

Recycling Public Advisory Council

Meeting Minutes for Wednesday November 16, 2016

Location: Bear Library, 101 Governors Place, Bear, DE 19701

Members present: BJ Vinton, Chairman (CSWSC)
Bob Ziegler (Waste Hauling Industry)
Charles Campbell-King (Public)
Dick Cecil (DE Association of Counties)
Marianne Cinaglia (DelEASI)
Marjorie Crofts (DNREC)
Stan Mills (League of Local Governments)
Coralie Pryde (League of Women Voters)
Mike Parkowski (DSWA)
Paul Bickhart (Recycling Industry)
Adam Webster (Restaurant Industry)
Wendy Turner (Mt. Pleasant Elementary)

Members absent: George Danneman (Soda Beverage Industry)
Brian Nixon (DE Chamber of Commerce)
Julie Miro Wenger (Del. Food Industry Council)

Non-members present: Bill Miller (DNREC) Joe Maier (Econo-Haul)
Nancy Marker (DNREC) Marcus Stevens (Evergreen Waste)
Jackie Howard (DNREC) Kim Jarrell (DNREC)

Call to Order, Introductions

BJ Vinton called the meeting to order at approximately 1:00pm

Public Comments

None

Approval of October 19, 2016 Meeting Minutes

The October minutes were unanimously approved after one change put forth by Charles: that the names of the RPAC Grants Scoring Subcommittee be added.

Cycle 8 Media and Marketing Grant Review

Jackie reviewed the outcome of the presentations of the 4 media marketing firm finalists and presented the Council with reasons why ab+c Creative Intelligence (ab+c) was selected over others. ab+c was far and above the others and came with a team that showed a depth and breadth of experience and understanding of markets, demographics, analytics, spend and media coverage; Adam commented that his company had used ab+c and had excellent results; Bill told the Council that approximately \$1.3 million was remaining for funding this cycle and would be allocated to ab+c and 7 media outlets. Stan and BJ asked if the term of or length of the media contracts could be extended; Bill indicated the plan is to not expand any costs but to have the advertising span 3 years; BJ asked for a synopsis of each media proposed scope of work for the next meeting; Marianne asked if this was all the media and Jackie responded that ab+c would come with 3 additional possibilities which would be covered under their proposal – WBOC, Comcast Cable and YouTube. RPAC, by voice, passed of a motion recommending

that DNREC fund the grant applications of ab+c and up to 7 of the identified media outlets for a total of up to \$1.3 million (Marj and Mike P. abstained).

RPAC Annual Report

Bill reported it was in progress but late; Jackie put on screen the Recommendations section for discussion and input. Stan and BJ want a mention of the loss of grant funding. Marianne recommended we create a chart showing the status on any action from previous Recommendations. Marj suggested that one of the Recommendations be meeting with the incoming Governor and his staff. BJ added that there should be a recommendation for funding RPAC and asked if Executive Order 18 could be rescinded by the new Governor. Members agreed that a Governor's Executive Order is technically only effective while that Governor is in office. Mike P. would like RPAC to focus on positives instead of negatives. He added that a 42% statewide recycling rate is outstanding and to move this percent higher would involve implementing organics collection. Jackie asked that all Recommendation be sent to her for inclusion in this year's report. RPAC recommends DNREC distribute a draft Annual Report to Members for review in 2-3 weeks' time. Marj suggested delivering the final during the third week in January as the Legislature begins

Universal Recycling Regulations

Bill shared that the public hearing on the Universal Recycling Regulations is scheduled for Monday, November 21st, at 4pm at the DNREC Auditorium in Dover. He reiterated that the intent is to clarify existing requirements. He offered a draft copy to anyone interested and welcomed feedback.

Recycling Market update

Paul reported Copper is up 20% and paper is inching upwards. Mike P echoed these comments and added that even though things are on the upswing, we are still at historic lows for recyclables.

Old/New Business

Jackie announced the Governor's Legacy event focused on recycling at HOB Brittingham Elementary School on Monday, Nov. 29, at 1pm. BJ Vinton will be asked to say a few remarks. All Members will receive invitations this week. Mike again announced that DSWA is planning to reduce the number of drop off sites and DSWA has started closing down some. DSWA is having difficulty finding an alternative site in Western New Castle County. Thirteen sites will remain and be staffed and these locations will be announced soon. Charles asked for a review of RPAC Bylaws to see if a Member could vote as quorum via phone. Marj responded by reading from the Bylaws that a Member's vote would count via phone but participation would not count towards quorum. Voice vote via video conference does however count towards quorum. Marcus talked about possibly making recycling mandatory in DE and Mike P responded that this would not work here. Charles asked for the Spanish language version of the center flyer in the How to Recycle Guide be put on the website. The Council congratulated Wendy Turner on being selected Teacher of the Year for 2017.

Additional Public Comments

None.

2017 RPAC Meetings; all meeting held from 1-3pm unless otherwise noted

January 25	Sussex Conference Room, Department of Insurance 841 Silver Lake Blvd, Dover, DE 19904
February 22	Sussex County, Location TBD,
March 22	New Castle County, Location TBD, 1:00pm-3:00pm
April 26	Kent County Location TBD, 1:00pm-3:00pm
May 24	Sussex County, Location TBD, 1:00pm-3:00pm

June 28	New Castle, Location TBD, 1:00pm-3:00pm
July 26	Kent County, Location TBD, 1:00pm-3:00pm
August 23	Sussex County, Location TBD, 1:00pm-3:00pm
September 27	New Castle County, Location TBD, 1:00pm-3:00pm
October 25	Kent County, Location TBD, 1:00pm-3:00pm
November 22	Sussex County, Location TBD, 1:00pm-3:00pm
December 27	New Castle County, Location TBD, 1:00pm-3:00pm

Adjourn

Meeting adjourned at approximately 3:00pm