

MINUTES OF THE GREEN INITIATIVE CITIZENS TASK FORCE

GREEN INITIATIVE CITIZENS TASK FORCE COMMITTEE MEETING HELD MARCH 5, 2009

7:30 am • Leawood City Hall • 4800 Town Center Drive; Leawood, KS • Main Conference Room

Members in Attendance:

Debra Filla, Chair; James Azeltine, Paula Cornwell, Camille Croteau, Alicia Jennings, Carolyn O'Malley, and Cindy Thesing.

Members Absent:

David Crupper, and Bob Pierson

Staff Present:

Chris Claxton, Brian Anderson, Marica Putman, Kevin Jeffries, and George Ertle.

Via Phone :

Jim Twigg, Environmental Projects Coordinator, City of Overland Park

Chair Filla called the Green Initiative Citizens Task Force Committee meeting to order at 7:30 am.

Topic: Meeting Agenda

Essay Contest was moved up to number 3 in the agenda list. No other reordering was made.

Paula Cornwell made a motion to approve the meeting agenda.

Alicia Jennings seconded the motion. Motion passed unanimously.

Topic: Approval of Past Meeting Minutes

Paula Cornwell made a motion to approve the minutes of February 5, 2009.

Alicia Jennings seconded the motion. Motion passed unanimously.

Topic: Essay Contest

Paula Cornwell gave a quick update on the essay contest. The good news was that all Catholic schools had participated. Public schools did not participate. It was suggested that the committee try other strategies to get them engaged and involved in the next essay contest.

Paula Cornwell had spoken with Cindy Thesing concerning the essays. Paula Cornwell had received 60 essays. She has proposed that demonstration of research be the ultimate criteria and grading be on a 20 point scale with two members grading the submittals (5 points for research, 5 for strong ideas, 5 for creativity, 5 points writing skills, word choice, etc.). Seventy-five per cent of the papers did not demonstrate that the

students had looked something up. Fifteen percent had hard facts and clearly demonstrated effort.

The committee has achieved the goal of wanting kids to start thinking about recycling and what they can do about recycling.

It was suggested that winners be selected from each school, with one overall winner and one class winner from the school with the most participation. The winners can be announced in the Sunday bulletin at the churches of the schools who participated. Cindy Thesing has volunteered to help evaluate the essays. It is the intention of the committee to announce the winners at the City Council meeting on April 20th to coincide with Earth Day April 22nd. Winners are to receive a proclamation and a certificate from the City Council. Chris Claxton will help coordinate for that as an agenda item in terms of what the Mayor will want to present. Donations for gift awards are to be solicited from groups such as the Leawood Foundation. Estimated budget is \$200 - \$250. Each winner will receive a gift and another gift to the class with the most participation.

Kevin Jeffries presented a gift idea of providing a pizza party for the schools from Pizza Fusion, located at 135th Street and Parkway Plaza; a very green and organic new business. The committee likes the idea and he knows that the company would like to get the word out. He will contact them for more information.

Cindy Thesing will assist Paula in reviewing contest letters. Everyone agreed on the overall judging criteria that Paula Cornwell presented.

James Azeltine suggested an awards ceremony similar to that of the public schools. Paula Cornwell told the committee that the public schools did not participate. However, she was pleased with the participation she has received thus far.

Topic: Fall Event

Chair Filla mentioned that the first event that Leawood and Overland Park did together was a hazardous waste collection. She suggested revisiting with Jim Twigg as the committee coordinated the Spring E-Waste and Shredding event. It could be a fall event coordinated with Parks and Recreation's Freaky Fall Fest. Education will focus on the scary stuff in your house and how to recycle them. Also discussed was conducting another essay contest, the subject being hazardous materials.

Cindy Thesing suggested offering the essay at a different level, 5th grade. More schools to aim at and alternating the grades, elementary every fall, the higher grades in the spring.

Camille Croteau mentioned that if the public schools were not able to participate in our programs, maybe we should look into their environmental programs and work with them with their ideas.

Paula Cornwell felt it was a good idea. She discussed targeting English teachers but it was agreed that it should go to the Science teachers- following their school's curriculum, who are engaging the principles, and a more thorough follow up.

Chair Filla requests assistance from George Ertle for a conference call with Jim Twigg within the hour. The call will reference the E-Waste event and hazardous waste.

Chris Claxton suggests that recognition of the winners be at the City Council meeting, have their photos taken and put into the Parks and Recreation Fall Guide and distributed in Leawood. Carolyn O'Malley is to assist in the PR aspect.

Carolyn O'Malley gives a quick update on PR. She has talked to the editor of the KC Star and he is willing to feature the E-Waste event in the community news. Possible human interest story about this committee of volunteers, how Leawood is far below national average of recycling, and all the things being accomplished. She is to write it up along with a photo the recycle bins at the soccer fields.

Chair Filla suggested that Carolyn O'Malley contact Lindsay Youle who does PR work for Parks and Recreation, to coordinate the details with one another.

The group discussed the E-Waste Event was in published the KC Star as a result of Jim Twigg's efforts, Overland Park. It was suggested that the committee also send info to the Blue Valley newspaper and the Sun newspaper for a later publishing date.

Paula Cornwell clarified that we would use the PR Fall Guide, church bulletins, and an article or notice in the KC Star. After the April 20th, Council Meeting and April 22nd for Earth Day (group discussed), would like to post an announcement under community events in the Saturday newspaper.

Chair Filla suggested that Carolyn O'Malley call Ann Spivak who lives in Leawood and works for the Kansas City Star to be aware of the committee's events and to use that relationship.

Kevin Jeffries suggested Loren Stanton of the Sun newspapers too.

Paula Cornwell suggested the fall essay to be included in the fall guide and congrats too to the spring contest winners.

Chris Claxton suggested that a tent be set up (vendor area or trunk-or-treat location) at Freaky Fall Fest. The committee could hand out a brochure for awareness.

Group discussion.

Camille Croteau volunteered to head the hazardous waste project, including tent coordination, fliers, treats to be passed out, and possibly Ertle the Turtle giveaways.

Chris Claxton suggested Shawna Davidson, of Davidson Promotions. PR works with them and they are Leawood Chamber members. Chris Claxton and Kevin Jeffries are to research the promotional products with the Ertle the Turtle give away.

Chair Filla will speak with Mark Andrasik, to put the Ertle the Turtle logo on the front page of the City's website, with a direct link to the green committee and other search enhancements for green and recycling.

Chris Claxton suggested that Ertle the Turtle be in the fall guide in a section devoted to him, like "Turtle Tips" to promote recycling and energy conservation.

Jim Twigg enters the meeting by phone.

Chair Filla and members greet Jim Twigg and thank him for the E-Waste event in the paper.

The group discusses clarification and what is needed at the event. Julie Stasi is assisting with the volunteer signups. Volunteer requirements, position descriptions, responsibilities, and shift times are clarified by Jim Twigg. Carolyn O'Malley will construct a blurb to send out in request for volunteers for E-Waste. Wal-Mart will also be providing volunteers.

Chris Claxton informs Jim Twigg about Leawood's fall event, Freaky Fall Fest and how the green committee will be participating. Freaky Fall Fest is a huge family event and heavily attended, if weather is favorable. They could incorporate a recycling event and publicize it in the PR Program Guide. The committee will provide candy to the kids and literature to the parents. Jim Twigg agrees that it is a great idea.

The group discusses previous hazardous waste events. Jim Twigg explains that the previous site to promote recycling was at the KC Merchandise Mart. Camille Croteau and George Ertle are to team up with Jim Twigg to investigate the possibilities of future events with other organizations. Jim Twigg suggested Betsy Livingston at Johnson County, Chemical and Hazardous Waste Manager. James Azeltine confirmed that the feedback he had received from Johnson County about their mobile units were to be used at homebound properties. Camille Croteau agreed. She has talked to Betsy Livingston about the mobile units not being at these events due to people bringing in different kinds of chemicals and the many security issues. Jim Twigg speaks that the vast majority that is recycled is latex paints.

Chair Filla suggested getting Restore involved. Restore may have contacts with paint manufacturers.

It was agreed that the request for volunteers sign up for the E-Waste event have a deadline of April 1st, with the tag-line "no foolin, sign up by April 1st".

Committee thanks Jim Twigg for his joining the meeting via conference call.

Topic: Letter Re: Yard Waste to JoCo Wastewater Management - Paula Cornwell

Chair Filla moves to the letter written by Paula Cornwell to Cindy Kemper of Johnson County Environmental Department. The letter will be forwarded to the Council, shared info, and to ask the Council to take action for the Mayor to send this letter. Paula Cornwell reads the letter aloud. Note Marica...please include a copy of the Letter in the minutes.

March 9, 2009

Cindy Kemper, Director
Johnson County Environmental Department
Suite 2700
11811 S. Sunset Drive
Olathe, Kansas 66061

Dear Ms. Kemper,

On behalf of the Leawood City Council and the Leawood Green Task Force, we would like to extend our support to the regulations currently being drafted to restrict yard waste from the landfill in Johnson County, Kansas.

We understand that this regulation is in the process of being written and anticipated to be in place by the end of 2009. The primary trash haulers, including Deffenbaugh and Town and Country, have been notified of these changes and we look forward to Deffenbaugh's expansion of services to include yard waste composting.

We appreciate your continued leadership to insure the most economical and environmentally friendly use of limited land fill space.
Thanks again for your leadership.

Sincerely,

(written by Paula Cornwell)

Chair Filla requests that the letter be revised by Marica Putman and resent to her.

Topic: Education - Cindy Thesing

Cindy Thesing mentioned that the brochures are printed, with a letter written to each homes association's president and mailed with instructions to call the city to let us know how many copies needed and they can come pick it up. We can deliver them if needed. Two homes association presidents came to the meeting last night. They do not want a hardcopy and were going to copy these and put them in their newsletters.

Kevin Jeffries requested a copy of the brochure as a PDF and that it be sent out to the homes associations.

Chair Filla requests that this be an action item. Marica Putman is to distribute via email the cover letter and flier PDF to the homes associations and members of the committee.

Group discusses the importance of having a brochure as a hardcopy. It was designed to put in your garage above your recycling bins. Since not everyone has paper this size (legal) to print the .pdf, and there's no computer by the trash can, for the majority of the people in Leawood having a hard copy is essential.

Cindy Thesing points out that she have lots of excess legal paper and we can make as many copies needed so that they can be distributed among the schools.

Chris Claxton explains the school's requirements are no sponsorship logos and approval by the school district. Parks and Recreation prints about 5,500 copies, which are distributed as part of the students' weekly packets.

Parks and Recreation will have them printed and will bundle, and distribute them among the elementary schools. She has suggested focusing on information that can be easily distributed and posted on the refrigerator.

Chair Filla has made this an action item. Marica Putman will design a one page flier of the E-Waste event and the Growing Green section to be included in P&R packet for the schools.

Group discusses distribution options among Boys Scouts and homes associations.

Topic: Bike Trail Updates - Alicia Jennings

No updates. Chris Claxton is checking on a council work session planned for the future.

Alicia Jennings has been in touch with Clean Commute at UMKC. They are excited about working with us and she will give a future brief on them. Camille Croteau and Alicia Jennings will meet around March 17th and discuss how to approach this. They will try to have a plan for the bike swap and to combine the bike and walk routes around the schools to get started next fall.

Topic: Recycling Containers in the Park - Brian Anderson

Brian Anderson is receiving the final design plans of the stickers for the recycling containers (2 on each barrel). Direct costs of the barrels are \$97 each, which includes the lid, decal, and the 55 gal drum/can. With Parks and Recreation's labor costs it would bring the cost up to \$130 a barrel. The committee is pleased with this amount.

Earlier estimates were around \$200 or more per can. Thirty three barrels have been ordered.

Brian Anderson received info from George Ertle about Abitibi Recycling Paper Retriever. He will receive pricing on an eco rewards dumpster. It will accept: cardboard, aluminum, plastic 1-7, soup cans, etc. He is not sure all the costs yet and that they may have a delivery charge to empty.

Chair Filla mentioned the Brookwood School's recycling dumpster situation, which is being reviewed by staff.

Brian Anderson replies that he is working toward adding enclosures to the two parks (adding a concrete slab and adding to the fence structure) and that it will follow the city's ordinance, which requires these bins to be enclosed.

Cindy Thesing also spoke with Abitibi last fall. There's a church in Lee's Summit making money on recycling. They pay for aluminum if it's separated.

Brian Anderson said the company will accept newspapers, catalogs, and office paper that is not confidential and they will pay you.

Group Discusses paper shredding by Shred-It. The city pays Shred-It to haul away paper; wouldn't it be nice to be paid for recycling non-confidential papers.

Chair Filla asks when the recycling containers are ready in the parks from the PR point of view.

Chris Claxton and Brian Anderson confirm that they should be in place by soccer's first games, around March 21st.

Chair Filla requests a photo of the recycling container to be given to Council meeting in April for reference.

Carolyn O'Malley agrees that it would be a great photo op for the article in the newspaper. Article will be given to Chair Filla and to Julie Stasi for distribution.

Brian Anderson describes the container's lid as a 5 7/8" opening. It is bigger than the traditional opening to accept the larger plastic cups. Need confirmation if staff can just pull the plastic liner and dump straight into the dumpster and costs for pick up.

Group discussion on recycling goods having dropped due to the economy. They discuss options with expense and ordering special biodegradable bags. Also, P&R has discussed what Leawood is doing with Heritage Park and Blue Valley Recreation Complex. Their hold-up was a sorting issue and they are researching their recycling

options, which would make a huge difference. The golf course has purchased different recycling options that will be used.

Cindy Thesing mentions that the church is St. Margret's Catholic Church in Lee's Summit. The company picking up the cans and paying the church is Industrial System. Their phone is 816.322.3052. The church was receiving \$150 - \$175 monthly. The company will bring as many bins as you need, monitor, and balance pick up with recycling needs.

THIS IS A POSSIBLE WAY OF FUNDING THE GREEN COMMITTEE.

Group discussed getting the recycling symbol evolved with Ertle the Turtle and the Leawood website to provide consistency.

Chris Claxton suggested outdoor education staff to do in classroom presentations.

Kevin Jeffries will be checking on costumes for Ertle the Turtle.

Chris Claxton describes a session at KRPA where she received a plain green button to wear on her jacket and reciting "the five green things". Everyone asked about the button. It could be part of Turtle Tips. This is being promoted by Bridging the Gap and we could also provide stickers for yucky things in the home, etc. to help kick off going green.

Chair Filla mentions the HOA Education's plan to create an education outreach plan. The Education committee will get a list of all the schools, churches, PTO's, and Rotary.

Chris Claxton explains that Outdoor Education is the best department to administer to those needs. Their outreach is the challenge course and natural resource/conservation classes and they can come up with something based on the committee's criteria.

Chair Filla suggested the sub committee, plus outdoor education, plus Julie Coon, JoCo Waste Management, would create great synergy for executing an education outreach plan.

There is a group discussion for on opening on the Green Committee in Ward 3. Julie Cain will be nominating a representative from Ward 3 to replace Lisa Cooper.

Cindy Thesing received info from Blue River Watershed Association looking for homes associations interested in taking classes on rain gardens, and choosing a couple of properties to put a rain garden in common property. Have Julie email blast it to the homes association. Chris Claxton suggested that the Leawood Garden Club could promote this idea to their organization.

Brian Anderson speaks about Heartland Bridging the Gap. They will select trees with a lot of car traffic near them. During April, they would post signs on the trees and explain what the trees are contributing. They did it last year but we didn't participate.

Chair Filla mentioned the Council goal that would tie into that subject is the use natural plants as natural barriers. Trees do help block sounds. Link that info through Parks and Recreation.

Paula Cornwell has a suggested contacting Suburban Lawn and garden about promoting tree planting by offering a discount for Leawood home owners for a period of time.

Next meeting is April 2, 7:30 am.

Meeting Adjourned at 9:30 am.

Minutes transcribed by Marica Putman, Administrative Graphics Technician, Parks & Recreation
GITCF 3-5-09