

OKALOOSA COUNTY RECYCLING ADVISORY COMMITTEE
Tuesday, May 18, 2021

1. Call to order

The meeting was called to order by the Chairman at 1:12 p.m.

2. Committee Members and Staff

Members Present:

Amanda Grandy, Chairman
Sharon McAuliffe, Vice-Chairman
Jill Hoglund (Via ZOOM)
Kimberly Hopkins
Stephen Wolfrom

Staff Present:

Scott Henson
Jim Reece
Janet Thompson

Lacking an in-person quorum, there was no action taken on any of the agenda items.

3. Members discussed attendance and the liaison will contact members to determine their intentions to continue on the Committee.
4. Members discussed the upcoming renewal of the ECUA contract.
5. Members reviewed an outline (attached to and made a part of these minutes) presented by the Chairman regarding marketing, education and charting current recyclables.
6. Members scheduled a meeting for 1:00 p.m., Thursday, June 3, 2021, to vote on items for presentation to the Board of County Commissioners.
7. Adjourn: The meeting adjourned at 2:30 p.m.

RECYCLING ADVISORY COMMITTEE

MARKETING CAMPAIGN (INSERT SLOGAN)

MARKETING INTERN: Develop simple recycling tips that will make recycling easier and clear

- 1) Social media push
 - 1) Increase the quantity and quality of recycling
 - 1) Twitter, Facebook, Instagram
- 2) Pursue marketing and education for residential contributors
 - (1) bill stuffers, adhesive stickers for on top of barrels, refrigerator magnets
 - (2) public service announcements on the radio
 - (3) cosponsoring something with the newspaper so they give us free publicity, events with community minded businesses, etc.
- 3) Nov 16th Recycling Day
 - 1) Celebrate and Encourage residents to recycle by hosting County wide event

EDUCATION

- 4) Utilize schools recycling program to increase awareness
 - 1) Provide marketing material to each school in the County
 - 2) Measure changes at each school
- 5) Online link noted and highlighted on all trash/recycling bills throughout the County
“know what to put in the yellow bin”

CHART CURRENT RECYCLABLES

- 6) Perform a Waste Characterization Study
- 7) Waste management to monitor changes in behavior and report to County
- 8) County record keeping on measure of yardage increase and any changes in contamination rates from start of campaign until year end 2021

COST ASSOCIATED

Marketing	\$150,000
Education	\$ 50,000
Waste Characterization Study	\$ 40,000
Intern	\$ 10,000