

ENVIRONMENTAL CONTROL ADVISORY BOARD

MINUTES OF April 20, 2016

Item No. 1 being:

ROLL CALL

The Environmental Control Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, met in Regular Session at the City of Norman, in the Study Session Room, Norman Municipal Building, 201 West Gray Street on April 20 2016 at 5:30 p.m. Notice and Agenda of the meeting were posted at the Norman Municipal Building at 201 West Gray, 24 hours prior to the beginning of the meeting.

MEMBERS PRESENT	Amanda Nairn (Chair) Eli Bridge Larissa Balzer (5:40 pm) Patricia Edge Linda Goeringer (Vice-Chair) James Harp (5:40 pm) Odette Horton Aaron Pilat
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MEMBERS ABSENT	Dane Heins
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STAFF MEMBERS PRESENT	Debra Smith, Environmental Svc. Coordinator Charlie Thomas, Capital Projects Engineer
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Guests	Claudia Deakins, Chief Communications Officer Bill Hickman, newly elected City Council Member
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Item No. 2 being:

INTRODUCE NEW MEMBER AND GUESTS

Board members introduced themselves first. Balzer said she is the office administrator for Keep Oklahoma Beautiful. She loves serving and was looking for a place to connect in Norman and this is perfect. She lives on the far west side of town.

Item No. 3 being:

INTRODUCE CLAUDIA DEAKINS, CHIEF COMMUNICATIONS OFFICER, CITY MANAGER'S OFFICE

Deakins is interested in working with the Board on public education information. She is using social media (Facebook and Twitter) and press releases. She took some of the information from the recycling door hangers and put it on Facebook. The reach on that post was over 25,000 people. She was also able to determine the demographics of the people that viewed the post. The largest group she is reaching is in their late twenties to early forties and there are more women than men. Nairn said it was important to share posts from the City so more people can see them. Deakins said she has goals and the first one is 4,000 likes. She is very close to this. Deakins said she can put the Landscape Award information on Facebook with a link to the form and can also post the winner each month. Nairn would like the Board to come up with two or three topics each month to give to her. Bridge asked Deakins about the rezoning of a large section of Norman, about 3,500 houses that was approved last week. He said he could not find any information on the City's website about it. Several Board members voiced concern about the difficulty of being aware of city issues. Hickman said the city calendar on the website is a good source of information about meetings. <http://www.normanok.gov/content/city-calendars>. Other sources include press releases through Norman

News (<http://www.normanok.gov/content/subscribe-norman-news>) and Nextdoor. Nextdoor is an app that is like Facebook for neighborhoods. She said there are 83 neighborhoods in Norman that are on Nextdoor. The City communicates on Nextdoor but don't want to inundate people with information so minimal information is shared at this site. Board members will submit two or three items monthly to Deakins for possible social media release. Smith will send Deakins the Landscape Award information.

Item No. 4 being:

APPROVAL OF THE MINUTES OF THE MARCH 9, 2016 MEETING

Nairn asked if there were any corrections to the March 9, 2016 minutes. Edge made a motion to approve the March 9, 2016 minutes. Pilat seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Amanda Nairn Eli Bridge Larissa Balzer Patricia Edge Linda Goeringer James Harp Odette Horton Aaron Pilat
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NAYS	None
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The motion passed by a vote of 8 to 0.

Item No. 5 being:

DISCUSS LANDSCAPE AWARD

Bridge submitted a nomination. The house is located at 426 Merkle. It has a rain harvesting system, xeriscape, native plants. He passed around pictures. The pictures were about a year old so current pictures were requested. Smith said K and K may donate items for the winners. Bridge said Lowes may also donate. Harp made a motion to select Michael Markham, 426 Merkle, as the Landscape Award Winner. Edge seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Amanda Nairn Eli Bridge Larissa Balzer Patricia Edge Linda Goeringer James Harp Odette Horton Aaron Pilat
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NAYS	None
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The motion passed by a vote of 8 to 0.

Bridge will contact Markham to let him know his yard was selected.

Item No. 6 being:

PLAN EARTH DAY FESTIVAL

The Festival is April 24th from noon to 5:00. Volunteers are needed to help with the booth at Earth Day. Nairn will give a rain barrel workshop at 1:45 and the poster contest recognition is at 3:00. Horton will bring the gifts and posters for the poster contest recipients. Edge will give letters to the Jefferson students letting them know about the recognition. Goeringer gave letters to the Madison students yesterday. They will receive gifts and a certificate of recognition. T-shirts are also given to the students and one for each parent. If the teachers or students aren't able to come, their prizes will be delivered to them

Item No. 7 being

MISCELLANEOUS DISCUSSION

None

Item No. 8 being:

QUESTIONS FROM THE PUBLIC

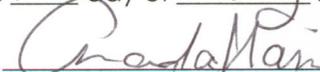
Hickman wanted to know if ECAB would be interested in taking on business recycling on Main Street and Campus Corner. Smith said the current contract with Republic doesn't include business recycling. A nonprofit may be an option. Bret Scovill, Sanitation Manager, and Ken Komiske, Utilities Director are the most familiar with the City's attempts for business recycling. Smith will set up a meeting with Nairn, Hickman, Ken Komiske and Bret Scovill. Nairn said OU has a robust recycling program and they may be willing to work with ECAB on Campus Corner. Balzer stated that Keep America Beautiful has a program for campus recycling on game days. Smith asked her to bring some information about this to the next meeting or to email it.

Item No. 9 being:

ADJOURNMENT

There being no further business, the meeting adjourned at 7:00 p.m.

Passed and approved this 18 day of May 2016.



Chair, Amanda Nairn