

ENVIRONMENTAL CONTROL ADVISORY BOARD

**MINUTES OF
May 19, 2021**

Item No. 1 being:

ROLL CALL

The Environmental Control Advisory Board of the City of Norman, Cleveland County, State of Oklahoma, met in a Special Session at the City of Norman, in the Executive Conference Room, Norman Municipal Building, 201 West Gray Street on May 19, 2021 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 Dane Heins (Chair)
 Courtney DeKalb-Myers (Vice Chair)
 Deborah Cretsinger
 Robert Vollmar
 Sara Bondy
 Lainey Phillips

MEMBERS ABSENT Jim Griffith
 Traci Gold

STAFF MEMBERS PRESENT Debbie Smith, Environmental Services Manager
 Carrie Evenson, Stormwater Program Manager
 Jerry Gates, Environmental Services Asst. Manager
 Nathan Madenwald, Utilities Engineer
 Michele Loudenback, Stormwater Program Specialist
 Rachel Croft, Utilities Staff Engineer
 Chris Mattingly, Utilities Director

Item No. 2 being:

INTRODUCE NEW MEMBERS & GUESTS

Lainey Phillips – New Member, works at Armstrong Bank
Rachel Croft & Chris Mattingly – Guests/Staff Members

Item No. 3 being:

APPROVAL OF THE MINUTES OF April 21, 2021 MEETING

DeKalb-Myers made a motion to approve the April 21, 2021 minutes. Cretsinger seconded. There being no further discussion, a vote was taken with the following result:

YEAS Dane Heins (Chair)
 Courtney DeKalb-Myers (Vice Chair)
 Deborah Cretsinger
 Robert Vollmar

Sara Bondy
Lainey Phillips

NAYS None

The motion passed by a vote of 6 to 0.

Item No. 4 being:

DISCUSS YARD BY YARD

Heins explains that they have had an issue and are unable to be with them today. They should be able to meet with them next month. Smith confirmed that they are waiting to have their board meeting which approves their program. They did not want to present not knowing if they would be approved.

Item No. 5 being:

COMPOST SUBCOMMITTEE UPDATE

Heins stated that he has a couple of graphics to show everyone and wants to see how everyone feels about them and if everyone is happy they will go from there. Cretsinger asked how the release of methane in the landfill was different than in composting. Smith explains that without the exposure to oxygen it will breakdown. Vollmar explains that there is probably still some degree of methane but it is a lot less since it is kept in a confined area and the nutrients will bond with things in the soil which makes it more useful. Smith asked what they all wanted to do with it and that they do not have an action item on the agenda so they could not approve it in this meeting. Smith & Cretsinger think that it is great. Smith asked how they wanted to get this information out. Cretsinger asked if they ever got a response back about Facebook. Smith believes that they do have access to it now but she will have to ask Nathan to be sure. Dane was given permission to post to Facebook and then it would be sent for approval. Nathan confirmed that they do have access to post on Facebook and it will be sent for approval where they will review it and if approved they will post it. He also confirmed that the City doesn't actively use Instagram so there is no way for them to post on Instagram. Vollmar brought up timing of the posts and was thinking that maybe they could be posted on the city website that way if someone caught the sequence midway through there was a central location to direct them. Smith confirms that she is in the process of getting the website updated and running and that would be a great place to post them. Nathan commented that they may want to add some information about how methane gas is used as a positive in some of the landfills. What he understands from the director is that they have an agreement that the city gets money back from the methane gas that is generated because they take it and beneficially reuse it. It can be a problem but in our situation it is controlled and used so it is not a problem. Myers suggested that they use the graphic on the Facebook page but that they can also put on there that there is more significant information on the website and use the websites link. Bondy likes that idea and was wondering what the process was to get this into a flyer potentially one day. Maybe they could have a teaser when they are done with the whole series that has a QR code that links it to the whole series. Cretsinger was also wondering that because not everybody is checking the website. Just to put the awareness out there either as a flyer or posters at the grocery stores. Heins said that would be fairly simple but that the key part is to figure out where they want to post them and in what format. They should probably do that first and then come back to the design. Smith confirms that they do have the money for printing. Phillips asked if there will also be links on the website that will show people how to's for personal use. Smith said

that sounds great and she thinks that they do have the ability to do that on the website. Vollmar said that there were a couple topics that were very simple how to's such as "this is how you very simply compost at your house." Cretsinger asked if the city also sold composters. Evenson confirmed that they don't advertise it much but yes, composters are also available. Cretsinger said maybe that is something they could add to the flyer as well. Vollmar asked if they sell them once a year or twice a year. Evenson said that right now they are just doing it once a year. She is happy to talk to Upcycle and see if there is anything that they can do. Vollmar thinks that if they are interested in doing a major outreach campaign that ideally they can tell people to make a pile in their back yard but that most people associate stink with composting so having a more aesthetic option that they can immediately direct them towards would be fruitful. Heins said that they are happy with the general direction of the graphics and he can move forward with creating the rest of them and will hopefully have an agenda item to approve them at the next meeting and discuss what else they need to include for further education. Evenson asked if they are interested in doing a distribution on just composters in the fall or would it be ok to wait, they typically do their rain barrel distribution in April. It would give them some extra time to do some education if they decided to wait till then. Vollmar doesn't want to do the education information now and then wait till Spring for the distribution and doesn't want Evenson's department to take on the cost of doing another delivery in the fall and possibly dilute the interest for the distribution in the spring. Myers asked if it would be possible to run the campaign twice. Give them a chance to adjust the campaign with answers to any questions or address any concerns that the public had in the Fall. Heins thinks that is a great idea and thinks that repetition is key with these kinds of things. Evenson said that they can definitely adjust their advertising to highlight the composters more. Phillips likes the idea of having the option to educate and if they decide to purchase they also can click a link to purchase as well. A Start to Finish situation that makes it easier for the person to follow through with the interest and wanted to know if that might be an option. Vollmar thinks it might be best to wait till the second campaign to do that. Phillips thinks that is fantastic.

Item No. 6 being:

MISCELLANEOUS DISCUSSION

Bondy asked how frequently they sent stuff out about recycling because the people that she has spoken with in the city are confused as to what is and what isn't recyclable. She thinks that sending out lots of information will help those people. Smith said that the recycling webpage has information about what you can and can't recycle. Maybe there is something they can do to let people know about the site. Myers asked if there was a video made. Smith said that there was a video made and ECAB did do some education on that. Vollmar is not certain that the campaign ever got circulated. Vollmar explained that they did do a campaign on the different types of plastics and what kind they are but not sure it went out because the chaos of this last year. Good news is that they already have a campaign sitting there and waiting to be sent out. Maddenwald said that we can try to get information on the website for all recycling questions. Evenson said that Saturday at 10 am at Creekside bicycle park, they will be holding a clean-up event. If anyone is interested. Vollmar asked if there had been any word from the city about meeting in person any time soon. Smith said that her understanding is that the next meeting will be in person.

Item No. 7 being:

QUESTIONS FROM THE PUBLIC

None

Item No. 8 being:

ADJOURNMENT

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

Passed and approved this __17__ day of __June__ 2021.

Dane Heins

Chair, Dane Heins