

City of Amarillo
Environmental Task Force

On the 8th day of March 2017, the Environmental Task Force met at 6:00 p.m. on the Second floor, Conference Room 203, Simms Municipal Building, 808. S. Buchanan, with the following members present:

MEMBERS	PRESENT	NO. MEETINGS HELD	NO. MEETINGS ATTENDED
Charlie Graham	N	4	2
Taylor Finley	Y	4	3
Tom Johnson	Y	4	4
Chris Gulley	N	4	2
Mindy Odom	Y	4	3
Sy Campbell – Resigned 2/8/17	N	-	0
Cole Camp	Y	4	4
John Kiehl	Y	4	2
EX-OFFICIO MEMBERS/STAFF			
Paul Harpole	Y	4	4
David Lehfeldt	Y	4	4

The meeting was called to order at 6:02 p.m. and the following items of business were conducted:

Consider Minutes

Motion to accept the minutes as written was made by Tom Johnson, seconded by Taylor Finley, motion passed.

Distribution of information

Julie White handed out information on the following:

- Information about internal items recycled by the City of Amarillo
- List of topics discussed by the environmental task force.(Revised)

Discussion about the Public Education Component

Jesse Patton – City of Amarillo Public Communications and Community Engagement discussed the following:

- Free publicity
 - Press releases
 - Facebook
 - Twitter
 - City Web Site
 - Media relations
 - Media Interviews – One person speak to the media to help keep the message clear and consistent.
 - Word of mouth being the best method

City of Amarillo
Environmental Task Force

- Paid Publicity
 - Social Media Advertising
 - PSA (pay for PSA to get a good time slot when aired)
 - Water Bill inserts
 - Would need graphics and wording
 - City of Amarillo does not have a graphic designer, but Jesse Patton could do the graphics.
 - Ideas for graphic designs
 - Amarillo College graphic arts students design something
 - Take pictures
 - Printing cost estimate - \$1,000
 - Stickers on dumpsters

Discussion was held about getting sponsors to help with paid publicity.

Jesse Patton advised the committee of the following:

- Several forms of publicity are needed in order to reach the attention of the public.
- Press packets handed out are great; the faster you communicate with the public the better.
- Stay consistent in how you relate your information.
- Make the information simple, fast, and easy to digest.
- Steps to release information to the public
 1. Get information together
 2. Decide a date that you will release the information to selected entities
 3. Decide a date to release information to the public
- Provide constant information

Important dates to remember:

- November 15th – America recycles day
- April 22nd – Earth Day

Rich Gagnon, City of Amarillo Information Technology Director, presented information about the City of Amarillo's website redesign, time frame of the project, and answered questions from the committee members concerning recycling on the website.

Discussions were held about:

- **Develop a budget and timeline for the release of recycling information**
- The committee managing the message about recycling
- The board set to advise not set policy
- Timeline of the task force
- Mayor Harpole's impending departure from the committee and the addition of new members
- Water conservation and rebates for water catchment systems
- Links to private recycling companies on the City's website (check with legal dept to see if this can be done)

City of Amarillo
Environmental Task Force

Review of Tire Ordinance

The draft of the tire ordinance was reviewed. The following suggestions were made:

- 3- Add comment clarifying that it is referring to tires that are physically taken to the landfill
- 3 (a) – Make it clear that disposal of split, quartered or shredded tires would be charged the regular residential trash rate.
- 3 (c) – Remove changes that were made - Up to four (4) tires (maximum diameter of 19") per Householder, per year, may be disposed of at the landfill for no charge.
- Contact the legal department to determine if the City of Amarillo can mandate companies charge the disposal fee for tires when new tires are purchased.

Review List of Recycling materials identified by the committee

List was distributed. This is an ongoing list and will be updated as additional information becomes available.

Review information on Internal City Recycling

This is an ongoing list and will be updated as additional information becomes available.

Announcement – Next Meeting date

Wednesday, April 5, 2017 – 6:00 PM

Agenda for Next Meeting:

- Review Budget and Timeline for promotion of recycling
- Review revised Tire Ordinance
- Continue discussion of the public education component
 - Rich Gagnon (City of Amarillo IT director)
- Review list of recycling materials identified by the committee
- Set next meeting date

Adjourn

With no other business to be conducted the meeting adjourned at 7:11 p.m.