



Materials Management Advisory Committee

Education & Outreach Subcommittee

Meeting Minutes (meeting conducted virtually)

January 7, 2021 10:00am - 11:00am

MMAC Members: Don Buis (IEPA); Kay McKeen (SCARCE); James Jennings (IEPA); Walter Willis (SWALCO); John Pausma (Homewood Disposal); Josh Connell (Lakeshore); Lisa Disbrow (Waste Management); Marta Keane (Will County); Susan Monte (Champaign County); Sarah Mummel (Coles County); Shantanu Pai (University of Illinois); Lynn Dyer (Pactiv); Jessica Miller (IEPA); Caleb Froidcoeur (IEPA); Brooke Ferree (IEPA); Allison Fry (IEPA)

Also in attendance: Andi Dierich (DuPage County); Rose Naseef (SCARCE); Paloma Campillo (IEC); Wilson Mora (City of Chicago)

1. Introductions

Kay welcomed participants and called the meeting to order at 10:05am.

2. Approval of meeting minutes

Walter moved to approve the minutes for the 12-3-20 meeting and Shantanu seconded the motion. Motion passed unanimously.

3. Discussion on recommendations

Participants:

- Supported the idea of hiring a marketing firm to create a statewide waste reduction campaign. Haulers expressed a desire to use some of their own materials, but participants, overall, stated support for utilizing a consistent message and a standard format for educational materials.
- Reinforced the idea of familiarizing residents with the campaign in broad terms and then following up with new, specific suggestions over time (i.e. repair, reuse, reduce food waste, donate)
- Debated whether to combine the recommendation for the campaign with the funding request, but decided to leave them as separate recommendations.
- Requested that proper waste management practices be listed on the website, including those that address illegal dumping and burning of trash
- Advised that materials and toolkits be designed in conjunction with haulers and MRFs
- Considered how often the Illinois EPA should communicate with county-level coordinators and decided that it was feasible to reach out on a quarterly basis



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- Decided that the recommendation for funding should specifically state “the General Assembly should appropriate funds to the Illinois EPA...”
- Voiced concerns about listing fees from haulers, materials recovery facilities, and local governments as a potential source of revenue
- Supported the recommendation for multiple strategies to reach diverse populations, and urged condensing of the specific actions listed in the description
- Debated whether local government or haulers should be required to provide stickers for the lids of recycling receptacles

4. New Business

Shantanu reported that he will upload a document describing strategies for measuring the impact of education. Participants discussed how best to use this information.

5. Next Meeting is February 4, 2021 at 10:00am