

Meeting Minutes
Mid-Missouri Solid Waste Management District Executive Board
Wednesday, June 12th, 2019 at 2:00 p.m.
Republic Services Landfill
5605 Moreau River Access, Jefferson City, MO 65101
OPEN MEETING

Members Present:

Sheri Johnston	City of Jefferson
Jeff Hoelscher	Cole County
Kent Wood	Callaway County
Greg Robinson	Moniteau County
M.L. Cauthon, III	Cooper County
Barbara Buffaloe	City of Columbia (via phone)

Members Absent:

Tracy Graham	Audrain County
Tim Grenke	Boone County
Debra Miller	Howard County
Thad Yonke	Boone County Alt
John Glavin	Osage County
Gary Jungermann	Callaway County

Others Present:

Lelande Rehard	District Manager
Ramon Garza	District Secretary
Rick Kempker	MO-DNR
Amanda Sifford	MO-DNR

1. Call to order and introductions

The meeting was called to order at 2:00pm by M.L. Cauthon III, Chair.

2. Determination of quorum

It was determined there was a quorum.

3. Approval of agenda

Mr. Hoelscher moved to approve agenda as presented; seconded by Ms. Buffaloe. Motion approved by unanimous voice vote.

4. Approval of the minutes from the Executive Board Meeting of May 15, 2019.

Mr. Hoelscher moved to approve the minutes as written; seconded by Mr. Wood. Motion approved by unanimous voice vote.

5. District Manager's Report

1. District Grants / Final Reports:

University of Missouri 2018-007 Missouri Business Alert – Final Report:

From the Applicant -

<http://www.missouribusinessalert.com/sections/industries/sustainability/>

Stories produced by reporting fellows covering sustainability for Missouri Business Alert during the grant period have included:

- 38 stories with text plus photos and/or data visualization
- 6 audio/podcast stories

- 2 video stories

A complete roundup of those stories can be found at the following URL:

<https://docs.google.com/document/d/1vtyvO4YvKZATMHJNMaWXHinkfX53RkV13Z6cGlwqN5o/edit?usp=sharing>

While it is difficult to precisely measure the overall reach of these stories, we can confidently say they have generated impressions numbering in the hundreds of thousands via Missouri Business Alert's website, email newsletters, podcasts, video platforms and social channels. Additionally, several of the stories were syndicated by partner publications, expanding their reach even further.

One technical note: The job creation, job retention and training figures shared in the form above reflect the number of positions (one) created and trained through the grant, rather than the number of individuals (three) who filled that position. Because the grant bridged multiple academic semesters, its impact was felt directly by three different student fellows and indirectly by dozens of other students who played some role in our sustainability coverage.

Missouri Business Alert applied for this grant and established the fellowship to educate student journalists on a topic of increasing importance and to inform our audience about stories at the intersection of business and sustainability that aren't otherwise being told. On both fronts, the grant was a big success.

Because of that, we plan to continue committing resources to sustainability coverage beyond the end of this grant period. Additionally, we plan to find more resources to expand MBA's focus on sustainability and waste management. Potential next steps for our sustainability efforts include new and more extensive publishing partnerships (we have engaged in discussions about this with KBIA), live events and more investment in marketing efforts around our sustainability coverage.

Missouri Business Alert met its goals in terms of hiring, training and evaluating student fellows for the grant period. Since the grant enabled the creation of an entirely new beat for MBA, it was necessary to establish clearly defined processes with our first student fellow and then follow those processes — with adjustments as needed — for subsequent fellows. We relied heavily on the transfer of contact information, resources and other institutional knowledge from one fellow to the next.

Our goals in terms of content production evolved over the course of the fellowship. We wound up creating a smaller number of stories with deeper reporting and more extensive production (photos, data visualization, video, audio), pivoting from our original plan of creating a larger number of stories that would have been less substantial in terms of reporting and production. We made this pivot after determining it would be more conducive to achieving our student fellows' learning objectives; more informative for our audience; and more successful in driving engagement and impressions through our distribution channels and our publishing partners.

Therefore, we surpassed our goals in terms of the impressions and reach of our content. That was made possible not only by the shift to more time-intensive stories, but also through a few other developments during the grant period: double-digit percentage growth of our email subscribers; substantial investment in our podcasts, which provided a new distribution channel for our sustainability coverage; and enthusiastic reception from our publishing partners at the Columbia Missourian, whose interest in and syndication of our stories amplified the reach of our work.

Staff recommends accepting the final report.

Meetings/Site Visits:

Missouri Product Stewardship Council – The Council held its 8th meeting this month. The executive board has met several times in the last two months. The council will focus on legislation and programs that address paint and pharmaceuticals and has added a small group that will work on mattresses. The District Manager is currently leading the effort to build a coalition for pharmaceuticals. The Council will be reaching out for data and interest in expanding drug take locations.

MMSWMD, Boone County, City of Columbia, and University of Missouri Collection Event – The June 2nd event saw a record breaking number of 876 cars (2018 = 740 cars). Tonnage for HHW is not ready but tonnages for E-waste were 40.57 (34 tons previous year) and 22.3 tons for tires (13 tons previous year). Waits were long and staff and volunteers handed out information and encouraged participants at the back of the line to use alternate locations and dates for the City of Columbia's HHW facility. Volunteers, staff, and MUPD did an excellent job managing a difficult traffic flow and were able to keep traffic off of Providence. At the busiest time volunteers were able to move traffic despite two cars breaking down in line and one person temporarily abandoning their car with a sick child. The MMSWMD is extremely grateful to Jody Cook and the City's volunteers for providing assistance. One volunteer did pass out and suffer a mild concussion and had to spend in the night in the hospital. The volunteer has returned home and the City is following up. This incident, the number of cars, and the increase in tonnages will all be discussed at a future post-op meeting this summer. After the meeting staff will have a more detailed report for next year's event and the future beyond.

MDNR Workshop – Staff attended MDNR’s annual grant workshop.

Gentry Waste Audit – MMSWMD staff assisted with a school wide waste audit for Gentry Middle School.

Grant Call – MMSWMD staff will be starting the 2020 grant call as soon as possible and is beginning outreach. Currently staff is assisting with three projects. Please let staff know if there is a project or applicant you would like us to reach out to.

Other business:

2. Upcoming Meeting/Events:

Executive Board Meeting: July 10th, 1-3pm

Mr. Hoelscher moved to approve the Final Report for H2018-007; seconded by Mr. Robinson. Motion approved by unanimous voice vote.

6. Treasurer’s Report and Approval of Unaudited Bills:

For May 2019:

The Checking account reconciled balance is \$1,000.00

The Administrative account balance is \$81,462.43

The District Grant account balance is \$119,704.02

Mr. Wood moved to approve the Treasurer’s report; seconded by Ms. Johnston.

Roll Call Vote:

Ms. Johnston – Yes

Mr. Hoelscher – Yes

Mr. Cauthon – Yes

Ms. Buffaloe – Yes

Mr. Robinson – Yes

Mr. Wood - Yes

Motion Approved.

Reimbursements: \$42,775.73

City of Columbia - \$21,608.77

ABC Tire, LLC - \$5,000.00

Midwest Recycling Center - \$13,030.00

Apollo Porta Potties - \$55.08

Curators of Univ. of MO - \$1,896.13

Missouri River Relief - \$1,185.75

Mr. Wood moved to approve the Reimbursements except the City of Columbia; seconded by Ms. Johnston.

Roll Call Vote:

Ms. Johnston – Yes

Mr. Hoelscher – Yes

Mr. Cauthon – Yes

Ms. Buffaloe – Yes

Mr. Robinson – Yes

Mr. Wood - Yes

Motion Approved.

Ms. Johnston moved to approve the Reimbursement to the City of Columbia; seconded by Mr. Wood.

Roll Call Vote:

Ms. Johnston – Yes

Mr. Hoelscher – Yes

Mr. Cauthon – Yes

Ms. Buffaloe – Abstain

Mr. Robinson – Yes

Mr. Wood - Yes

Transfer of funds:

Administration

Transfer \$39,693.85 to Checking

District Grants

Transfer \$3,081.88 to Checking

Mr. Wood moved to approve the Transfers; seconded by Ms. Johnston.

Roll Call Vote:

Ms. Johnston – Yes

Mr. Hoelscher – Yes

Mr. Cauthon – Yes

Ms. Buffaloe – Yes

Mr. Robinson – Yes

Mr. Wood - Yes

Motion approved.

7. Other business

8. Adjourn

Ms. Buffaloe moved to adjourn; seconded by Mr. Hoelscher. Motion approved by unanimous voice vote.

The meeting adjourned at 2:14 p.m.

APPROVED:

Respectfully submitted,



M.L. Cauthon III
Chairman, MMSWMD Executive Board



Lelande Renard
MMSWMD Manager