

Meeting Minutes
Mid-Missouri Solid Waste Management District Executive Board
Wednesday, July 11th, 2018 at 1:00 p.m.
City of Columbia – City Hall, Conference Room 3A
701 E. Broadway, Columbia, MO 65201
OPEN MEETING

Members Present:

Debra Miller	Howard County
M.L. Cauthon, III	Cooper County
John Glavin	Osage County
Greg Robinson	Moniteau County
Thad Yonke	Boone County Alt
Jeff Hoelscher	Cole County
Sheri Johnston	City of Jefferson
Matt Harline	Callaway County

Members Absent:

Tim Grenke	Boone County
Barbara Buffaloe	City of Columbia
Tracy Graham	Audrain County

Others Present:

Lelande Rehard	District Manager
Ramon Garza	District Secretary
Kristoffer Tigue	Missouri Business Alert
Steve Callis	Private Citizen

1. Call to order and introductions

The meeting was called to order at 1:01 p.m. by M. L. Cauthon.

2. Determination of quorum

It was determined there was a quorum.

3. Approval of agenda

Mr. Cauthon recommended an amendment to the agenda to inject an item for public comment from Citizen Steve Callus. Mr. Yonke moved to approve the amended agenda; seconded by Mr. Harline. Unanimous voice vote of approval.

4. Public Comment from Steve Callis

Mr. Callis shared that Food Waste made up a large portion of the waste in our local Landfill. The City has a Food Waste collection component of their solid waste organization, but it is not widespread enough to compensate for the amount of material. Additionally, there is a City Ordinance that prohibits the collection of trash (food waste is considered trash) by anyone other than the City. Mr. Callis has proposed changes to the City Code to allow for other companies to pick up the food waste and it is currently in the Staff Input stage.

Mr. Cauthon said that it is not appropriate for MMSWMD to comment or criticize City Ordinances. However, he would be comfortable with staff preparing and sending a letter showing support for these initiatives when they are brought to a proper City Council meeting. Food Waste is on the targeted materials list for MMSWMD.

Mr. Hoelscher moved to approve the drafting of this letter; seconded by Ms. Johnston. Unanimous voice vote of approval.

5. Approval of the minutes from the Executive Board Meeting of June 13th, 2018

Mr. Glavin moved to approve the minutes as written; seconded by Mr. Harline. Unanimous voice vote of approval.

6. District Manager's Report

1. District Grants / Final Reports:

Amendment: 2018-005, MORA Conference – MORA would like to amend their scope of work to fund a different training session for the 2018 conference. They will be using another grant fund the HHW trainer and would like to use our funding to fund, "Advancing Recycling Behavior Change". The proposed training is a good fit for some the current challenges facing recycling. The change is also estimated to be a lower cost than the HHW training. See grantee comments below. Staff recommends accepting the request for an amendment.

From MORA -

Is it possible for us to change trainers/workshop topic? I can cover the HHW trainer with a grant thru Region F. Is it possible to use these designated "training" funds for another workshop/trainer? (i.e. Advancing Recycling Behavior Change – see below)

Originally we requested \$1000 for HHW Trainer and \$960 for Travel for a total of \$1960.

Estimates for "Advancing Recycling Behavior Change"

Travel \$325 – Airfare

Hotel \$230 – 2 Nights Hotel

Conf Registration \$400

Meeting Room - \$500 approximately (waiting to hear back from Hotel).

Total \$1455.00

Proposed Workshop

Learn how you can build a campaign to advance recycling behavior change

Free to MORA Members/\$40 for Non-Members

MORA has partnered with the Social Marketing Association of North America to bring you a training about social and behavior change. Multiple disciplines will be discussed but the focus will be on social marketing -- not to be confused with social media marketing like Facebook and Twitter. Social marketing uses commercial marketing principles to influence human behavior for societal good.

Behavior change is not easy. If it was, we would all exercise regularly and eat healthy. Even when we know something is the right thing to do, we don't always do it. We're human: our actions are influenced by peer pressure, personal motivations and values, convenience, cost, and the list goes on.

By understanding how our target audience sees the behavior we are promoting, including the benefits it would bring and any barriers that may stand in the way, we can implement a campaign that is informed and effective. With research and pilot testing, a successful campaign "marketing mix" will include various messages, psychology-based communication tactics, and diverse channels and outreach strategies. Finally, continuously evaluating a social and behavior change campaign is important to make sure it is impactful.

This interactive 2 ½ hour training will give you various tools, strategies and case studies to help advance behavior change for social good. Participants will try out some inexpensive research techniques and create an outline of a marketing plan for a topic of their choosing. Following the training will be a free informal Social Marketing of Association Networking Event held off-site if attendees want to stay.

Kelley Dennings, Founding President of the Social Marketing Association of North America

Kelley started her social and behavior change career in the recycling industry and then worked on forest conservation issues. She has conducted social marketing, social media, public relations and traditional advertising projects throughout her 20-year career. She recently finished her master's degree in public health at the University of South Florida, where she became a certified social marketer. Kelley works with Action Research, a community-based social marketing agency. In her spare time, she enjoys taking pictures of water towers.

Meetings/Site Visits:

MDNR Workshop – MMSWMD staff attended the MDNR annual workshop for planners. This year the training focused on the launch of MDNR's new online system for submitting grant packages and forms. MDNR is expanding its use of ReTrac, the system currently used for quarterly reporting, to include many of its paper processes.

Fix-it-Fair – MMSWMD staff is working to promote the upcoming July 28th Fix-it-Fair, and working in Mexico, MO is build a base of volunteers for getting the program started.

Habitat for Humanity – MMSWMD staff continues to work with Show-me Habitat for Humanity to find a location for a larger ReStore.

Missouri Green Schools – City of Columbia Office of Sustainability, Columbia Public Schools, MMSWMD, and the University of Missouri met with Jan Weaver with the Missouri Environmental Education Association. MEEA is hoping to launch the Missouri Green Schools program in Columbia. The program provides a framework for increasing sustainably initiatives in schools. CPS seems interested and MMSWMD will stay involved in the initiative.

Grant Call – MMSWMD staff is working on getting the word out that our 2019 grants are available. Let staff know if there is anyone you would like to us to personally reach out to.

Events:

2. Other business:

JC Miller MORA Award – Staff is working on drafting and MORA award nomination for J.C. Miller. Send on any stories for information you would like included in the nomination.

California Recycling Drop-off – Boonslick has reached out to staff that they are having trouble securing a location for a second drop-off location in California for their 2018-004. MMSWMD staff is in contact with California staff but if there are communities in the your area that would like a drop-off or to expand a drop-off then let staff know.

3. Upcoming Meeting/Events:

Executive Board Meeting: August 8th, 1-3pm, TBD?

Fix-it-Fair: July 28th, 1-4 pm, City of Columbia Armory Recreation Center

Executive Board Meeting: September?

Board agreed to cancel the August meeting unless there are a lot of requests for reimbursement from Subgrantees. September meeting will be moved to September 19th at 2:30.

Mr. Yonke moved to approve the amendement to H2018-005 MORA Grant scope of work; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

6. Treasurer's Report and Approval of unaudited Bills:

For June 2018.

The Checking account reconciled balance is \$1000.00

The Administrative account balance is \$109,371.03

The District Grant account balance is \$311,378.16

Mr. Yonke moved to approve the Treasurer's report; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

Reimbursements - \$40,486.75:

Clean Harbors Environmental - \$23,252.35

ETC Institute - \$3,000.00

Melahn Insurance Agency - \$382.00

Missouri River Relief - \$12,931.05

Bucket Media, Inc. - \$921.35

Mr. Yonke moved to approve the Treasurer's report; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

Transfer of funds:

Administration:

Transfer \$27,555.70 to Checking

District Grant:

Transfer \$12,931.05 to Checking

Mr. Yonke moved to approve the Treasurer's report; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

7. Final Residential Recycling Survey Report from ETC

Survey revisions have been completed, staff has distributed the report and associated data sheets to the board.

Mr. Yonke moved to approve the final report; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

8. Clean Harbors Contract Renewal

Mr. Yonke moved to approve the contract renewal; seconded by Mr. Harline. Unanimous voice vote of approval.

9. ABC Tire Contract Renewal

Mr. Yonke moved to approve the contract renewal; seconded by Mr. Harline. Unanimous voice vote of approval.

10. Jefferson City Parks – Camp Green Berry Sponsorship Request

Mr. Yonke moved to approve the sponsorship request; seconded by Mr. Hoelscher. Unanimous voice vote of approval.

11. Resource Recycling Conference

DNR has provided the funds to send the District Planner to the conference. As such, MMSWMD's travel budget has allocation to send one additional person. If the board has any recommendations, the registration is open for this event.

Additionally, MORA is providing 3 scholarships for the conference registration this year.

12. Other Business

MORA Conference is 9/11-9/13, September MMSWMD meeting moved to the 19th.

13. Adjourn

Mr. Glavin moved to Adjourn; seconded by Ms. Johnston. Unanimous voice vote of approval.

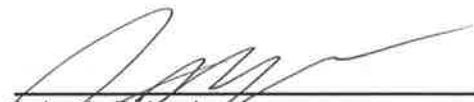
The meeting adjourned at 2:10 p.m.

APPROVED:



M.L. Cauthon III
Chairman, MMSWMD Executive Board

Respectfully submitted,



Lelande Rehard
MMSWMD Manager