

ENVIRONMENTAL CONTROL ADVISORY BOARD

MINUTES OF February 19, 2020

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 Executive Conference Room, Norman Municipal Building, 201 West Gray Street on February 19, 2020 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	Matthew Rom (Chair) Amanda Nairn (Vice-Chair) Deborah Cretsinger Courtney DeKalb-Myers Dane Heins Andrew Sartain Robert Vollmar (arrived @ 6:35 PM)
MEMBERS ABSENT	Traci Baker James Harp
STAFF MEMBERS PRESENT	Debbie Smith, Environmental Services Manager Carrie Evenson, Stormwater Program Manager Michele Loudenback, Stormwater Program Specialist

Item No. 2 being:

INTRODUCE GUESTS	Karen Blasier, RF100 Tom McCurdy, OGE
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Item No. 3 being:

APPROVAL OF THE MINUTES OF January 15, 2019 MEETING

Nairn made a motion to approve the January 15, 2019 minutes. Sartain seconded. There being no further discussion, a vote was taken with the following result:

YEAS	Matthew Rom (Chair) Amanda Nairn (Vice-Chair) Deborah Cretsinger Courtney DeKalb-Myers Dane Heins Andrew Sartain
NAYS	None

The motion passed by a vote of 6 to 0.

Item No. 4 being:

UPDATE ON US MAYORS' CLIMATE PROTECTION (MCP) AGREEMENT

It was originally due in March to the City Council however, Rom sent in a request to the Mayor to push it back to May or June since Council will have new members. Rom has not yet received communication back so he will contact the Mayor again just to make sure. Rom is working on putting it all together and finalizing.

Item No. 5 being:

DISCUSS INFOGRAPHICS FOR RECYCLING BIN IN THE CITY MUNICIPAL BUILDING

Rom said that we had discussed that the term 'diversion rate' was confusing and that we never decided whether or not to use it. Heins would like to find a better way of saying it. Heins explained that he thinks he is too far into the design because he still doesn't know exactly what we're going to put on it and needs more clarity content-wise. Nairn thinks the infographic could be like a "did you know" or some positive highlights or both. Heins explained that we were looking at a bit of both like "here's what we do really well with our super high recycling rate" but then breaking out "what does that number actually mean and what can we do to have a greater impact." Rom suggested incorporating compost into the recycling triangle because he doesn't think that the majority of people actually associate compost with the recycling. Rom said that Brett sent some pictures that he had requested. Heins explained that was another hold up, that the pictures were good but needs a higher resolution for a print piece. Rom says that once we can get the words together and figure out what picture they would like to use to back that up then they can request a more comprehensive picture from Brett.

Item No. 6 being:

DISCUSS POTENTIAL ART BARREL PROGRAM

Nairn asks if we decided that this year was not our year to get it done. Heins said he thought one of the things they decided was that it was a pretty quick turnaround. Nairn asked Sartain if he knew any schools that would be interested, do they have downspouts and can they be installed. Sartain said that there were 3 or 4 schools that could have them immediately. He wouldn't rush to get them out to a bunch of schools but he thinks we can definitely do a couple this year if we wanted to. Nairn asked if he thought they would use them. Sartain explained that there are some schools that already use them. He had two schools before this came up that were asking him where they could get this opportunity. Evenson said that she talked to Upcycle and they had ten available to send us but if we just want five then we can order them now and have them here in time for the schools. Nairn asked if there would be an application process for the schools so that way it is kind of like a grant. Nairn also asked who would install them. Sartain said that Earth Rebirth can install them as the partner and we can do it as a whole education day with each of the teachers however they want to do it. Sartain said that we can do an application. Nairn expressed her concern for safety and liability. Sartain explains that he wouldn't worry about that, they are very safe with reinforced rebar around it and very easy to handle. He can set up a simple application for them to apply and explain where they're going to use it and where they need it. Smith asked if we need a liability release to which Evenson responded that she is not an attorney

and cannot give an opinion on that but that she thinks Kathryn needs to weigh in on that. She suggested that they might want to talk to legal about any potential ramifications if ECAB partners with Earth Rebirth. That ECAB would pay for the totes and the partnership is they hand them over to Earth Rebirth and get them to the schools and install them. Sartain said they would be ok with that. Nairn asks if they have the money. Smith said it would depend on how many they do, if they do five then they would have the funds for it. It was explained that the totes would be primed and ready for painting. Nairn said that would be a cool workshop with the schools, get it installed one day and another day have an art workshop. It was decided that the vote will take place next month. Evenson will talk to Kathryn (City Attorney) about the partnership. Evenson will let Rich know that we will want them and he will get them ready and to us the first part of April. March 29th is the deadline for online orders. Nairn suggested having an application together for the next meeting. Smith asked who will do that and Sartain said that he could put together an application. Rom asks who will pick the schools that get the barrels if the application goes through us or Earth Rebirth. Nairn said her vote is that if ECAB is funding them then we at least should see the applications and make the choices. Nairn also suggested asking the applicants for pictures of where they are putting it so we can decide whether or not it will work there. Smith said it would also be nice to give students some kind of handout about Rain Barrels and Water Conservation. Nairn said that she would be able to do a Rain Barrel talk to the kids. Nairn suggested putting signage up "Provided by the City of Norman and their partner Earth Rebirth. Sartain said he will make an application and start there. They can look at it and he can get everyone's feedback on it.

Item No. 7 being:

DISCUSS SOCIAL MEDIA TOPICS

Rom googled "Curb the Demand" to make sure we weren't ripping off any ideas. After looking through the first 4 pages of google he didn't find anything so Rom considers us good to go with the idea. Changes were made to the draft and it was passed around for review. Heins questioned putting text with the image, he believes text with the image will reach more people. Nairn said to send it all to Annahlyse and if she feels the need to make edits, she will edit it. Heins said that he trusts any decision she makes. Vollmar said that in the conversation last week where they talked about ways to lower the amount of waste that is going out from the homes and into the landfill, that he felt there was a theme about composting on a household level as opposed to the city wide initiative. He thought it might be valuable to plan a little education campaign that will stretch out over the course of a couple months where we talk about what kind of food can be composted and how you can compost at home. He believes that a lot of people have the mistaken impression that composting is smelly and if we can get some good information out there about how people can be diverting kitchen waste to some place other than trash cans it will be helpful. He said he also knows that the general statistic is something like 40% of the food we buy goes to waste. He feels it has a lot of visual components to it that will make for a good social media campaign. He is willing to sketch out what that campaign may look like. Vollmar explains that most people don't engage in it because they are ignorant to it, that this is another way we can reduce the amount of waste going out of the houses. Myers offered to help with it as she does classes on composting and has one coming up. She also has a lot of resources as well. Vollmar said that we can have that event as one of the components of the campaign. Rom said that sometime before the year is up we need to do a social media topic on disposable wipes and how flushable wipes are in fact not flushable. Vollmar questions the amount of posts that are considered acceptable for social media. It was decided that eight a month wouldn't be that bad. Nairn explains that April will be a hard month to do the campaign. Vollmar suggested summer could be considered the composting season. Vollmar said maybe we can get with Bret and ask him what his ideal goals for this kind of campaign would be and maybe make it a yearlong campaign. Nairn said that she thinks the biggest priority that she sees is that people

aren't understanding the changes of what can be taken in the recycling bin now and why these changes were made. They think it is the city's fault and that they don't even know what is acceptable and what is not acceptable anymore. They also don't understand one bad recycle bin will ruin the whole load. Vollmar said that he can go ahead and get started on the composting idea and he can go into the city's account and get the recycling information that is already there and come up with some more posts that he will send out every week. After he makes the graphic he will send it out first for everyone's review. Smith said that she has showed Bret this and that he loves it. Vollmar will stick with the same color scheme and try to get some good info on what's ok and not ok and move forward with that. Heins said he would like to help out as well. There being no further discussion Nairn made a motion to approve submitting the social media graphics to Annahlyse. Myers seconded, a vote was taken with the following result:

YEAS Matthew Rom (Chair)
 Amanda Nairn (Vice-Chair)
 Deborah Cretsinger
 Courtney DeKalb-Myers
 Dane Heins
 Andrew Sartain
 Robert Vollmar

NAYS None

The motion passed by a vote of 7 to 0.

Item No. 8 being:

DISCUSS/APPROVE BIG EVENT

The Big Event starts at 9:30 AM, April 18th. Nairn said that there is a bit of a new plan. We have requested 125 volunteers. The volunteers will meet at Morgan Park off of Crossroads Blvd on the west side of town just to the east of 36th street. We will have the volunteers work their way north to the Prairie Creek Park. We do have approval to park in the office park parking since there is limited parking at the park. We also have at least 2 specific student groups that have some technical expertise, they will be going to the Brookhaven Creek with Carrie's storm water team to build and install a beaver deceiver because there is a huge beaver problem there and they don't want to trap and kill them. There being no further discussion Vollmar made a motion to approve the activities and the request for 125 volunteers. Cretsinger seconded, a vote was taken with the following result:

YEAS Matthew Rom (Chair)
 Amanda Nairn (Vice-Chair)
 Deborah Cretsinger
 Courtney DeKalb-Myers
 Dane Heins
 Andrew Sartain
 Robert Vollmar

NAYS None

The motion passed by a vote of 7 to 0.

Item no. 9 being:

DISCUSS GREEN NORMAN ECO MONTH (PREVIOUSLY REFERRED TO AS EARTH MONTH)

Nairn said that Earth Month is a trademark thing so we have officially called it Green Norman Eco Month. There are approx. two dozen activities. Some of which the City of Norman is planning, some of which other groups are planning such as OSU extensions having several talks, those will go on the calendar. Sierra Club and Ready for 100 are having a renewable energy fair which will go on the calendar. Anything in the Norman community that is environmentally minded will be promoted city wide. OU Green Week, that will be on the calendar where there will be a lot of guest lectures that month. It will end with the showing of the Lorax at Lions Park on May 1st. Rom asked if we got a license for it. Nairn confirmed that yes we did and that it is sponsored by Republic Bank. Nairn passed around a rough draft of the calendar which is always subject to change. Smith stated that she will get the events on the community calendar as well. Help with tables will be needed for the fair and festival. We still need to work on the Art Barrels. Earth day at the library, the Water Survey is putting on an environmental Expo where anyone with environmental involvement is invited to have a booth. So if you know a group that would be interested get with Nairn.

Item no. 10 being:

MISCELLANEOUS DISCUSSION

Rom brought up the poster contest and said that they will vote on the posters at the next meeting which is March 11th and posters are due March 9th. The school list was distributed to the respective schools physically as well as electronically. Rom said that he asked Myers to help solicit donations. She said that she started the process but no bites yet. Rom asked if there were any other Miscellaneous discussions and Smith suggested that the board introduce themselves for the new member. The board introduced themselves.

Smith reminded members that the March meeting will be one week early on March 11th.

Item No. 11 being:

QUESTIONS FROM THE PUBLIC

None

Item No. 12 being:

ADJOURNMENT

There being no further business, the meeting adjourned at 6:30 p.m.

Passed and approved this 11 day of MARCH 2020.


Chair, Matthew Rom