



Materials Management Advisory Committee

**Education & Outreach Subcommittee
Meeting Minutes (meeting conducted virtually)
December 3, 2020 10:00am - 11:00am**

MMAC Members: Don Buis (IEPA); Kay McKeen (SCARCE); James Jennings (IEPA); Jennifer Jarland (Kane County); Walter Willis (SWALCO); John Pausma (Homewood Disposal); Donovan Griffith (IMA); Lisa Disbrow (Waste Management); Sunil Suthar (IEPA); Jessica Miller (IEPA); Caleb Froidcoeur (IEPA); Becky Jayne (IEPA); Brooke Ferree (IEPA)

Also in attendance: Andi Dierich (DuPage County); Rose Naseef (SCARCE); Erin Kennedy (SCARCE); Paloma Campillo (IEC); Wilson Mora (City of Chicago); Adena Rivas (City of Springfield); Ron Tazelaar (Illinois Recycling Association); Liz Kunkle

1. Introductions

Kay welcomed participants and called the meeting to order at 10:06am.

2. Approval of meeting minutes

Walter moved to approve the minutes for the 11-5-20 meeting and Lisa seconded the motion. Motion passed unanimously.

3. Rolling out of education in phases

Don and Kay introduced the idea of tackling recycling issues in phases, similar to the campaign in Florida. Participants debated which topic would be addressed first. MRFs are interested in keeping out contaminants, especially items that pose safety risks, such as sharps, propane tanks, and batteries. Some participants suggested starting with a back to basics approach for recycling and directing residents to a website for more detailed information about contaminants. Walter stated that a marketing expert could provide assistance with this decision.

Participants considered slogans and revisited the idea of partnering with other states to align messaging. Some participants suggested involving schools in creating a slogan.

Lisa moved that the state should engage with a marketing firm to create a statewide recycling education campaign. Walter seconded the motion. All in favor: Jarland, Pausma, Griffith, Disbrow, Willis, McKeen. None opposed.

Participants identified the Solid Waste fund as a potential source of funding for a campaign. Donovan expressed concerns over the amount of money available.



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4. Education & Outreach summary (working document on Box)

Participants made the following suggestions:

- Reference research on other states separately in notes or as an attachment
- Include waste from sources in addition to curbside recycling, as MRFs also handle waste from businesses. James confirmed that MMAC is charged with addressing all municipal solid waste.
- Present background and research followed by recommendations
- Refine the recommendations. The current subheadings reflect the recommendations but the subcommittee must add to them and confirm them at the next meeting.

Rose will update the document and post it on Box prior to the next meeting.

5. Information provided by Illinois Sustainable Technology Center (ISTC)

Participants discussed case studies of businesses that conducted waste audits and considered the cost of the audits. Don and Rose reported that ISTC is developing a toolkit for businesses seeking to conduct their own waste audits. Participants stated that recommendations should reference the toolkit as a resource. Additionally, the state can direct businesses to contact the ISTC for support in using the toolkit and can encourage businesses to contact their haulers who may also provide waste audits.

Participants stated that potential cost savings resulting from waste audits should be mentioned, although exact dollar amounts might be difficult to quantify due to fluctuations in the price of commodities.

6. The impact of purchases on recycling

Lisa mentioned the importance of purchasing items made from recycled content. Participants referenced California's recent law requiring plastic beverage containers to contain an increasing amount of recycled material. James invited participants to provide additional feedback on this issue.

7. Old Business

Sunil stated that the subcommittee can move forward with its formal recommendations by crafting the language needed to make motions and vote on them.

8. Next Meeting is January 7, 2021 at 10:00am