking about challenge one, then we should be educating staff that challenge two is coming and have the date. A lot of us. Yeah, I just need a Runway. I need a Runway, Laurie. I need a Runway. So then. And the December meetings with the city manager and the team, I'm going to be talking about challenge one and challenge two simultaneously.

Speaker 8 - **01:38:05**

Okay. We'll try to get some information on challenge two and get it as nailed down as possible. When is your meeting in December?

Speaker 1 - **01:38:15**

Well, I think our last meeting is the second week in December or something like that. You don't really need to give me the nuts and bolts, but just I need to be able to clearly articulate the idea that you just talked about. The big idea. Right. So we can see, like, from my. From my perspective, in January, I'm going to be going back. I mean, in December, we're going to be going back and looking at the ordinance and seeing how we can be in compliance with the ordinance. And then the recycling challenge, I just need to be able to anecdotally have the conversation. All the details don't need to be mapped out, but I need to be able to talk to the city manager about it so that his director meeting.

Speaker 1 - **01:39:06**

He can talk to his directors and then get them excited about what that looks like.

Speaker 8 - **01:39:12**

Absolutely. Can do, Can and will. Any other questions on the quarterly challenges? Okay. And then going into the reinforcement toolkit. So these are the toolkits that we want to set you all up with as we're, you know, for each of these challenges. So these are some of the materials we've thought about to include. I'm not going to read through all of these, of course, Everything in all three languages, as we've done in the past. And if any city or town needs another language, they can always request that from us.

Speaker 1 - **01:39:54**

I think that's good. And the talking points would be a part of the activation items.

Speaker 8 - **01:40:02**

Are you talking about the presentation slides for update to your respective commissions?

Speaker 1 - **01:40:08**

Well, I'm looking at the curriculum. Reinforcement toolkit.

Speaker 8 - **01:40:12**

Yes,.

Speaker 1 - **01:40:13**

The list. So that list will include talking points. I didn't see it there, but I'm sure you. You intend to have it. I'm just.

Speaker 8 - **01:40:21**

Yes. Of what the challenge is.

Speaker 1 - **01:40:23**

Right. And then talking points on recycling. Right. So that when members are being. When anybody is asking us in the community that we're all saying the same thing. We are all saying the opt in schools. We're all saying governing member, representative. We're all saying £900 per year.

Speaker 8 - **01:40:49**

Absolutely. Can include and. Well,.

Speaker 1 - **01:40:52**

Yeah, so it's almost like tweaking that get to. Yes. Talking point that you guys already did for us, just so that everybody's educated. And then of course adding the two or three slides that folks could use to update their commission. Anything else? Member Bart Cruz, any other thoughts?

Speaker 6 - **01:41:13**

Just. Just a clarification. So all of these elements, I guess I'm just wondering how it doesn't apply to all of them, but some of them. How do, how do we. I'm thinking my board again. How do I, how do I kind of roll these down to our board? Are they going to be online? I mean, the social media posts, like they need to go out to different elements in town. We have a social media coordinator that I want to get that. You know, the games and coloring pages. I would love to see that go to the boards so that they can kind of distribute that out. They can maybe do a special event doing that.

Speaker 6 - **01:41:57**

I just want to make sure that as these things are developed that there's a communication there that we know it's ready and I can forward it on to the right group.

Speaker 1 - **01:42:06**

So.

Speaker 6 - **01:42:07**

It gets used, it gets leveraged.

Speaker 1 - **01:42:09**

So it sounds like the toolkit goes to the governing board members, it goes to the PIOs, and it goes to the green councils when we identify them.

Speaker 7 - **01:42:18**

Yes. And.

Speaker 8 - **01:42:19**

The city managers.

Speaker 1 - **01:42:21**

And the city manager as.

Speaker 8 - **01:42:22**

Well.

Speaker 1 - **01:42:23**

Yeah. And then now as a liaison in the community, it's not up to me to forward the email to my HOA president to say, oh, listen, you know, here's some tools that you can use and here's some content for you to share with the community.

Speaker 8 - **01:42:40**

Yes. And to answer your question, Mayor, we do provide a clean link where all these materials are there so they're easily downloadable. And certain very few cities or towns do not work well with Dropbox and we provide an alternative option for them.

Speaker 6 - **01:42:56**

Okay, and do we like. As they get, as they get updated, I know the toolkit itself is going to get updated. Is there any communication? Let us know that there's something, a new social media post that's out there, you know, so it. So I know about it, so I can forward it onto our social media folks and it gets leveraged, you know,.

Speaker 8 - **01:43:18**

So with these toolkits, we create all the assets in a one and done. So this is, this would be the toolkit for December and January. All the assets are going to be included in here and then you would receive one for the next challenge, February and March, just as we.

Speaker 6 - **01:43:33**

Do with.

Speaker 8 - **01:43:33**

The Peios. Now.

Speaker 6 - **01:43:35**

It's.

Speaker 8 - **01:43:35**

All packaged together.

Speaker 6 - **01:43:38**

Okay, I got it. Thank you.

Speaker 8 - **01:43:40**

We keep it easy.

Speaker 6 - **01:43:41**

I like that. I need that.

Speaker 8 - **01:43:44**

Yeah, we front load all the hard work.

Speaker 6 - **01:43:48**

Awesome.

Speaker 8 - **01:43:51**

All right, Haley, back over to you.

Speaker 7 - **01:44:00**

All right, just to wrap up with timeline and next steps. So in November, each governing board member is going to be recording the videos for the pilot schools. One video for the school saying, yay, we support you. One video rallying your community to support the students. Members who don't have a school in their city or town, you'll also have an opportunity to participate. We talked about this. We just talked about the toolkits that are going to be developed. And then end of November, PIOs are receiving that holiday themed toolkit. And then as we move into December and January, those congratulations for the pilot schools, the videos, the in person congratulations, that's when that's going to kick off and that is when challenge one gets activated.

Speaker 1 - **01:44:47**

If you're going to share this with the governing board, I really love what Laurie said about the opt in school. So just make the edit there. That don't have an opt in school in their city. Our town. Yeah. Any other thoughts, comments before we close this item?

Speaker 6 - **01:45:10**

No,.

Speaker 3 - **01:45:10**

I'm good, thank you.

Speaker 1 - **01:45:12**

All right. Concluding that any new or old business? Oh, okay. Yes. Meeting dates. Did. Were we able to sort that out with Tashanya?

Speaker 2 - **01:45:29**

I was able to sort out just the December 3rd. So you should see an updated December from the December Education Outreach was going to take place after the executive committee and governing board meetings as those moved from December 18th to December 11th. So the only opening we had was December 3rd. So you'll see that in the afternoon of December 3rd will be the new date for the Education Outreach subcommittee here in this room. So we do need, you know, we will need a quorum.

Speaker 1 - **01:46:05**

She forgot that December 3rd is the FOC legislative conference. So I will. I will not be here on the 23rd. I mean, on December 3rd. I'll be. Do we have. Could. Could this not be a virtual meeting? Is there an item here that we have to vote on?

Speaker 2 - **01:46:24**

The request had been in case there were voting items in December that we did need to be in person. And the only day we can be in person is December 3rd.

Speaker 1 - **01:46:34**

This is for the. This is for the committee or for the.

Speaker 2 - **01:46:39**

The subcommittee. Correct.

Speaker 6 - **01:46:41**

Is member Bowman available to be here in person?

Speaker 2 - **01:46:44**

I would have to double check. If you.

Speaker 6 - **01:46:46**

If us two can be here. You can still.

Speaker 1 - **01:46:48**

Then I'll. I'll be virtual. Yeah. I think she forgot that I have a legislative And I'm one. I'm on the advocacy committee.

Speaker 6 - **01:46:55**

Yeah,.

Speaker 2 - **01:46:57**

So. But you couldn't do it at any time on December 3rd.

Speaker 1 - **01:47:01**

I'm sorry.

Speaker 2 - **01:47:03**

So this room is only available.

Speaker 1 - **01:47:06**

So I'm saying if member Bulman and member Bright Cruise are available, they can be here in person. I can be virtual.

Speaker 2 - **01:47:12**

Okay.

Speaker 1 - **01:47:12**

Yeah.

Speaker 2 - **01:47:13**

I will double.

Speaker 1 - **01:47:13**

Check. Double check the agenda to make sure that there's not something there that I need to vote on.

Speaker 6 - **01:47:23**

Or we can, you know, if you.

Speaker 1 - **01:47:24**

Look.

Speaker 6 - **01:47:25**

Schedule, we can maybe.

Speaker 3 - **01:47:26**

Adjust the time of this as.

Speaker 1 - **01:47:27**

Long as there's an iners. Okay. All right, so let me get back to you. I think Tashanya forgot that I'm. I'm at the FLC conference.

Speaker 2 - **01:47:40**

So the times that looked good were afternoon times on December 3rd.

Speaker 1 - **01:47:45**

Right. But she didn't consider the agenda for this FOC thing. So I will circle back.

Speaker 2 - **01:47:53**

Okay.

Speaker 1 - **01:47:55**

And then what were the other dates?

Speaker 2 - **01:47:56**

And then the other dates. Those are all the 2027 dates. I'm going to be setting up a meeting with her this week to go over your schedule.

Speaker 1 - **01:48:04**

Okay.

Speaker 2 - **01:48:05**

And then I already have Mayor Bright Cruz's what he has available for those months.

Speaker 1 - **01:48:11**

Okay,.

Speaker 2 - **01:48:12**

So then we'll work. I'll work through that, and then I'll talk with member Bowman's assistant to do the same.

Speaker 1 - **01:48:21**

All right. Thank you. Yeah. Okay. Thank you. Anything else? Any other obliques? Okay, perfect. Meetings adjourned.

Speaker 6 - **01:48:31**

Great.

Speaker 1 - **01:48:32**

Happy Thanksgiving, everybody.