

**CITIZENS' ADVISORY COMMITTEE
MINUTES
July 13, 2011**

I. CALL TO ORDER

Chairman Piechota called the meeting to order at 5:34 p.m., in the Council Chambers Conference Room, 240 Water Street, Henderson, Nevada.

CONFIRMATION OF POSTING AND ROLL CALL

Stacie Welsh confirmed the meeting had been posted in accordance with the Open Meeting Law by posting the agenda three working days prior to the meeting at City Hall, Multigenerational Center, Whitney Ranch Recreation Center, and Fire Station No. 96.

Present: Chairman Thomas Piechota
Jeffrey Bassing
Adrienne Cox (arrived at 5:54 p.m.)
Amanda Cyphers
William Ishman
Richard King
Maureen Murphy
Robert Neilson
Paula Petruso

Absent: Larry Dillon (excused)
Brin Gibson (excused)
Rev. Jim Robinson
Michael Rogers
Mark Stark (excused)
Matthew Weinman
Melodee Wilcox (excused)

Staff: Tracy Foutz, Assistant Director of Community Development
Stacie Welsh, Projects Coordinator
Richard Rojas, Planner
Tedio Jackson, Minutes Clerk

II. ACCEPTANCE OF AGENDA

(Motion) Mr. King introduced a motion to accept the agenda as submitted, seconded by Ms. Murphy. The vote favoring approval was unanimous. Chairman Piechota declared the motion carried.

Note: Chairman Piechota welcomed new member Rob Neilson and Bob Coyle and Steven DiStephano, representing Republic Services.

III. ITEMS OF BUSINESS

1. Recycling 101 Overview (Defining Waste and Recycling, why communities recycle, where waste comes from)

Richard Rojas, Community Development Planner, gave a PowerPoint presentation to discuss the materials economy, from resource extraction to their disposal in our landfill. Mr. Rojas provided definitions for solid waste and recycling, presented recycling practices in other communities and the introduced concepts, including the economy of recycled materials. He also reviewed recycling challenges in Southern Nevada, home to one of the largest landfills in the western United States. When discussing what is in our waste stream, he provided a chart showing 28.2% is from paper and paper board, 14.1% is from food scraps, 13.7% is yard waste and 12.3% are plastics.

The CAC discussed the importance of educating the community on recycling, as many of our residents do not understand what can be recycled.

2. Exercise: Identify What You Can Recycle

A short exercise took place where members split up into groups to identify several recycled items.

3. City of Henderson recycling efforts

Staff reviewed the recycling pilot program and noted the City Council will soon determine whether to extend this program to other areas in the city. The Committee's goal is to receive presentations over the summer to increase their understanding of recycling and existing services available to Henderson residents and businesses. It is expected by Fall that the CAC will review the survey results from the recycling pilot program participants and formalize a recommendation back to City Council before January 2012.

4. Opportunities to improve the recycling participation

The committee members were tasked with considering a recycling goal and to review trends in community recycling,

5. National trends in municipal recycling

A short video was shown regarding the positive recycling efforts in Philadelphia.

6. Brainstorming Exercise: What could we do to improve recycling?

- put together a cohesive campaign
- paint messages and display data on trucks
- explore costs
- engage the community
- give economic incentives to homeowner associations
- set goals/targets
- give discounts to residents for recycling
- need buy-in from Mayor and Council
- find a way to make recycling cool
- compare how other cultures recycle and research best practices from other cultures
- partner with Boy Scouts and other children civic groups to work on recycling efforts
- education
- create a competition among the schools for kids to be attracted to recycling projects
- identify advocates in neighborhoods to promote and educate
- Also suggested that things be done over the top to capitalize on Vegas (possibly local talent, shows, public service advertisements)

IV. STAFF'S/CHAIRMAN'S BUSINESS

Chairman Piechota provided an update on the presentation at July 5, 2011, City Council meeting. He noted that there was really positive feedback from the Council.

A one-hour Republic Services tour is scheduled for July 20, 2011, at 9:00 a.m. and July 26, 2011, at 9:00 a.m.

V. PUBLIC COMMENT

Roy Theis commented that he worked on Councilwoman Debra March's campaign and noted that she and Mayor Hafen completely support this committee's hard work. He agreed that it would be a good idea for Republic Services to provide an incentive to residents who recycle.

VI. ADJOURNMENT

There being no further business to be discussed, Chairman Piechota adjourned the meeting at 7:26 p.m.

Respectfully submitted,

Tedie Jackson,
Minutes Clerk