

ENVIRONMENTAL ADVISORY COMMISSION MINUTES
November 5, 2009

1. CALL TO ORDER

Members of the Environmental Advisory Commission met on the above date at 5:30 p.m. in the Conference Room of the Public Works Facility. Mr. Wayne Caldwell, Chairperson, called the meeting to order and welcomed members and guests. The following attended the meeting:

2. ROLL CALL

MEMBERS:

Mr. Wayne Caldwell
Dr. James Kenny
Ms. Anne Bunnell

Ms. Jessica Christie
Mr. Owen Burney, Jr.

OTHERS PRESENT:

Mr. Wes Anderson, City of Greenville Ms. Amanda Braddy, City of Greenville
Ms. Lisa Kirby, City of Greenville

3. ADDITIONS/DELETIONS TO THE AGENDA

Item 5c, Recycling – Options Beyond Education, was combined for discussion with item 6a, Follow up on Recycle Education Report.

4. APPROVAL OF OCTOBER 1, 2009 MINUTES

No corrections were made to the minutes. A motion was made by Dr. Kenny to accept the minutes and was seconded by Ms. Bunnell. The motion passed unanimously.

5. NEW BUSINESS:

A. Announcements

Mr. Caldwell announced the week of November 15th would be recycling week and the City would be participating with various activities. A recycling trail has been established with a recycling trailer that will be going around to various locations. A presentation will be held on November 17, 2009 at the Topsy Teapot titled “Let’s Talk Trash.”

Mr. Caldwell also announced an opportunity for discussion on water titled “Water, Water, Everywhere” at the Geography Department at ECU on November 17, 2009 from 6:00pm to 7:30pm.

Mr. Caldwell stated there was a meeting being held tonight at Pitt Community with Greenville Utilities Commission to discuss transferring water from the Tar River to the Neuse River.

B. Energy – Education Plan

Mr. Hawley was not available to make this presentation and discussion will be held over until the December 3, 2009 meeting.

C. Recycling – Options Beyond Education

This item was combined with item 6a for discussion.

D. Goals and Objectives – Suggestions for City Council

Mr. Caldwell asked the group for their thoughts on the goals and objectives and to identify which City accomplishments the group felt proud of, which efforts were disappointments and what should be a focus for next year.

Items the group was proud of included: Retrofitting of City buses; Green Purchasing policy; Energy Star Purchasing policy; the Mayor’s Climate Protection Agreement; increases in recycling within the multifamily sector and school systems; hybrid vehicle purchases; the Energy Conservation Block Grant; water quality improvements under the Stormwater Management program; and the participation of the City in Earth Hour.

Items the group was disappointed in included: the lack of recycling in by the general public especially the Convention Center; idling issues; and stream restoration and initiatives.

The group identified the need of a Green/Recycling policy at the Convention Center, a meaningful partnership with ECU regarding transportation and recycling, a stronger support of GCPP, air quality, a Green Certification Program, upgrading building code for energy efficiency and energy education as items to be focused on in the upcoming year.

Mr. Caldwell will take the items and organize them to be represented to the group for consideration.

6. OLD BUSINESS

A. Follow Up on Recycle Education Plan and Options beyond Education

Mr. Caldwell stated at the May 14, 2009 City Council meeting, City Council wanted to continue to pursue recycling education. Mr. Caldwell turned the meeting over to Wes Anderson to discuss the education plan.

Mr. Anderson commented that City Council made the decision to give \$40,000 towards marketing for recycling educational purposes and bring the information back to City Council in March 2010.

Curbside Value Partnership, which works with Keep America Beautiful and the National Recycling Coalition, presented the plan to the City of Greenville which would allow Curbside Value Partnership to pay for the marketing development plan and the City to pay for the actual marketing.

Mr Anderson turned the meeting over to Mr. Ken Jackson and Mr. Jackson informed the group that a new logo had been developed for the City of Greenville and would be presented to various media outlets, along with church groups, neighborhood associations, and other key persons within the community. The recycling trailer is also intended to be used to further promote the new logo beyond National Recycling Week and the City will be working to further promote recycling week in upcoming years.

Mr. Jackson also informed the group that Curbside Value Partnership will be measuring

and recording the rate of increase of recycling which is expected to be around ½% over a 3-6 month period. The full impact of the recycling education program should be seen by May 2010.

Mr. Caldwell resumed the conversation and asked what measures should be in place if the education plan failed to reduce the results expected. He stated studies have shown in order to have a successful recycling program, it should meet at least three requirements: 1) should be easy and convenient; 2) provide education; and 3) incentives. The options for increasing recycling discussed included: modified pay-as-you-throw, mandatory, variable pay rate, and a recycling bank.

The group chose a possible modified pay-as-you-throw program as the best option for the City of Greenville, and will look into pursuing more details and recommendations for this option at the December meeting.

B. EECBG Update/Report

Mr. Anderson explained this grant is an effort to develop the energy conservation strategy for the City of Greenville. This strategy must be approved by the City of Greenville and the United States Department of Energy before monies can be released. Meetings have been held with City Council and the steering committee to determine which strategies will be pursued and how to get them accomplished. Mr. Anderson passed out a spreadsheet listing the options chosen and the monies associated with each option. Mr. Anderson also passed out a handout with a sample energy conservation strategy as offered by Department of Energy. The sample was presented as an example of what the City of Greenville will have to fill out to obtain all monies.

C. GCPP Update

Dr. Kenny announced 61 brochures were taken at the Green Building tour and 700 were placed at the League of Municipalities. A master plan was being developed to discuss recycling practices in local hotel franchises. A concern for the group was the lack of recycling at the Greenville Convention Center. A meeting for educational purposes of recycling will be planned with the convention center personnel. Partnerships with ECU Sustainable Tourism, Chamber of Commerce and other selected organizations will be scheduled to discuss the development of a brochure for Greenville in regards to being a green community and recycling.

7. OTHER– FYI

A. Recycling Report

B. UST Report

C. Current Events

8. PROPOSED AGENDA ITEMS – The following items are proposed for the

December 3, 2009 meeting:

- A. Goals & Objectives - Finalize**
 - B. Environmental Awareness Award – Discuss Advertisements**
 - C. GCPP Update**
 - E. EECGB Update**
 - F. Stormwater Annual Report**
 - G. Energy Education Plan**
 - H. Recycling, Options beyond Education – Finalize**
- 9. Adjournment** –There being no further business to discuss, the meeting adjourned at 8:00 p.m.