MARC Solid Waste Management District
Executive Board Meeting (Open Meeting)
Wednesday, May 15, 2019, 11:00 am – 1:00 p.m.

Meeting Location: Westview Room, MARC offices, 600 Broadway, Suite 200, Kansas City, Mo., 64105

Executive Board Members present:
Forest Decker, Kansas City
Marie Steiner, Chair, Kearney
Matt Wright, Blue Springs
Mike Jackson, Independence
Chris Hawkins, Lake Lotawana (alternate)
Chris Bussen, Lee’s Summit
Doug Wylie, Vice Chair, Parkville
David Gress, Raymore

Executive Board Members not present:
Jimmy Odom, Cass County
Gene Owen, Clay County
Matt Willier, Jackson County

Daniel Erickson, Platte County
Gary Wilhite, Ray County
Leslee Rivarola, Lake Lotawana
Michael Larson, Sugar Creek

Others present:
Dan McGraw, Grant Review Committee
Lisa McDaniel, MARC
Matt Riggs, MARC
Nadja Karpilow, MARC
Tom Jacobs, MARC
Amanda Rehani, MARC

I. Introductions

Marie Steiner, Chair, opened the meeting and it was determined that a quorum was present.

David Gress shared information regarding the city’s contract hauler’s decision to eliminate curbside service. The city council voted to terminate the contract with Jim’s Disposal. The city has issued an RFP to contract with a new service provider. It is the city’s intent to make recycling a subscription service.

Forest Decker shared that the Kansas City council voted unanimously to insource trash collection services. The city is in the process of issuing an RFP for a fleet facility and will soon begin buying additional trucks. The city has already identified personnel with CDL experience and will be hiring laborers.

Chris Bussen announced that the Lee’s Summit landfill closure will begin the week of May 20. A firm has been selected and is currently operating the public disposal area. The contractor is providing services for electronics, mattresses, HHW and yard waste. The city is currently developing an RFP for a transfer station.

II. Approval of Meeting Summaries

Approval of the March 20, 2019 Executive Board Meeting Summary—Doug Wylie moved to approve the meeting summary as presented. Chris Bussen seconded the motion. The motion passed unanimously. There were no abstentions.

Approval of the April 17, 2019 Management Council Meeting Summary—Doug Wylie moved to approve the meeting summary with a correction in the identification of the district chair and vice chair. Chris Bussen seconded the motion. The motion passed unanimously. There were no abstentions.

III. Administrative Matters

FY2019B Grant Call—Dan McGraw, Grant Review Committee, informed the board that the grant review committee had received ten grant applications by the deadline requesting $407,670 in funding. The committee recommended five grants for approval with total funding in the amount of $161,614. Each recommended grant was approved as follows:

R. Alexander Associates—Expanding Market Demand for Compost: The committee recommended full funding for this grant in the amount of $49,000. Funds are requested by the applicant to support a market research report on compost end markets for the Kansas City region. Chris Bussen moved to approve the grant in the amount of $49,000. Doug Wylie seconded the motion. There was discussion regarding the scope and applicant’s ability to conduct the study. The application was supported by both Missouri Organic and St. Louis Composting, both of which have experience with the firm’s principal. He was also a lead presenter in workshops provided by COAM and funded by the district a few years ago. The workshop received favorable reviews. The motion passed unanimously. There were no abstentions.
M.L Bass—Video Awareness Media Project: The committee recommended full funding for this grant in the amount of $36,500. Funds are requested by the applicant to produce 4-minute videos featuring four previous MARC SWMD grantees. Videos will be customized for social media use. Doug Wylie moved to approve the grant in the amount of $36,500. Matt Wright seconded the motion. There was discussion on whether the requested amount appeared to be in line with typical costs for producing videos. The group consensus was that costs did not appear to be overly stated and would average to just over $9,000 per video. The motion passed unanimously. There were no abstentions.

Missouri Recycling Association—Missouri Recycling Education Project: The committee recommended full funding for this grant in the amount of $26,114. Funds are requested by the applicant to support the 2019 MORA conference to be held in St. Louis in the fall. Budgeted expenses include key note speakers, reception, rental and salary. Doug Wylie moved to approve the grant in the amount of $26,114. Matt Wright seconded the motion. There was discussion regarding district support for a St. Louis conference. The committee believes that a statewide conference provides valuable recycling information, regardless of location and that the application was worth supporting. The motion passed unanimously. There were no abstentions.

City of Lawson—Lawson Recycling Restoration Project: The committee recommended partial funding for this grant in the amount of $20,000 ($24,000 was requested). Funds are requested by the applicant to purchase a mobile recycling trailer for the collection of paper and cardboard. The budget request includes funding for a unit to store the trailer when not in use. The funding request also includes the costs to cover the storage unit with a vinyl wrap. Doug Wylie moved to approve the grant in the amount of $20,000. Chris Bussen seconded the motion. There was discussion on the committee’s recommendation to not fund the storage container wrap. The purpose of the storage container is to store the trailer when not in use to prevent the illegal dumping of material outside of the trailer when it is not in use. It was the committee’s belief that a wrap on the unit advertising recycling could invite illegal dumping of non-recyclables at the storage site. The motion to partially fund the grant application passed unanimously. There were no abstentions.

Sleepyhead Beds—Capacity Building Marketing Campaign: The committee recommended partial funding for this grant in the amount of $30,000 ($62,224 had been requested). Funds are requested by the applicant to support the cost of a professional marketing campaign to promote mattress reuse and recycling. Doug Wylie moved to approve the grant in the amount of $30,000. David Gress seconded the motion. There was discussion on the recommendation to partially fund the grant application. Given that individuals replace mattresses on an infrequent basis, the committee felt that a campaign using billboards, radio, and direct mail would have limited long-term impact. The committee was willing to support the digital ad component of the application, which would more likely reach those individuals searching online for information about purchasing a new mattress. The motion to partially fund the grant application passed unanimously. There were no abstentions.

Robert Williams—Waste Diversion Education and Implementation. The committee did not recommend funding for this grant application. The applicant requested $49,000 to support the purchase of a truck and equipment for the expansion of an existing business that provides recycling services for industrial-type businesses. Doug Wylie moved to deny grant funding to the applicant. David Gress seconded the motion. There was discussion regarding the grant review committee’s recommendation. The committee expressed a desire to see more information regarding a logistics plan and implementation strategy to ensure viability of the project. The motion to deny funding passed unanimously. There were no abstentions.

The Shift Bicycle Shop—The Shift Bicycle Shop: The committee did not recommend funding for this grant application. The applicant requested $20,029 to support the startup of a bike shop that would refurbish used bikes for Grandview teenagers to utilize. Doug Wylie moved to deny grant funding to the applicant. Chris Bussen seconded the motion. There was discussion regarding the grant review committee’s recommendation. The committee expressed concerns that the applicant was not yet a legal entity and had not yet opened for business. The grant review committee suggested that the applicant should finalize the 501(c)3 process and identify a location for the shop. With respect to the application, the committee would like to see more discussion in the application about the sourcing of bikes, the process for identifying recipients, and end markets for unusable material. The motion passed with seven “yes” and zero “no” votes. Matt Wright abstained.

Northeast Kansas City Chamber of Commerce—New American Business Recycling Education: The committee did not recommend funding for this grant application. The applicant requested $36,026 to support education to businesses and schools in the NE area of KCMO. Doug Wylie moved to deny grant funding to the applicant. Chris Bussen seconded the motion. There was discussion regarding the grant review committee’s recommendation. The committee was concerned that the application did not identify interested businesses or end markets for the materials that would be collected. The motion to deny funding passed unanimously. There were no abstentions.
Composting and Organics Association of Missouri—COAM (Composting) Workshop: The committee did not recommend funding for this grant application. The applicant requested $5,220 to hold a compost education workshop in Kansas City. Doug Wylie moved to deny grant funding to the applicant. Matt Wright seconded the motion. There was discussion regarding the grant review committee’s recommendation. The committee stated that there were many components of the application that were missing, and it was deemed incomplete. The motion to deny funding passed unanimously. There were no abstentions.

Scripted Health Systems—Accessibility Medical Equipment Recycling Donation: The committee did not recommend funding for this grant application. The applicant requested $99,557 to purchase a truck, provide salary and other line items for a durable medical equipment reuse program. Doug Wylie moved to deny grant funding to the applicant. Matt Wright seconded the motion. There was discussion regarding the grant review committee’s recommendation. The committee noted that there were several components of the application that were missing such as support letters, supporting documentation for budgeted line items, and several administrative items and deemed the application incomplete. The motion to deny funding passed unanimously. There were no abstentions.

Doug Wylie asked staff to relay the information to the applicants that were not given funding, encourage the applicants to address deficiencies in their respective applications, and reapply for funding during the next grant round.

FY2020 Grant Application—Nadja Karpilow shared the final version of the FY2020 grant application for approval. At the March 2019 meeting, the executive board approved revised criteria to the grant evaluation. This included a change to criteria regarding cooperative efforts with local governments. The new criteria require a new question which asks if the project involves partnerships with any cities, counties or public or private entities. The application has been revised to include this question and the questions have been renumbered accordingly. Doug Wylie moved to approve the FY2020 grant application. Chris Bussen seconded the motion. The motion passed unanimously. There were no abstentions.

Mini-Grant Applications—In 2019 the district set aside $20,000 in Plan Implementation funds to support small grant projects up to $2,999. Nadja Karpilow presented the following mini-grant applications for consideration:

- StoneLion Puppet Theatre submitted a request for $2,000 to support the production of a puppet show and interactive game geared toward adults and families to clarify what can be recycled at the curb. Doug Wylie moved to approve funding in the amount of $2,000. Chris Bussen seconded the motion. Discussion ensued regarding the effectiveness of a puppet show to address complex recycling and contamination issues. The motion did not pass with a vote of eight “no” and zero “yes” votes. There were no abstentions.

- Girl Scout Service Unit 608 submitted a request for $496 to print the recycle better flier; rental of recycle bins; purchase of ripple glass totes; and the purchase of compost buckets for a 4-day camp. Staff has requested details on the disposal of food waste. Doug Wylie moved to approve funding in the amount of $496. Chris Bussen seconded the motion. In the absence of a response to the staff information request, staff indicated that it would be difficult to support the food waste collection, which would leave $106 in the request budget. Staff indicated that it may be possible to support the camp through other mechanisms. The motion did not pass with a vote of eight “no” and zero “yes” votes. There were no abstentions.

- Heart of the City Neighborhood Association requests $2,550 for curbside recycling education: $1,750 for recycling bins; $450 for printing; and $350 for website development and education. Doug Wylie moved to approve funding in the amount of $1,750 for the purchase of recycling bins. Matt Wright seconded the motion. The motion passed unanimously. There were no abstentions.

- Truman Heritage Habitat for Humanity requests $2,999 to purchase a container and produce signage for collecting reusable material collected at the Lee’s Summit Public Disposal Area (PDA). Doug Wylie moved to approve funding in the amount of $2,999. David Gress seconded the motion. The motion passed with seven “yes” and zero “no” votes. Chris Bussen abstained.

- Kansas City Zoo – Friends of the Zoo requests $2,934 to purchase compostable utensils for their 30th Jazzoo event. This event is attended by 5,000 guests and features food samplings from 70 restaurants. Funds raised support the care of the more than 1,700 animals at the zoo. Doug Wylie moved to approve funding in the amount of $2,934. Matt Wright seconded the motion. It was noted that the district would appreciate recognition at the event for its support. The motion passed unanimously. There were no abstentions.
Prospect Corridor Green Acres Urban Farm and Research Project requests $2,999 to support their aquaponics system and recapture fish waste currently going to the drain and sewer system. Doug Wylie moved to approve funding in the amount of $2,999. Chris Bussen seconded the motion. Staff noted that the recapture of fish waste does not fit well within the scope of the district’s mini-grant program. The motion did not pass with a vote of eight “no” and zero “yes” votes. There were no abstentions. The grantee will be encouraged to apply for a MARC’s water quality grant for this project.

II. Board Discussion

Recycling Education Campaign—Matt Riggs gave an update on the recycling education campaign:

- Sliders – The three sliders are updated on RecycleSpot.org each month. The April & May sliders focus on electronics, HHW, and yard work.
- Service Providers – We’ll be posting a new blog about HHW besides latex paint to raise awareness about other dangerous household products including automotive fluids, fluorescent light bulbs, batteries, lawn and garden products, pesticides, cleaners, prescription drugs, and beauty products.
- Social Media - Currently have 4,818 Facebook followers (up 579 since March), 921 Twitter followers (up 10 from March), and 248 Instagram followers (up 48 from March).
- 2019 Outreach Campaign:
  - Paid - The paid campaign has been underway for the last two months.
    - Interscroller and home page takeover digital ads – E-waste ad ran on the Weather Channel website and KMBC.com on April 22.
    - Pre-roll – Running on multiple Hearst websites including Weather Channel and KMBC.com, March – Nov.
    - Billboards – Billboards with three different messages (e-waste, cardboard, plastic bags) ran in digital, poster and junior poster formats in April.
    - Transit ads – Seven queen-size e-waste ads are running April – Aug.
    - eBlast – Digital e-waste html was sent to 100,000 KC Star subscribers on April 22.
  - Owned:
    - There are several RecycleSpot.org menus and web pages in various states of revision including Get Started and the Plastics page.
    - Recycle Better flier was sent to 400+ HOAs and NAs. We asked them to make it available in any of the following formats: online, print, hard copy, and social media. About 8 responded asking for hard copies to distribute.
  - Earned:
    - A press release about the “Top Five Ways to Recycle Better” was sent to all local small and medium-sized newspapers.
    - A story pitch about the same topic was made to local TV and radio stations. Two radio stations, KKFI 90.1 and KMBZ 98.1, interviewed staff.
  - Recycle More At Work (RMAW) – Worked with several RMAW partners including the City of Mission, Trozzolo Communications, Northeast Middle School, The Whole Person, Pot Pie, MMGY Global, Oxford Senior Living, and Crossroads Preparatory Academy. Most of these have received a walk-through, some have also received follow-up reports. The Whole Person received a lunch ‘n’ learn. Crossroads received a waste audit.
  - Additional outreach:
    - Interviewed by KMBC News Ch. 9 on a four-part recycling series that aired the week of Earth Day.
    - Interviewed by KCUR 89.3 about recycling contamination.
    - Gave 3 Rs presentations to six student groups.
    - Tabled at three Earth Day events.

HHW Mobile Planning Update—Nadja Karpilow gave a brief update on 2019 HHW event planning. She reported that the Blue Springs was extremely busy and served 372 cars. The Gladstone event was also well attended and served 282 cars. The next event will be held in Harrisonville on June 1.

Curbside Recycling Update—Lisa provided an update on reactions to Midwest Shredding’s decision to no longer accept single-stream curbside recyclables. In late April, Jim’s Disposal informed several cities that the firm would no longer collect recyclables as part of their contract. As mentioned earlier, Raymore has terminated its contract with Jim’s and will be issuing an RFP for a new contract. Belton is evaluating options at this time. Although no discussions have been held, North Kansas City is likely also evaluating options. Chris also shared that he had a conversation with Midwest Shredding and encouraged the company to apply for grant funds to make desired upgrades to the facility.
Legislative Update—Chris Bussen provided an update on Solid Waste Advisory Board (SWAB) activities. Lisa McDaniel provided an update on legislative activities, including:

- Senator Wallingford has introduced a resolution to establish the Joint Committee on Solid Waste Management District Operations. The resolution passed the Senate and has been working its way through the House. Staff will continue to follow.
- Representative Shaul again introduced legislation to prohibit political subdivisions from adopting ordinances restricting the use of plastic bags or other disposable containers (HB271). This bill was placed on the Informal Perfection Calendar.

Chris Bussen noted that the appropriation authority for districts was reduced in the FY20 Appropriations Bill for MDNR. MDNR was questioned about this reduction during the last SWAB meeting. MDNR noted that there was an effort to more closely match appropriations authority with past actual spending.

V. Old Business/New Business

MDNR/SWAB Work Group for Responsible Recycling—Lisa McDaniel gave a brief overview of workgroup activities. MDNR has made additional funding available to districts for the purpose of providing educational messaging with a goal to improve recycling. The workgroup is in the process of crafting messaging and working through the distribution of funds.

Mini-Grants for Neighborhood Associations—The district has provided funding to several Kansas City Neighborhood Associations for the purpose of providing recycling bins to residents. It was asked that this item be placed on the next executive board agenda for discussion.

VI. Closing

The meeting adjourned at 1:04 p.m. The next Management Council meeting is scheduled for Wednesday, 6/19/19, 9:00 to 10:30 am at Missouri Organic in Liberty. The next Executive Board meeting is scheduled for Wednesday, 7/17/19 from 11:00 am to 1:00 pm at the MARC offices.

MARC Solid Waste Management District

Marie Steiner, Chair
Lisa McDaniel, Secretary

Approved: July 17, 2019