

**Hendricks County Solid Waste Management District**

**April 17, 2007**

The Hendricks County Solid Waste Management District met at 4:00 p.m. on April 17, 2007 at the Danville Town Hall.

President Hursel Disney opened the meeting and led the Pledge of Allegiance.

Roll call was taken and members in attendance were:

Hursel Disney	Myron Anderson	Daniel Fivecoat
David Whicker	Phyllis Palmer	William Guarnery
Beverley Austin	Nancy Johnson	

Members not present were:

Ed Schrier

Others in attendance were:

Lenn Detwiler	Shirley Duncan	Debbie Haines
Greg Steuerwald	Ed Gaddie	Robert Waggoner
Brad Eisenhart		

**Approval of Agenda**

Mr. Fivecoat moved to approve the agenda as presented. Mrs. Johnson seconded the motion and the motion was unanimously approve 8-0-0.

**Approval of Minutes**

Before the approval of the minutes, Mrs. Duncan mentioned that Mrs. Palmer had made her aware of an error in the minutes of the March 20<sup>th</sup> meeting and that she would see that the error is corrected. Mrs. Palmer moved to approve the minutes of the March 20<sup>th</sup> meeting as corrected. Mr. Fivecoat seconded the motion and the motion was approved 7-0-1 with Mr. Guarnery abstaining as he was not present at that meeting.

## **Educator's Report**

Mr. Detwiler informed the members that Mrs. Sieferman was unable to attend the meeting. He distributed copies of her May schedule and reminded the members that they were all welcome to attend any of her programs to see firsthand what she does. He also pointed out that Mrs. Sieferman tends to not schedule programs during the last couple of weeks of school as year-end schedules are quite busy.

## **Director's Report**

Mr. Detwiler began his report by showing a PowerPoint presentation outlining an anti-litter campaign that he and Mrs. Sieferman have been working on. He explained that they would like the campaign to begin this summer and continue through the fall.

### **Purpose of the Campaign**

Mr. Detwiler stated that part of the District's mission is to promote the proper disposal of solid waste. He reminded the members that the negative impacts of litter are far-reaching as it poses a danger to people and wildlife, lowers the quality of our water, creates drainage problems, costs considerable amounts of money to clean-up, causes flood damage, and can lead to decreased tourism and lower property values.

### **Characters**

Mr. Detwiler explained that he and Mrs. Sieferman have an idea for a campaign that would involve "Road Hogs." The characters could be used in billboards, brochures, and other promotional material during the anti-litter campaign to focus specifically on roadside litter from vehicles. He pointed out that short, smart, catchy taglines would be used in the campaign to target adults. He mentioned that illustrated characters are flexible and that the characters themselves remind us of their message.

The District would retain the rights to the characters so they could be edited in the future for other uses.

He continued by explaining that the “Road Hog” family would be rough-looking, uncaring and constantly littering. He met with a senior in Purdue’s Computer Graphics Technology program who lives in Brownsburg. Mr. Detwiler explained that the student is working on some sketches for the characters.

### Billboards

Mr. Detwiler moved on to the next component of the anti-littering campaign which involved purchasing billboard advertising as it would be a logical way to spread the message about curbing roadside litter. He added that billboard advertising had been effective in the past for the District and most recently worked very well to promote the Brownsburg Tox-Away Day. He requested proposals from two advertising companies that included space to be used for both Tox-Away Day advertising and anti-litter promotion. He explained that expenditures for advertising Tox-Away Days is taken from the Tox-Away Day line item and expenditures for promotion of the anti-littering campaign would be taken from the Media Advertising and Public Education line items.

The proposal from ClearChannel Outdoor included a contract for space near US 36 and State Road 267 in Avon. That space could be used to advertise the Danville Tox-Away Day, the Avon Tox-Away Day as well as the anti-litter message. That package also included space in Plainfield for that Tox-Away Day in October and two billboards that would rotate around the county with the anti-litter message. He noted that the total cost for that package with production costs was \$16,500.

Next he explained the proposal from Lamar Outdoor. That package included possible ad space in Avon and two rotating billboards, but the cost exceeded \$38,000.

### Anti-litter Event

Mr. Detwiler moved on to outline a one day anti-litter event which would be held at the Metropolis Mall in Plainfield on September 8<sup>th</sup>. He said the day would consist of an educational display, presenters/entertainers, and a recycled art contest. He expressed his belief that the event would be an effective way to engage residents that the District might not reach otherwise.

The presenters and entertainers would consist of Billy B., an environmental singer and song writer; Return to the Wild, Inc. an organization that rehabilitates birds of prey; and the Zoomobile from the Indianapolis Zoo.

The educational display would utilize the anti-litter campaign's characters to show people the effect litter has on our community through local and national figures and statistics. Mr. Detwiler noted that staff planned on asking the Hendricks County Clean Water Department to partner with the District on the event. Informational brochures, litter bags, window clings and possibly some giveaways would be made available to those visiting the display.

There would be a recycled art contest in conjunction with the event with multiple age categories and a theme. All of the entries would be made from items that would otherwise have been thrown in the trash. Awards could be given in each category and judging could possibly be done by some of the District's Board Members.

### Additional Opportunities

Mr. Detwiler then mentioned that the anti-littering campaign could also be a part of the District's display at this year's Hendricks County 4H Fair. In addition, cable advertisements could be produced. Mrs. Sieferman is already planning to include some anti-littering lessons in her youth education programs for the 2007/2008 school year. The campaign could additionally be expanded to include newspaper advertisements, a website, and additional giveaway items to increase the public's awareness.

### Discussion

Mr. Guarnerly asked what the total cost of the entire program would be. Mr. Detwiler answered that he did not yet know how much the entire campaign might cost because not all of the details have been worked out. He explained that the only portion of the campaign that was particularly time-sensitive was the billboard package proposed by ClearChannel.

Mr. Anderson asked for clarification regarding the amount of billboard advertising the District has done in the past. Mr. Detwiler explained that last fall the District did some rotating billboards and then more recently he purchased space near Brownsburg to advertise the Tox-Away Day.

Mrs. Austin asked how long the anti-litter campaign might run and if it would evolve to focus on other types of litter in the future. Mr. Detwiler answered that the campaign could certainly evolve to focus on other types of litter such as parking lot litter or litter that blows out of trash cans. He stated that the billboard packages quoted were based on a six month time period.

Mrs. Palmer and Mr. Whicker expressed their concerns that the public commonly thinks of driving styles when they hear or read the term 'road hog,' and not litter. Mr. Detwiler agreed, but noted that the promotion could be done in such a way as to springboard off of the negative connotation associated with 'road hogs' and apply it to drivers that litter.

Mrs. Austin then stated that she believes the campaign can work if done correctly. She noted that children will be drawn to the characters and will ask their parents about them; and parent will have to read the tagline to answer their children's questions. Mrs. Johnson agreed that children can have an effect on the behavior of their parents.

Mr. Fivecoat also agreed that developing a character that the District could use to promote itself and its programs could be very effective.

Mr. Guarnerly suggested that when the time comes to introduce the characters to the public that some promotion could be done on the school television channels. He then asked Mr. Detwiler what results the District could expect to see if such a campaign was done. Mr. Detwiler answered that it would be difficult to quantify the impact an anti-littering campaign would have. He suggested that comparisons could be made between the amount of litter collected during this year's Hendricks County Clean-up Event and next year's event.

#### Tox-Away Day Figures

Per Mr. Disney's request, Mr. Detwiler reported on the Tox-Away Day held in Brownsburg on March 31<sup>st</sup>. He stated that 422 vehicles come through the event even

though it was a stormy morning. He also mentioned that 25 digital thermometers were exchanged for mercury thermometers.

Discussion

Mrs. Austin expressed her appreciation to Mr. Detwiler and Mrs. Sieferman for the work and creativity shown in the ideas presented regarding the anti-litter campaign. She then moved to approve the ClearChannel billboard package in an amount not to exceed \$17,000 with \$3,000 of the money coming from the Tox-Away budget and the \$14,000 coming from the Media Advertising and Public Education budget line items.

Mrs. Palmer stated that she believes the billboard package is too expensive and she would like the District to explore other ways that the anti-littering message could be delivered. Mr. Guarnerly added that he liked the program but was unsure about the expense of it as well. Mrs. Austin then stated that the Board has directed the staff to come up with ideas and that there is money available, so some ideas need to be tried. She continued that while \$17,000 was a lot of money, it would not take many days of tipping fee income to off set that cost. She added that at some point some ideas need to be tried to see what the public is going to respond to.

Mr. Detwiler stated that regardless of how the billboards are used; whether it is to promote Tox-Away Days, an anti-littering message, a general recycling message or and a source reduction message, that the package itself is worth the investment.

At Mr. Whicker's request, Mrs. Austin restated her motion and added the stipulation that the Board will have final approval on the artwork chosen for the anti-litter campaign. Mr. Fivecoat seconded the motion and the motion was approved 7-1-0.

Mr. Detwiler stated that he will continue to work with the Purdue student on the "Road Hog" theme and develop some other ideas to bring back to the Board for consideration.

Updates

Mr. Detwiler reported that he has been contacted a number of times by individuals interested in the Recycled-Content Furniture Grant program, and that he has received one application from the Hendricks County Flyer. The newspaper will begin an office paper and beverage container recycling program and has requested a recycled-content picnic table through the grant. He added that the Recycled-Content Furniture Grant Agreement had been reviewed by Mr. Steuerwald and that he would begin coordinating the purchase, delivery and placement of the newspaper's picnic table soon.

Next, Mr. Detwiler explained that he met with Kristen Machan, the new Director of the Washington Township Park, and that the Park has submitted a grant request for recycled-content benches, recycling containers and an educational kiosk. He noted that he plans to bring more information to the Board at a later date regarding that grant request.

Lastly, Mr. Detwiler explained that the Long-Range Planning Committee recently met and worked out the majority of the wording for the resolution to establish a Rainy Day Fund. He noted that a couple of questions still needed to be answered but he hoped to bring that resolution to the Board at the May meeting.

## **Financial Report**

Mrs. Haines began her report by explaining that nothing out of the ordinary appeared on the Financial Facts Summary. She did highlight a chart comparing this year's first quarter revenue and expenses to last year's. She stated that she plans to provide this information to the Board quarterly.

Mrs. Haines continued on to the Register of Claims Paid. Mr. Whicker moved to approve the pre-approved claims in the amount of \$36,866.05 as presented. Mrs. Palmer seconded the motion and the motion was unanimously approved 8-0-0.

Mr. Fivecoat then moved to approve the Register of Claims to be Paid in the amount of \$31,295.45 as presented. Mrs. Johnson seconded the motion and the motion was unanimously approved 8-0-0.

Next, Mr. Guarnerly moved to approve the Hendricks County Special Project Fund claims in the amount of \$2,204.15 as presented. Mrs. Palmer seconded the motion and the motion was unanimously approved 8-0-0.

Mrs. Haines continued by making the Board aware that \$75,000 from the General Fund would be invested in a CD to mature on 6/15/07. The maturity of that certificate will then coincide with another CD set to mature on that same day. At that time those funds can be combined and reinvested.

Mr. Whicker then explained that the Commissioners did approve the Brownfields Survey proposed by IWM Consulting Group and will request that it be funded from the Hendricks County Special Project Fund. Mrs. Haines noted that \$5,600 had been spent from the fund already in 2007 with another \$2,204.15 being approved today. The current budget for that fund is \$80,000, so there will not be enough money to pay the

full amount of the Brownfields Survey from this year's budget. She suggested that the fee for the study be paid in two payments with one payment being made from this year's budget and the final payment from next year's budget.

### **CAC Report**

Mr. Disney asked the CAC members present, Mr. Waggoner and Mr. Gaddie, if the CAC had met in 2007. Mr. Waggoner stated that he had not seen a roster so he did not even know who was on the committee. Mr. Disney mentioned that he thought the Indiana Code called for them to meet quarterly. Mr. Detwiler said that he thought the Code required two joint meetings a year with the Board and CAC after the District Plan had been adopted and approved, and for quarterly meetings while the Plan was being developed. He added that when he became Director he met with the CAC members at that time and was informed that they were not interested in meeting unless there was something to meet about.

Mr. Guarnerly suggested sending each CAC member a letter explaining the responsibilities of the committee and that while periodic meeting may not have happened in the past, that it is time to begin holding them.

Mr. Waggoner expressed his desire to know what the Board expects of the committee. Mr. Gaddie added that Mr. Detwiler often will send out emails requesting input from the members and that most communication between the committee members happens via email. Mr. Detwiler noted that he does get significant input from the members and that in the past the CAC has met to review the budget that staff has put together, and has presented a report to the Board regarding the proposed budget.

Mr. Fivecoat requested that the Board members receive copies of the portion of the Indiana Code that outlines the role and responsibility of the CAC. Mr. Detwiler said that he would be certain the members received that. Mr. Detwiler added that he will contact each of the CAC members and make them aware that the Board would like to have a more formal interaction with them.

Mr. Disney asked what the Board has agreed to pay CAC members for their attendance. Mr. Detwiler answered that each member is entitled to \$50.00 per meeting, including Board meetings.

Mr. Anderson said that he felt it was a waste of everyone's time to have a meeting just for the sake of having a meeting if there were no issues to discuss. He asked if ideas from staff, like the anti-littering campaign, should be taken before the CAC before bringing them to the Board. Mr. Anderson noted that such an approach depends on how Mr. Detwiler wants to run the CAC. Mr. Detwiler stated that he does not believe it is appropriate for the Director to run the CAC. He expressed his belief that the Code intends for the Board of Directors, CAC and District staff to function independently.

Mrs. Palmer expressed her concern that the District may find itself in trouble if the CAC is not meeting as the Code dictates. Mr. Detwiler answered that he is aware of many districts that do not have a CAC; or if there are members appointed, they are inactive.

### **Board Members' Comments, Concerns & Questions**

Mr. Guarnerly thanked all of those from the District for the 'get well' card sent to his wife during her recent illness. He said it meant a lot to her to receive that card from

this organization. Mr. Fivecoat also extended his thanks for the card he received after the passing of his mother.

Mrs. Palmer then moved for adjournment as Mr. Whicker was celebrating his wedding anniversary and he needed to get home to take his wife out to dinner. Mr. Fivecoat seconded the motion and the motion was unanimously approved 8-0-0.

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Hursel C. Disney, President

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Myron C. Anderson, Vice President

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David A. Whicker, Treasurer

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Daniel W. Fivecoat, Secretary

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Phyllis A. Palmer

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Ed Schrier

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Beverley Austin

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Nancy Johnson

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William D. Guarnery