

Recycling Public Advisory Council

Meeting Minutes for Wednesday, Oct. 19, 2016

Location: Sussex Conference Room, Department of Insurance, 841 Silver Lake Blvd., Dover, DE 19904

Members present: BJ Vinton, Chairman (CSWSC)
Bob Ziegler (Waste Hauling Industry)
Charles Campbell-King (Public)
Dick Cecil (DE Association of Counties)
Marianne Cinaglia (DeIEASI)
Marjorie Crofts (DNREC)
Stan Mills (League of Local Governments)
Julie Miro Wenger (Del. Food Industry Council)
Coralie Pryde (League of Women Voters)
Mike Parkowski (DSWA)

Members absent: Paul Bickhart (Recycling Industry)
George Danneman (Soda Beverage Industry)
Brian Nixon (DE Chamber of Commerce)
Wendy Turner (Mt. Pleasant Elementary)
Adam Webster (Restaurant Industry)

Non-members present: Bill Miller (DNREC) Heidi Piazza (iHeart Media)
Nancy Marker (DNREC) Joe Maier (Econohaul)
Jackie Howard (DNREC) Kim Jarrell (DNREC)

Call to Order, Introductions

BJ Vinton called the meeting to order at approximately 9:40PM.

Public Comments

Heidi Piazza, iHeart Media, gave a short review of the offerings of her media organization and asked the council if they had any additional questions about the iHeart Media submission. BJ asked her to clarify the term “unique visitors” and she explained that unique listeners are those that visit one or more of the iHeart stations online or via mobile application during a survey period and are tracked via IP address by Nielsen. Heidi thanked the Council for allowing her to come and speak.

Approval of September 21, 2016 Meeting Minutes

The September minutes were unanimously approved after one change to the description of the July Minutes.

Cycle 8 Grant Review

Jackie handed out a spreadsheet showing the list of grant submission broken out into the following categories: Full Fund, Partial Fund, No Fund and On Hold pending further review. Discussion ensued on the media proposals. Bill responded that DNREC intends to spend the remaining million dollars plus on media if DNREC and the Subcommittee find the expenditures relevant. Bob Z. added that 5 out of the 6 largest haulers in the State are now represented in the grant’s process covering all parts of Delaware. BJ as well as others on the Council ended the media discussion by suggesting a longer period for marketing outreach (3-4 years) with Mike suggesting 5 years and asked if this could happen. Marj said it may be possible. Bill then thanked the RPAC Scoring Subcommittee (Stan, BJ, Marianne, Coralie, Wendy, and

Charles, and Jackie) for their hard work. Stan noted that he abstained from any review or discussions of the two proposals involving Rehoboth Beach. Jackie has scheduled the 4 marketing firms that scored highest to come to DNREC and give presentations. A question was raised if the intention was to select just one firm and Bill responded yes. The Council approved moving forward with the Scoring Subcommittee's recommendations for funding and not funding submissions as listed on the spreadsheet given to Council Members. Bob, Julie, and Mike abstained from voting. The list of funds and no funds will be notified immediately. **Minutes approved with the addition of RPAC Grants Scoring Subcommittee names added as follows: "Members of the RPAC Grants Scoring Subcommittee are: BJ Vinton, Stan Mills, Paul Bickhart, Marianne Cinaglia, Coralie Pride, Wendy Turner, and Charles Campbell King."**

Universal Recycling Regulations

Bill reiterated that DNREC is working on a short set of regulations (2 pages) to clarify some requirements of the Universal Recycling Law. Three public workshops were held in Dover, Lewes and Bear, and the workshops were constructive. Comments are still welcome. A public hearing is tentatively scheduled for November 21st, but a formal public notice will identify the formal hearing date, time, and location.

Recycling Market update

Mike reported prices are still depressed and follow the oil market prices.

Old/New Business

Jackie announced two internal recycling outreach efforts in coordination with DNREC's Public Affairs Office: A Governor's Legacy event focused on recycling at HOB Brittingham Elementary School (request into the Governor's Office) and an article on Recycling to appear in the spring edition of Outdoor Delaware magazine. Mike announced that DSWA is planning to reduce the number of drop off sites but is having difficulty finding an alternative site in Western New Castle County. DSWA will eventually have 13 drop sites in Delaware with all sites operational by July 2017. Mike also announced receipt of the draft DE Waste Characterization Study. BJ asked if the final version will be public and Mike said yes, it would be.

Additional Public Comments

None.

Next Meetings

November 16, New Castle County TBD, 1:00pm-3:00pm

Adjourn

Meeting adjourned at approximately 11:15am.