

## MINUTES

### Meeting of the City of Hollywood Green Team Advisory Committee January 24, 2008 - 6:00 PM

#### I. Roll Call

##### Members Present:

Paul Farren  
Heather Federkeil  
Steven Feinzig  
David Kout  
Theresa Lianzi  
Ken Richards \*  
Richard Saltrick  
Robert Shair  
Gary Shlifer  
Harold Solomon \*  
Dennis Stotts \*  
Sam Uccello  
John Voss

##### Members Absent:

Michael Auclair (excused)  
Geri Bassett  
Robert Frazin (excused)  
Barry Heimlich

##### Ex-officio Members Absent

Scott Davis, FPL representative \*  
Jaye Epstein, Director of Planning  
Albert Perez, Director of Public Utilities  
Bob Rawls, Director of Bldg. & Engr.  
Elaine Schwartz, State Representative  
Eleanor Sobel, School Bd. Representative

##### Also Present:

Lorie Mertens-Black, Staff Liaison  
Greg Turek, Director of Public Works  
Tim Bowers, RecycleBank

\* = New Members

#### II. Approval of the Minutes

**ACTION:** Gary Shlifer made a motion to approve the minutes of December 6, 2007. The motion was seconded by Sam Uccello and passed by unanimous vote.

#### III. Chair's Comments

Library Tour. David Kout reported that a tour of the BCC Library is not possible due to unavailability of BCC staff to conduct the tour. David indicated he taped a program detailing the green building practices that could help members on a self tour. Gary Shlifer will research information on the library building's Silver certification in the event members wish to conduct their own tour.

##### Introduction of New Members.

- Harold Solomon - in recycling business since 1979
- Dennis Stotts - worked 24 years as an environmental lawyer; previously worked for State - pre Department of Environmental Protection.

#### **IV. Presentation by Tim Bowers, Area Representative for RecycleBank**

Mr. Bowers provided information of the RecycleBank program that rewards participants for recycling materials. By using identification tags on 64-gallon recycled carts, the amount of recycle materials is recorded and converted into RecycleBank Points, which each household can use to order rewards redeemable at local and national businesses. The program is being used in Wilmington, Delaware and Clayton, New Jersey.

- Carts can be bought by municipalities through the company or purchased directly.
- RecycleBank.com is the main communication platform for users to review and use their RecycleBank rewards.
- The maximum amount of credit per month is \$40 per household.
- Certificates are used; no cash.
- Cost is \$2.25/per home per month, if RecycleBank supplies all materials; \$1.25 if City buys their own carts. This does not include collection and disposal of materials.
- RecycleBank is a for-profit company – backed by investment bankers

Bob Shair asked what happens if a home does not want to participate; would there be dual programs? Greg Turek and Lorie Mertens-Black indicated only one program can be implemented.

Greg Turek indicated the City is looking for ways to increase residents' participation in recycling, reduce disposal costs and receive environmental benefits through increased recycling. In addition to home collections, a kiosk model for apartments and condominiums can be evaluated.

Bob Shair recommended the Public Works Department analyze the program to determine its feasibility.

#### **V. Subcommittee Reports**

New member, Ken Richards, was introduced and appointed to the Outreach Subcommittee. Harold Solomon and Dennis Stotts will serve on the Goals/Actions Subcommittee.

#### **Outreach Subcommittee:**

Essay Contest. The awards ceremony location and time were discussed. Lorie Mertens-Black recommended using the April 5<sup>th</sup> Global Groove concert and diversity/environmental event at the ArtsPark as a tie in and holding the event there.

February 22 is the deadline for the essays to be submitted; March 24 winners must be decided.

Discussion followed regarding moving up the event. Concern was expressed that it is too late to change dates that have already been released for awards ceremony. It was recommended to leave the event on Tuesday, April 22, in the ArtsPark with the ceremony at 4:00 p.m. Lorie Mertens-Black indicated she would check on the availability of the ArtsPark site. **ACTION:** Heather Federkeil made a motion that the Committee participate with Global Grove on April 5. The motion was seconded by Gary Shlifer (to represent committee) and passed by unanimous vote.

Michael Auclair and David Kout will solicit donations for the awards. Lorie Mertens-Black cautioned that she had to review the list of companies to be solicited. It was determined that Michael Auclair and David Kout will review the potential list of vendors with the subcommittee and then with Lorie Mertens-Black.

Green Labeling. Lorie Mertens-Black reminded the Committee that she had sent out information earlier in the month indicating the FTC was already holding hearings on green marketing claims. She suggested the resolution prepared by David Kout be revised to reflect this development. Lorie Mertens-Black will email David's resolution to the Committee.

Green Mondays. Lorie Mertens-Black will email "Green Monday" notices to the Committee, which are an initiative of the Global Hollywood Network.

Green Team Web Page. The Committee approved the information campaign content for the web page. Text will be emailed to Lorie Mertens-Black for her to forward to the City's web designers.

### **Goals & Actions Subcommittee:**

LEED. The Committee discussed Sam Uccello's recommendations to mandate LEED for new construction. Lorie Mertens-Black raised concern over contradicting the previous recommendation and suggested continuing with incentive program. Gary Shlifer reported that only one municipality is mandating LEED. The Committee will continue to discuss the initiative.

Green Local Government. David Kout asked what the next step is for becoming a green local government. Lorie Mertens-Black indicated she brought a resolution to the City Commission on January 9th authorizing the pursuit of the Florida Green Local Government designation. Ms. Mertens-Black will coordinate the efforts and has sent out a memo seeking department representatives to

conduct a citywide green assessment. In addition, a 2% reduction was presented to the Commission and approved. Commissioner Dick Blattner asked that efforts be quantified or measured.

Bob Shair is working with Greg Turek on compiling information on the City's vehicle usage. He is also working with FPL to track energy usage.

LEED Ordinance. Lorie Mertens-Black asked for comment on the proposed ordinance to require City construction be LEED certified, which was sent to the Committee earlier in the month. No comments were given. The Committee will review her email containing the proposed ordinance.

## **VI. New Business**

Revised Meeting Schedule. David Kout made a proposal to have two general meetings each month instead of holding subcommittee meetings. Discussion of various options followed. It was decided to hold two meetings each month; one on the 3<sup>rd</sup> Thursday and the second on the 4<sup>th</sup> Thursday. This new schedule will begin in February. Both meetings will begin at 6:00 p.m.

Leadership Hollywood. Lorie Mertens-Black advised the Committee that Leadership Hollywood is seeking Green Team members to attend their Environmental Day to discuss the Committee's efforts toward greening Hollywood. Lorie will email the Committee members information regarding this request.

New Horizons Article. Lorie Mertens-Black advised the Committee that an article on initiatives for recycling in parks and at special events will be in the next edition of the City's *New Horizons* newsletter.

**Adjournment:** The meeting adjourned at 8:10 p.m.