

City of Florence
Environmental Management Advisory Committee
January 24, 2013 ~ Regular Session 3:00 pm

The proceedings of the City of Florence Environmental Management Advisory Committee were recorded on tape and on file at Florence City Hall.

1. Call to Order and Approval of the Agenda

Chairperson (CP) Bob Forsythe called the meeting of the Environmental Management Advisory Committee (EMAC) to order at 3:00 pm. Along with Vice Chairperson (VP) MacDuffee, others present included: Committee Members (CM) Robin Sullivan, Erika Bessey, Sharon McLeod, Sandra Davidson, Central Coast Disposal (CCD) David Twombly, County Transfer Recycling (CTR) Dan Webb, City Recorder (CR) Kelli Weese, Katya Reyna (RARE Participant).

CM McLeod moved to approve the agenda as; second by CM Davidson, by voice all ayes, motion carried unanimously.

2. New Board Intros

CM McLeod volunteers to be VP, CP Forsythe volunteers to be Chairperson for second term.

Added Later: Welcome to our newest committee member, Erika Bessey. We are happy to have you.

3. Approval of Minutes –

- December: CM MacDuffee moves to approve, CM Sullivan seconds, by voice all ayes, motion carried unanimously.
- Signed by CP Forsythe—handed to Reyna to file

4. Public Comments—None

5. EMAC Budget

- CR Kelli Weese explains that there is nothing currently set aside in budget for EMAC—it was all through the planning dept in the past. Meaning, if you ever needed money for anything, you would ask Reyna, who would ask Weese and then give the approval for Reyna or other EMAC CM to make the purchase.
- Weese believes it is not a bad idea for EMAC to have a line item for the next fiscal year. She suggests EMAC make monetary estimates for each of our 2013 objectives (i.e. advertising, printing costs) and create a budget plan to present to Jacque. The budget plan would then have to be approved by the budget committee, and then by city council. No promises, but at least we are making our voice heard. We need to have it ready by the end of February; If granted budget would take effect in July (start of fiscal year).
- Weese says though they may not grant all requested, they may offer a portion of costs at least. (i.e. We need \$2500; granted \$700, and we fundraise the rest). We would be the first committee to have a line item. VP MacDuffee also pointed out EMAC was the first to become a formal committee.
- CM McLeod agreed that we should show our projected estimate needed, but only request a portion to show we are going to raise the rest ourselves.
- We want to create an initial draft—will go over fiscal needs as we create the objectives.

6. Volunteer Appreciation Night—February 21, 6 PM, FEC

- Speaker from EMAC—CP Forsythe will speak and introduce committee

- Chance to meet other volunteers from other committees
- CR will be giving a fun ethics training

2013 EMAC Objectives

- 1. Paint Care**—Reyna suggested having a paint care program in Florence—Others said it has been brought up to local businessmen and it has not sparked interest because of cost bearing and fear of having people just dump their paint off in the middle of the night and creating a mess. Not going to be a main objective.
- 2. Greener Florence Award**
 - Deadline to apply is April 5th, Announced on April 22nd (Earth Day)
 - Application is on city website
 - Reyna has already written and sent PSA, but suggests we talk to local businesses personally and urge them to apply, will also get EMAC's name out.
 - Winners get their name on plaque in City Hall
 - Make sure winner is advertised in newspaper and radio
 - CM Davidson suggested having something special to give to the winner
 - CM McLeod suggested having a sign or plaque for the business to hang in their establishment, reading "Winner of this year's Greener Florence Award" to be passed on from year to year—made of recycled items
- 3. Biosolids Composting Project**
 - Reyna suggests creating a brochure to distribute on the project
 - CCD Twombly says he will be giving out info on how to properly dispose of waste anyway, so it might go along with ours. We need to make sure we do not present until the product is ready.
 - Reyna will double check with Mike Miller on dates for when it should be ready, but we should have material ready to distribute. Suggests we take the info we have from his presentation and make a preliminary brochure and then he can edit.
 - CCD Twombly says company has a brochure already so we can use that to make ours.
 - We need to make sure the project's DEQ process has gone through so the city is not liable for the product.
 - Weese and Reyna believe we will need money for this to make brochure
 - CM Davidson asked if we have the "greens and browns" materials needed to make the project full scale, CCD Twombly said there were some complications with woodchips being too small, but there are some now and they might be buying some as well. Hoping we have a 3-month head start for when the container/collection portion is happening so Twombly and CTR Webb can be ready
 - Weese clarified saying we should be ready for public outreach portion on the process and project with the brochure, not the collection process—that is a separate issue. But we could have a date on the brochure that says when collection would start.
 - CM McLeod: we want to make sure we know what is going on and can inform the public and answer their questions.
 - CTR Webb: getting ready to start curbside yard debris collection with control group, Florentine Estates in the next couple months. Will keep us updated.
 - Weese estimates it could cost up to \$2500 to make 5000 brochures. But if we

print on recyclable paper, and have a “Folding party” and make them inserts for the utility bills it could greatly reduce that cost. So at least \$1000

- Reyna: we could maybe talk to Mike Miller about sharing cost since they are probably going to want to educate the public anyway.
- Weese would not recommend using bulk mail through post office—took up too much staff time (approx. 30 hours). Recommends we insert in utility bills with individual addresses. We just have to ask well in advance and have our “folding party.”
- CCD Twombly also suggested inserting with his and CTR Webb’s customer mailings in Florentine Estates, etc. If we put monetary value to staff hours and mailing in our budget request we can show how much we are saving by doing it ourselves and not doing bulk mail through the post office.
- Purpose of the mailings is common knowledge of project.
- VP MacDuffee and CM McLeod say we should project \$2500, then chip away at it by using cheaper paper, stuffing ourselves, etc. and then come up with *requested* amount to present in budget.

4. Green Fair

- On April 27th 10-5 PM, at the Florence Events Center
- We need to decide how we are setting up our table- should we have our own?
- To have our own booth is \$250 to the Siuslaw News; includes 5 radio spots, 4 fair passes, sponsorship recognition and quarter page ad in fair program
- CCD Twombly offered to share his booth with EMAC.
- What kind of materials we want to distribute—don’t want to overlap with other booth’s information or freebies
- VP MacDuffee suggested the Teaching packets that were very popular last year—need to print up more
- Reyna pointed out that CCD paid for two booths, maybe EMAC could payback for one of them (\$200). Or we could be with Public Works if they have one.
- CM McLeod we should have new things to give out—look for freebies.
- Reyna: There are free DEQ sheets online we could hand out.
- CCD Twombly: The Wheel from Lane County last year was very popular—we should put in request for that. VP MacDuffee has a contact and will look into it.
- CTR Webb says he’s found some materials but the font is too small, CM McLeod offered to reformat if sent to her.

5. Black and White Event

- So successful last year, we should do it again
- Date: Saturday, August 17th 2013, 9-1 PM
- VP MacDuffee: could buy 1/8 page of advertising—approx. \$150 or through PSAs
- CCD Twombly: we need about a 20-hour monetary match for labor
- VP MacDuffee: should set aside \$150 for at least one ad to display our success
- CP Forsythe and CM McLeod point out that after the event is news, so we should make sure there is a reporter out there to take pictures, write story.

6. Recycling Kiosk

- CM Davidson: want to increase advertising and marketing of kiosk, like at the Green Fair, and maybe get some bigger bins for the Styrofoam. We should set goals for how much we want to collect
- CR Weese: We are welcome to use city car in future for hauling the caps (but cannot run other errands with it).
- CM Davidson currently hauls caps to Eco Sort in Eugene

- CCD Twombly explained that we can't throw caps in our recycling in Florence because it's co-mingle, whereas at Eco Sort it has already been processed and sorted so it can go there to be recycled.
- CP Forsythe and Reyna want to ensure that the caps are actually being recycled, and look for best option, because we were told by Jeff Bishop at Lane County that they are often not recycled separately from other plastic. "Wishful Recycling"
- CTR Webb hauls to SP Recycling directly—they have a machine specifically for the caps, not sure if Eugene does.
- CM McLeod says we should not stop collecting anything because it has been so successful.
- We need to look into this and make sure the caps area actually being recycled, maybe CM Davidson can look into this further and get a straight answer and best option for us.

7. Logistics of Objectives/Budget

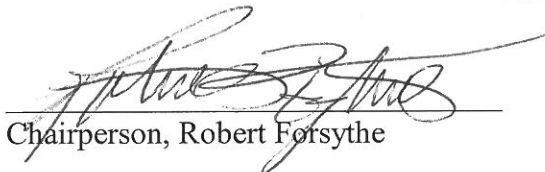
- Twombly listed off the objectives based on our events list—Reyna will type them up and send out (see other attached sheet).
- Everyone should look over objectives and tasks and come back with any edits at the February meeting.
- Budget draft will also be made between now and next meeting (CP Forsythe, CM McLeod volunteered to head) and be brought to next meeting to look over with everyone and make edits, Reyna will take final draft to City Manager Jacque Betz.

Next Meeting: Thursday, February 21st at 2pm.

Adjourn

VP MacDuffee moved to adjourn the meeting at 4:20; second by CM McLeod, by voice all ayes, motion carried unanimously.

APPROVED BY THE EMAC ON THE 21st DAY OF February, 2013.


Chairperson, Robert Forsythe

2-21-13
Date

ATTEST:


City Recorder, Kelli Weese

2-21-13
Date