

CITIZEN'S ADVISORY COMMITTEE (CAC)

MINUTES

THURSDAY, OCTOBER 7, 2010

TIME: 5:15 P.M.

LOCATION: MONROE COUNTY SOLID WASTE MANAGEMENT DISTRICT LIBRARY

BLOOMINGTON, IN 47401

(812) 349-2020

INTRODUCTION OF ATTENDEES

Ron Howard

Jeff Roll

Kevin Dogan

Jerry Jochim

Tim Frazier

Jim Tolen

Steve Akers

John Arnold

Jacqui Bauer, City of Bloomington

Shelby Walker, City of Bloomington

Larry D. Barker, Monroe County Solid Waste Management District

Scott Morgan, Monroe County Solid Waste Management District

CALL TO ORDER

5:16 p.m.

APPROVAL OF THE MINUTES

Dogan moved to approve the minutes and Frazier seconded.

NEW WEB SITE PRESENTATION

Barker said the site was sent out by e-mail for feedback from CAC. Barker showed the old site and the new design. He said there is a contract with Jeff Rosenplot to design the new site, and Rosenplot recently added drop down menus and maps of the district sites. It includes education, recycling, yard waste, Green Business Network, and Adopt-a-Road (will include a list of adoptable roads). There is now a search button to be able to find things quickly. On the old site, it was difficult to find the search at the bottom, Barker said. Dogan said he went to the new site to look for Bulky Item Day and had trouble finding it. Barker showed that it was under "What's New," or it could be searched. Dogan recommended making "What's New" its own button and moving news information. Cox agreed that "What's New" could be a place for news releases and events. Jochim asked if the imagery had a connection to the district, and Barker explained that it fit with the tag line. Morgan said he thought the cloud looked like smoke, and Cox agreed. Frazier said that the navigation seemed like the drop box was not formatted correctly. Barker showed that it has been fixed. Frazier said he likes the logo. Roll said it is very inviting. Morgan said the boxes still need to be worked on, and Barker agreed that they

needed to be more 3D. Howard said there is an extra space between the “Y” and “O” in “Your.” Barker clarified that “What’s New” is at the bottom, and Morgan suggested that it be moved to the top. Frazier recommended putting all of the waste-related information under one category. Dogan recommended “Waste Disposal” be the title. Morgan said he feels the stepping stone-effect of the buttons suggests a priority. Frazier said he likes the way it flows with the rest of the page. Akers mentioned that the CAC is not on the new site. Jochim suggested that they go across the top instead of stepped down. Barker said there was a spinning wheel design that he didn’t like. Dogan said he thinks it is confusing to have programs mixed with other kinds of information. Cox said that once those buttons are consolidated, the entire graphic treatment would change. Bauer said she likes the cascading style. Frazier and Akers said that it was confusing as to whether the site was just for business or households because of the “Living Green is Your Business” tagline. Cox suggested, “Living Green is Your Future.” Dogan suggested, “Living Green is Your Choice.” Akers recommended photos with the directory. Barker said the logo is called “Greenie.” Akers recommended adding Greenie to the vehicles. Frazier said the designer’s logo is distracting. Akers recommending something like “serving the citizens in Monroe County” on the introduction line. Cox asked about links to CATS, and Barker said he would like that to go to the videos link. Morgan said “Watch Our Videos” would not make him think of CATS. Akers recommended adding CATS to the minutes link.

#### SURVEY FOR RESTAURANTS

Akers showed the survey that he and Cox created to send to local restaurants and bars to find out what kinds of recycling are happening in those establishments. Morgan said there is a program called FOG (fats, oils, and grease) that restaurants will be familiar with and that can be changed on question 3. Dogan asked if people know the difference between the numbers on their plastic recycling. Morgan and Jochim thought they would. Dogan suggested making fewer questions required. Morgan said question 8 is negatively worded and perhaps it could be made positive. Dogan suggested making that question not required. Morgan and Jochim suggested asking what the staff would like to do more for recycling. Bauer asked if it could say “what barriers keep you from recycling?” Morgan asked if the \$200 was keeping CAC from making the survey as good as it could be. Dogan asked if the \$200 is a one-time fee, and Cox said it is an annual fee. Frazier said he would hate to lose responses because too many people replied and the free version would not let us capture those. Jochim asked what we plan to use it for in the future and Akers said he wasn’t sure. Dogan said he could see it being used again for information for the directory. Jochim asked if the district could use it and Cox said yes. Akers pointed out that the contact information was moved to the bottom. Morgan said question 10 needs to be clarified and consistent (e-mail, name, phone, etc). Dogan recommended adding “optional” with those fields so they know. Bauer suggested saying, “How many pounds do you recycle during a school year?” on question 4. Dogan asked why we would need to know just the peak load as opposed to off-months. Akers said it could be worded as “On average, how much to you recycle

during a typical month.” Morgan suggested asking about summer and academic year.

Bauer asked if there was overlap between the Chamber survey and this one, and Frazier and Howard said a little, but it is different. Frazier said it is only businesses that have completed that and no restaurants currently. Jochim asked what we are looking to accomplish, and Akers said we want to know what is happening now with restaurants and recycling and what needs to change to encourage more recycling. Jochim said the survey should say that. Dogan recommended adding informational text to the end instead of the beginning. Frazier said that the e-mail from which it is sent will be very important. Cox said Paul Busby from BIRA would send it to his list. Morgan asked if there is a timeframe. Morgan asked if by sending it twice as a reminder we would get duplicate information. Cox said Survey Monkey usually does recognize that it is the same computer, but if the person has cleaned the cache or is doing it from a different machine it wouldn't know. Akers asked if everyone was in agreement to purchase the subscription, and everyone agreed.

#### BULKY ITEM DAYS

Akers said it begins Friday and Saturday, October 8 and 9. Free bags will be handed out to visitors. Friday, Steve will work 8-12 and Tim and Jerry will work 12-4. Tolen and Howard will stop by during 8-12. Cox is working 8-12 on Saturday.

#### SOLID WASTE MANAGEMENT DISTRICT CONFERENCE

Roll, Arnold, and Akers will be attending the conference.

#### NO WASTE SITE

Akers said a recent intern for the Office of Sustainability designed this site, [www.indiana.edu/~nowaste](http://www.indiana.edu/~nowaste), to explain how the University processes recycling and why it is important to try to reduce waste that is generated by campus. Jochim suggested adding Adopt-a-Road to the site. Dogan asked if the No Waste site could be linked to the MCSWMD site. Frazier asked if there was anything about products that are made from recyclable material. Bauer noted that the About Us and Contact buttons were on the opposite sides from each other along the top and that is pretty predictable and should be considered for the new district site. Akers said he'll pass that along to Barker.

#### OLD BUSINESS

Akers said CAC finalized the budget. Akers said CAC need to finalize the Adopt-a-Road date at the next meeting.

#### BIG BELLY

Walker said the Big Belly is a self-contained solar compactor. There are currently 12 in the area. There is almost no maintenance. Dogan asked how much they can reduce in energy. Walker said standard containers are serviced no matter what, but Big Belly has their capacity online, so it is on-call instead of have-to-have. Both the carbon footprint is reduced, and man-hours downtown have been reduced. Walker

said the Big Belly is the most efficient piece of equipment he has ever used. Two units on West Kirkwood have recycling bins attached. Bauer asked how they are doing and asked if they have had contamination, and Walker said not really but it has been only a couple weeks since they've been installed. The units were roughly \$4200 a piece, 10 of which were purchased from a grant from the Department of Energy. Frazier asked what the average life is, and Walker said they say ten years, but it could probably last longer. They are on-site serviced. Akers said he noticed some graffiti and Walker said they are still trying to work that out. Akers said IU is interested, and they may use them more for recycling than waste. Jochim asked what capacity is, and Walker said it is a 50-gallon liner. Frazier asked if the compactor is used for recyclables, and Walker said it is not as good for plastics because they fill back up with air.

ADJOURNED  
6:40 p.m.