

**MARC Solid Waste Management District
Executive Board Meeting (Open Meeting)
Wednesday, March 17, 2021, 11:00 am – 1:00 p.m.**

Meeting Location: Due to COVID-19 response, the meeting was held via ZOOM teleconference

<p>Executive Board Members present: Forest Decker, Kansas City Matt Wright, Blue Springs, Vice Chair Chris Bussen, Lee’s Summit David Pavlich, Kearney Mike Jackson, Independence Brenda Franks, Jackson County Lauran Kurtz, Lake Lotawana Alysen Abel, Parkville (alternate) Sue Mikula, Sugar Creek (alternate)</p> <p>Executive Board Members not present: Doug Wylie, Vice Chair, Parkville</p>	<p>Gene Owen, Clay County Daniel Erickson, Platte County Bob King, Ray County David Gress, Raymore Jimmy Odom, Cass County Mike Larson, Sugar Creek</p> <p>Others present: Lisa McDaniel, MARC SWMD Nadja Karpilow, MARC SWMD Matt Riggs, MARC SMWD Marlene Nagel, MARC</p>
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I. Introductions

Matt Wright, Vice Chair, opened the meeting and it was determined that a quorum was not present. Due to overlapping meeting arrivals and departures, a quorum was briefly achieved from 11:45 to 11:50 am and approval was obtained for the January 20, 2021 Executive Board meeting summary. Meeting arrivals/departures as noted:

Board Member	Meeting Attendance	
	Arrival Time	Departure Time
Matt Wright	11:00 am	12:25 pm
Chris Bussen	11:00 am	12:25 pm
Forest Decker	11:00 am	11:50 am
Mike Jackson	11:00 am	11:30 am
Lauran Kurtz	11:00 am	12:25 pm
Brenda Franks	11:00 am	12:25 pm
Alysen Abel	11:00 am	12:25 pm
Sue Mikula	11:40 am	12:25 pm
David Pavlich	11:45 am	12:25 pm

II. Approval of Meeting Summaries

Approval of the January 20, 2021 Executive Board meeting summary—While a quorum was present, Chris Bussen moved to approve the meeting summary as presented. David Pavlich seconded the motion. The motion passed unanimously. There were no abstentions.

Approval of the February 17, 2021 Management Council meeting summary—No motion was sought to approve the meeting summary since a quorum was not present at the meeting.

III. Administrative Matters

FY2022 Grant Call – Nadja Karpilow provided an overview of the advisory committee suggested changes to the district’s 2022 grant priorities. She also presented a summary of the proposed schedule for the 2022 grant timeline. In the absence of a quorum, the board members present accepted the advisory committee changes to the grant priorities and gave staff approval to move forward with the proposed grant timeline. Ratification of this decision will be sought at the next executive board meeting.

Small Project Assistance – The district has received one request for assistance from the city of Greenwood. The city is requesting \$2,700 to purchase 5 32-gallon recycling containers for their city park to collect plastic bottles and aluminum cans. Material will be collected by Constable Sanitation and transported to WCA for recycling. In the absence of a

quorum, the board members present gave approval for staff to move forward with the project assistance. Ratification of this decision will be sought at the next executive board meeting.

Security Interest Agreements – Security Interest Agreements with two grantees have expired and the equipment is ready for release:

- Grant #E2015-008 - Avenue of Life was awarded \$19,165 for the purchase of a box truck, currently still in use for the purpose of transporting mattresses for recycling. Additionally, with the same grant, \$10,500 was awarded for the purchase of a forklift. This also is still in use. 9,856 tons were diverted during the period of the security interest agreement with both pieces of equipment
- Grant E2015-009 – Truman Heritage Habitat for Humanity was awarded \$15,000 for a truck for the purpose of picking up material for reuse. 574 tons were diverted during the period of the security interest agreement.

In the absence of a quorum, the board members present requested that staff move forward with actions to terminate the security interest agreements with the two grantees. Ratification of the decision will be sought at the next executive board meeting.

II. Board Discussion

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

- Sliders – The COVID recycling instructions are alternated with a plastic packaging recycling sliders.
- Social Media – The number of followers continues to climb. Currently the district has 6,378 Facebook followers, 931 Twitter followers, and 571 Instagram followers.
- Recycle More At Work (RMAW):
 - Hallmark: gave Recycling 101 presentation to employees.
 - Rockhurst University – Visited the university to assess dorm recycling program and working on a follow-up report.
 - Two partnerships are at different stages of involvement:
 - Tri-Ko, Inc. – A sheltered workshop has filled out our self-assessment form, working on their follow-up report.
 - KCAI – Hired a sustainability coordinator that is funded by a district grant. Will be meeting with the coordinator to go over the report that was completed last year.
- 2021 education campaigns:
 - Recycle Better 2021 Paid Campaign – the 2021 outreach plan has been finalized.:
 - Paid media is going to focus on recycling messages, this spring will be online shipping: boxes, air pillows and bubble wrap. All other parts of the campaign will focus on waste reduction themes.
 - Heaviest concentration of advertising will be placed during April and November.
 - Paid Media:
 - Bus ads – 4 queen-size billboards, over 6 mos. (April – Sept.)
 - Radio – KCUR, Spotify, Pandora (April & Nov.)
 - Social – YouTube, Facebook, Snapchat, TikTok
 - KC Star - 3 eBlasts & reBlasts
 - KMBC:
 - Hearst News Network – pre-roll video (April & Nov.)
 - KMBC.com Weather Section - pre-roll video (April & Nov.)
 - KMBC.com
 - Pre-roll video (May – Oct.)
 - Display banner ads (April & Nov. and May – Oct.)
 - 10 HPTO (April – Nov.)
 - OTT streaming video (April – Nov.)
 - Owned media:
 - Post sliders throughout the year
 - Expand outreach material distribution: staffed recycling centers, grantees, home organizers, realtors, and estate sale organizers.
 - Social media: focus on waste reduction tips
 - Earned media: will try to create opportunities on TV, radio and print
 - Recycle More At Work Outreach Plan:
 - MARC Environmental Services is conducting outreach to promote programs geared toward businesses and organizations. Recycle More At Work will be component.

- Target audiences include chambers of commerce and members of the Green Business Network
- Developing a presentation to be included in MARC Environmental Services outreach
- Food Waste Recovery:
 - District has been Food Recovery Challenge endorser for last 6 years (since 2015).
 - Increasing our commitment this year to see what role we can play at a regional level in food waste reduction efforts. Perhaps targeting local government.
 - Looking for opportunities to connect with food policy and other action groups.

Program Updates—Nadja Karpilow gave a brief update on the HHW program and the current 2021B grant call:

- The HHW program collection event schedule has been finalized and has been posted on the website. A flier has been created for participating communities to post on their websites. The brochure has been finalized and will be mailed to participating communities when it is available. The final report has been prepared for 2020 and program participation was down—mostly due to the cancellation of events because of COVID 19.
- The 2021B grant call was issued at the beginning of the year and pre-applications were due on February 25. Feedback has been provided to those applicants. Final applications are due April 13. The anticipated start date for the grants is September 1.

Climate Action Plan – Lisa McDaniel gave an update on the solid waste and recycling recommendations presented in the draft plan.

- The greenhouse gas (GHG) emissions estimate for the region is based on solid waste sent to landfills for disposal. The tonnage estimate of 2.14 million tons includes:
 - Waste generated within the 10-county planning region and disposed within the region.
 - Solid waste exported from the region and disposed elsewhere—for example, Sedalia.
 - Solid waste generated outside the region and disposed of within the region—for example Atchison and Doniphan counties.
- The region’s GHG emission due to solid waste were just over 880,000 metric tons of CO2 equivalents for 2015 which comes to about 3 percent of the region’s total.
- A solid waste work group was formed to collectively brainstorm regional actions to reduce GHG emissions. The session created a list of actions that were further distilled into goals, strategies and actions to best fit into the planning framework. This ultimately created a set of 2 goals and 8 strategies and 21 action items:
 - Increase Waste Diversion
 - Reduce waste (consumer education, support repair and sharing economy, and develop tools to identify reuse opportunities)
 - Increase recycling (develop secondary materials market, create and sustain locally based recycling jobs, and expand recycling collection)
 - Divert organic waste from landfill disposal through composting (support home composting, increase composting availability, and support compost markets)
 - Reduce food waste from landfill disposal (restaurant/institution food waste management and expand residential food waste collection)
 - Green the supply chain using recycled and other environmentally preferable products and services (update purchasing policies; contractor/consultant requirements; use standards, certifications and labeling; and encourage departmental sharing)
 - Promote recycling education and advocacy programs (strengthen local business partnerships, expand outreach/education campaigns, and educate state decision-makers)
 - Reduce Methane Emissions from Landfills
 - Install, expand and maintain landfill gas collection systems (monitor landfill gas generation and install, maintain and expand systems as appropriate)
 - Beneficially reuse landfill gas (evaluate quantity and quality of landfill gas and implement reuse options)
- GHG emission reductions models do not reflect local benefits from recycling. Upstream benefits are significant, they just occur in areas where GHGs are generated during resource extraction and product manufacturing.

Legislative Update—Lisa McDaniel shared information on legislation that could impact recycling and solid waste management:

- HCR26--Establishes the Joint Committee on Solid Waste Management District Operations: a public hearing was conducted on March 1 by the Conservation and Natural Resources Committee. All testimony presented was favorable for the legislation.

- HB446—Expands buffer requirements around commercial solid waste facilities: a public hearing was conducted on March 1 by the Conservation and Natural Resources Committee. Testimony presented at the hearing was mixed.
- HB227—Repeals the state prohibition on local governments regulating paper and plastic bags: the bill had a second reading on January 7.
- HB775—Modifications to district rules: Was read for second time on January 12. The Solid Waste Advisory Board is creating a committee to try to achieve consensus on a position.

V. Old Business/New Business

None.

VI. Closing

The meeting adjourned at 12:25 p.m. The next full Management Council meeting will be held on February 21, 2021 from 9:00 to 10:00 am. The next Executive Board meeting is scheduled for Wednesday, May 19, 2021 from 11:00 am to 1:00 pm. At this time, it is anticipated that both meetings will be held virtually via Zoom.

MARC Solid Waste Management District

Doug Wylie, Chair

Lisa McDaniel, Secretary

Approved: May 19, 2021