

James Harp
Robert Vollmar
Traci Gold

NAYS None

The motion passed by a vote of 7 to 0.

Item No. 4 being:

DISCUSS RECYCLING INFOGRAPHICS

Rom likes the color palette, the only concern that was mentioned was the phrase "last year". Rom explained that if it sits on a wall and ages then when is last year? We need to put the actual year down that we are referring to. Gold said that she would like to see waste reduction emphasized more than what it was. She knows it is on there 3 or 4 times but perhaps a larger font should be used over the recycle bin imagery. Something to draw a little more attention to that. Nairn said that she loves the "Dane" palette however the yellow is hard to read. She also loves the positive reinforcement. Rom suggested that it should include the Green Norman website. Smith explained that the website is somewhat hidden now but we are working on getting it back and when we do she can make sure it is available on the Green Norman site. Dane said that he would add the Green Norman website on it as well. Harp said that he thinks it looks really good and that he feels the next take would be to expand it to include commercial recycling as well. Cretsinger agreed with Harp. She also likes the 40% food waste information. She thinks most people are not aware of that, also, the yellow is fine with her but that whatever color they use needs to be a contrasting color. Rom Agrees with Nairn, on a screen the yellow is hard to read. It might work better on a poster but not so well on screen. Nairn suggested a filled box background behind the yellow to make it stand out more like the "four R's" that are on a darker background. Dane said the yellow is a valid concern however since it is going on a big poster that it will be huge so he doesn't think there is a problem with it from that aspect. He was trying to draw more attention to that portion. Rom's next step is for Dane to incorporate the few minor things discussed and get it to the city manager for approval. He asked the city employees/colleagues if that is the correct next step. Smith said yes it would be and if we could go ahead and get it approved with the minor changes that we could go ahead and get it to the city manager and see if he would agree to putting it up, then get it printed. Harp asked, on the "for more information" who is it that creates and maintains that web presence of that information? Mattingly explained that right now he does. I.T. only assigned a handful of people access to the website for updating but that they are getting ready to give more people/departments access to it so Environmental Services will most likely maintain it. Harp then asked if people were to go to the link would there be a place on that website, if interested, for commercial recycling? Just start gathering information for building that case. Rom said that first we need to get the site up and running again and that ultimately he feels that ECAB should be responsible for deciding/suggesting what content should be on there, keeping in mind that it is the City of Norman's website. Rom said that we can look into next step being commercial recycling then thanked Heins and Vollmar for working through this the last couple months. Dane thanked everyone for all their help and input throughout this process.

Harp made a motion to approve the copy with the few minor edits discussed and then present it to the city manager for approval. Gold seconded. There being no further discussion, a vote was taken with the following result:

YEAS Matthew Rom (Chair)

Amanda Nairn (Vice-Chair)
Dane Heins
Deborah Cretsinger
James Harp
Robert Vollmar
Traci Gold

NAYS None

The motion passed by a vote of 7 to 0.

Item No. 5 being:

DISCUSS SOCIAL MEDIA/PUBLIC EDUCATION

Mattingly said that he spoke with Meyer and she said that she would be happy to push the information for us. She asked how the website looked so he checked it and none of the links transferred to the new website. He and Debbie tried to get ahold of Judson so he could get them to work but didn't have any luck prior to the meeting. We have to make sure the site is functional before we have her push anything. They hope to have it up and running soon. Rom asked if he knew of anything on her desk that we need to push out or do they need to come up with something. Chris said they are on her desk, she has them on her computer and as soon as we are ready she will push them. Rom said that we don't currently have this as an action item and thinks it best for her to just start pushing them out. They can discuss more topics in future meetings for more content. He asked the board how they felt about it. Vollmar said he would be in favor of expanding the campaign to include some information about green waste and composting. The compost site opens soon and would be a good time to encourage people to compost themselves and give them information on how to do that. Mattingly said the compost opens that Saturday. It is for Norman residents only and if there is any left over, it will still be available to Norman residents at the cheap rate, they just have to supply a bill for proof of residency. It will be available till it is gone. Vollmar said there wasn't enough time to get one out now but he could work on some composting education for everyone to look at in the next meeting. Everyone thought it was a good idea. Nairn thinks that we can educate on anything they would like as far as the website was concerned. She is very appreciative that Mattingly spoke with her and got the issue resolved. Chris said she was slammed with the more pressing issues that she had to get out at the time. Smith brought up the previous material about no using the disposal and to compost instead. Nairn said that she feels we need to get back to water conservation education due to a record high water usage days. Vollmar suggested a google doc that everyone could use to make suggestions about topics for future campaigns. Nairn thinks it is a good idea because flushing it all out in the meetings is difficult. So, whether it be the google doc or emailing Vollmar the ideas, brainstorming outside of the meeting is a great idea. Nairn suggested doing another goals and objectives to see where they want the board to go or do in the next month or two. Just an open discussion of what the group wants to focus on. Vollmar said he would support that especially because he is fairly new to the group and isn't real sure what he should or shouldn't suggest or even if when making a suggestion is appropriate. Cretsinger agrees especially with her being fairly knew to Norman. Rom said we would get that scheduled.

Item No. 6 being:

DISCUSS LANDSCAPE AWARD

Rom said that hopefully everyone had a chance to look at the email Smith sent out with the attachment for OKC's award application. He believes that Gold had an interest in spearheading this process. Gold confirmed that she would definitely be willing to help out with it. Rom said that the differences that he sees between the two is that ours doesn't have the soil health options and check boxes to check off. He would like to see us do something similar hoping to encourage people to use these options themselves. There are also education components to it that he likes as well. He would like to see Gold and a couple volunteers working on the side to put together an enhanced program. Cretsinger said that she would help out with it. Rom said to get the basics down then we can really work on promoting it. Rom explained that in the past we have been the ones to go out looking for "The" yard and he would like to see more of the peoples' interest in the program. Nairn explains that OKC reached out to Norman and said, "hey this is a great idea, mind if we steal it?" So they stole it. We started ours with little to no rules because we just wanted to get nominees. She thinks that the idea of the check boxes as well as the educational links is a great idea but that we may not want to be so extensive with it. Our long term issue has always been having enough nominees. We have had maybe one time where an outside nominee was given the rest were coming from the board because we were desperate to get the program running. We would drive around, take pictures of yards, nominate them and choose a winner. Nairn said that she agrees with Harp and thinks it is important that we include businesses too. Nairn said that Myers works with the OSU extension and thinks/hopes that they would be willing to partner. Maybe even Blue Thumb would be willing to partner as well. Maybe there are other groups that we want to reach out to for partnership. We would also need to discuss what "partner" entails. Cretsinger likes it and all the choices but isn't sure how many home gardeners would understand what native landscaping is about. She has seen things on the list that she never really thought about doing but were great ideas. Harp said that it might be helpful for new members, if we give them a couple of addresses that we have chosen to go look at. Harp is glad to see that we are opening it up to the businesses and that he has a couple in mind. Also that it will open up some relations with the groups and businesses. Cretsinger asked if anyone contacted Master Gardeners about this whole concept. Nairn said that Myers is the OSU extension staff person that runs master gardeners. She can't remember if we've contacted them in the past but we definitely have an "in" now. She also mentioned that the other emphasis with the program is that your lawn does not have to be perfect golf course grass to be attractive. Cretsinger asked if we were thinking that commercial and business would be separate awards or just one award? Harp said that is up for discussion. Gold said She doesn't think it needs to be especially if nominees are an issue. Nairn said we've never had enough nominees to have both but that hopefully one day we will and if we ever get there then we can change it up. Vollmar suggested that since we have a lack of interest that maybe instead of it being a "competition" and giving an award maybe it's a certification that we can award to all participants. Cretsinger likes the idea of it not being a competition and thinks it would be more encouraging as well. Rom asked if there would be any issue with a city board certifying the yards. Smith said that she doesn't think so. Rom thinks that Gold and company should put some time into it and in the next meeting talk about brainstorming ideas and start the process. We have to think about if we make a sign where all would it be posted. Gold said she can bring some ideas to the next meeting. Rom asked if anyone else was interested in helping Gold. Harp said he was in. Rom asked Harp, Gold and Cretsinger to brainstorm a bit over the next month then we can discuss more in the next meeting. Smith suggested reaching out to Myers for help on it as well. Nairn explained that she doesn't think this is something that needs to be all settled by the next meeting since we are approaching winter. Rom agreed.

Item No. 7 being:

DISCUSS WATERS WORTH IT POSTER CONTEST

Rom said that we had approx. 4 winners and that we had "things" for them as prizes. The question was what did we want to do with the grand prize winner? Traditionally their art would go on a t-shirt but thought there was a discussion that having half a dozen shirts made wasn't cost effective. We need to decide how we want to recognize the students and teachers associated. Nairn asked Evenson where their storm drain program sits. Evenson said they are doing a virtual event with Norman Arts Council. Five artists have been selected and they will be painting Oct. 2nd and 3rd. They will record it and broadcast it live at the Norman Arts Council Virtual Event October 2nd. Nairn asked if they have identified other storm drains for future projects. Evenson said they aren't there yet. Nairn was wondering if they could find an artist, which she has one in mind, to paint the winners on one of the storm drains? Evenson said it is an interesting idea but that since it is a partnership with the Norman Arts Council, she would want to get some input from them on what they think about it. Nairn said it was just a thought since we can't do the t-shirts. Evenson asked Smith if she would send her the file of the winner's piece so she can talk to the arts council about it. Smith said she will get it to her. Evenson thanked Smith. Vollmar suggested having a poster size print done and having it posted at the library branches, which was later discussed and not sure since the libraries are closed to the public. Smith said that would be easy enough. Cretsinger said maybe at the schools as well. Nairn said maybe that is the thing to do and it would also advertise for the next contest. Smith asked if they were talking about the schools that participated or all schools? Nairn said she thinks it would depend on what it would cost and she doesn't think all school is a bad idea. Cretsinger said depending to on the kid, they may have switched schools this year. Vollmar said he thinks if we're going to reach out to the schools let's just put it in all schools. The message is valuable and a good way to raise awareness about the program for next year's contest. Nairn said the contest is just elementary so the question is, do we include all schools or just elementary? Vollmar thinks only the schools who are eligible makes more sense. Cretsinger agreed. Rom asked if whatever gifts Myers has, do we still give them out to the students/teachers? Cretsinger said she thinks so. Smith said we may not be able to reach all of them but we could sure try. Smith also suggested gift cards for the teachers. Rom asked what are we giving out? Nairn said that we could pay for the rain barrel if possible and asked Smith. Smith said that could work if that was an option. Vollmar suggested notifying the winners and getting them the prizes that Myers had already confirmed. Vollmar felt that we needed to let the kids know they won and reward them first. Then we can figure out what else to do afterwards. Rom suggested if we are looking at the poster to recognize and promote them maybe we wait and post it closer to next year's contest. Evenson asked if we thought about taking out a full page color ad in the transcript? Cretsinger said that was a great idea. Nairn liked that ideas as well. Vollmar made a motion to approve the notification of the winners and give them their gifts then create the posters/info. piece that would go into the schools as the first stage. Nairn seconded, a vote was taken with the following result:

YEAS	Matthew Rom (Chair) Amanda Nairn (Vice-Chair) Dane Heins Deborah Cretsinger James Harp Robert Vollmar Traci Gold
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NAYS	None
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The motion passed by a vote of 7 to 0.

The second step is to approve or disapprove the transcript request. Rom said that it had been discussed that we would do a community engagement article about this and thinks that if they are willing to include the artwork in the ad then we should do that. Nairn said that we need to find out what it cost because it is not cheap but likes the idea. Loudenback said she thinks it was only \$500 for a full page but will make sure. Evenson said that they use the transcript a lot and has a rep. who is always on the lookout for good pricing and thinks we can work something out. Nairn asked if they could help us out with that and Evenson said absolutely. Rom said that we should investigate getting up to a full page ad depending on cost and then getting the transcript to write a community engagement piece to talk about the contest and winner and putting those two together. Evenson asked if we had a preference on day of the week or how many times we run it. Cretsinger said whatever is cheapest. Evenson asked if we wanted a one-time run or multiple? Rom said that he thinks a one-time run is sufficient and see if they can let us know ahead of time when they plan to run it. Evenson said they usually can and we can see if they can give us some prints as well. It was discussed and decided that they would not action this item but further discuss it in the next meeting. Rom asked who would head the investigation and Evenson said Stormwater will investigate this for the next meeting.

Item No. 8 being:

MISCELLANEOUS DISCUSSION

Cretsinger said that she has a huge issue with this town and the people using plastic bags to put their leaf clean up in when there are compostable bags out there. She is wondering if that is something that we can encourage people to use. She knows some towns in other places have mandated people to use them. Maybe something to put on the agenda to discuss in the future. Nairn said that she thinks that sounds like a social media post. She believes that the compost prefers not having things in bags and that people usually put them in trash cans and dump them out that way. Cretsinger said that there are a ton of leaves that she can't even compost because there are so many and that people may not have enough cans to hold them all. Vollmar said it is definitely a topic we should add to our social media outreach campaign and it would be time sensitive because were already talking about composting and it will be fall soon so that would be something to have Meyers push. Vollmar's reservation about the bags is that not everyone has the money to spend on compostable leaf bags and he doesn't want to give anyone the impression that they are a terrible person because they can't afford them but maybe we should present it as one solution in a list of things to do with their leaves. Cretsinger doesn't think they are that expensive. Nairn likes the idea of a list of options as well as Cretsinger. Smith said we would need to educate the sanitation crew as well because she doesn't think they would know if it was a compostable bag or not. Nairn said yes, chances are that they may pick it up, tear it open and trash it anyway. Vollmar said that he can add it to his document of social media things and if anyone had any ideas on what other options there are for the leaves he would be glad to include that in a mini campaign about what to do with all the leaves. Evenson said it will also reinforce our message and they can include it in some of the programs they do in the fall such as, not blowing into the streets/storm drain. Evenson asked if they had ever thought about purchasing a quantity of compostable bags and say, "hey if you're interested and want to see what these are like come try them out" on a first come first serve basis. Nairn said she thinks it's a great idea and thinks it's something we can purchase and offer at one of their clean up events and that we have an event coming up. Cretsinger said that Smith's point about the sanitation department not knowing what bags are compostable is an important issue and is something they would need to be notified about. Smith said she can talk to them before the next meeting. Nairn asked Evenson about their upcoming event. Evenson said they are starting their Thunderbird Water Shed Blitz on October 4th then on the 11th a cleanup event from Brooks to Lindsey on 12th street. The 25th they are doing

another Park and a water shed workshop on November 1st. They will be at the family pavilion that day. Nairn said maybe we can find out the feasibility of the bags in all aspects, talk about it at the October meeting and depending on what they find out, have some available to give out at the workshop in November as the first part of the giveaway. Everyone thought it was a good idea. Nairn said she has a couple things. First, she is obsessed with Harp's dog who sat in the camera the whole time he was out of the car and the next thing is that she just wanted to congratulate and announce Mattingly as the new utilities director. Komiske has retired and moved on and they picked the right person to fill his shoes. She asked if he would be helping them out or if Nathan would be? Mattingly said he has a lot of night meetings so Nathan is going to sit in some as well. She just wanted to say congratulations, Smith seconded everything Nairn said and Mattingly said thank you.

Item No. 9 being:

QUESTIONS FROM THE PUBLIC

None

Item No. 15 being:

ADJOURNMENT

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

Passed and approved this 21 day of October 2020.


Chair, Matthew Rom