

MARION COUNTY
SOLID WASTE MANAGEMENT ADVISORY COUNCIL

MINUTES OF THE SWMAC MEETING

July 23, 2019
5:30-7:30 PM

Willamette Conference Room
5155 Silverton Rd NE
Salem, OR 97305

PRESENT: **Members:** Judy Skinner, Bonnie Sullivan, Tim Rice, Julie Jackson, Keith Bondaug-Winn, Brian Sund, Will Posegate, April Murazzo, Joe Fowler, Kevin Hines, Scott Anderson
Staff: Brian May, Stephanie Rosentrater, Jolene Kelley
Public: Kaileigh Westermann-Lewis, Kurt Tackman, Matt Marler, Mitch Humphries

ABSENT: Chris Ream

CONSENT

MOTION: Julie moved to approve the June 25, 2019 minutes.

DISCUSSION: None

RESULTS: Joe seconded the motion. A voice vote was unanimous. Minutes approved.

ADMINISTRATIVE (Information/Action):

PUBLIC INPUT: None.

AGENDA REVIEW: The agenda listed the wrong dates for last month's meeting. It should have been June 25 2019, but said June 26, 2019.

NOMINATION SUBCOMMITTEE REPORT

Bonnie reported that all four applicants for the two open citizen-at-large positions were interviewed and their answers were scored. Bonnie announced that she would discuss and ask the Council to vote on each of the two highest scorers individually.

Kaileigh Westermann-Lewis has a Master's Degree in Environmental Education Leadership & Policy. She has taught and is very much interested in trying to develop better systems. Kaileigh worked at the Port of Portland. Bonnie motioned to recommend Kaileigh to the Board of Commissioners for a citizen-at-large position on the SWMAC. April seconded the motion. Will added that he believes that Kaileigh will bring a lot of energy and experience to the Council. A voice vote was unanimous.

Kurt Tackman works for the State of Oregon as a program and policy analyst and has many years of experience in that field. Kurt recently completed the Master Recycler Class. Bonnie motioned to recommend Kurt to the Board of Commissioners for a citizen-at-large position on the SWMAC. Will seconded the motion. A voice vote was unanimous.

Brian explained to the nominated new members the next steps in the process. The new members were asked then to briefly introduce themselves.

Kaileigh introduced herself and explained that she previously worked in solid waste at the Port of Portland, but is now working on the water quality side of environmental protection. She is passionate about waste and really has missed being more involved in it, which is why she applied to be on the SWMAC. She is happy to be nominated for the citizen-at-large position.

Kurt introduced himself and announced that he just finished the Master Recycler class, which is how he found out about SWMAC. Kurt works as a policy and program developer for workforce and training education programs for the State. Prior to that, he worked for the private sector for many years. Kurt hopes that he can use his experience to help this group.

DEQ VIDEO

Brian explained that the DEQ 2050 vision and a general shift in the industry focus less on weight-based recovery and more on carbon footprint and life-cycle analysis. The video sums this all up.

After the Council watched the video, they discussed it. Brian stated that a lot of our focus is on the “recycle” piece of the waste hierarchy. April noticed that David Allaway talked about the political process in his video and thinks that getting involved in the political process would be a way that SWMAC could help. Julie would still like to help AOR sponsor the showing of “The Story of Plastic” in Marion County because it’s aggressive and powerful and thinks it will help spread the message.

Jolene added that she thinks that we have a long way to go with public perception. From her experience, people hang onto the things that are tangible and make them feel like they’re doing something to help. Now they feel like we took that away from them. Kurt said that he volunteered at the Salem Art Fair recently. He said it seemed like he got nonstop questions for 3 hours about recycling really small and insignificant items (bottle lids, etc.) and that it didn’t seem like the reduce/reuse pieces were acknowledged. Keith added that our culture is really heavy on purchasing things and shopping (the opposite of reduce/reuse). In his experience teaching outdoor school, the students knew all about recycling, but not about reducing waste. Judy added that the zero waste product movement has also gotten big, but people are still purchasing things that they do not necessarily need. Kevin said that it has always been an uphill battle to change culture and behaviors. April pointed out that recycling is the low-hanging fruit on the waste hierarchy, plus there is financial gain to it. We want Oregon to be leaders in the waste reduction movement. The system is a huge web and there are so many different things that need to be reviewed, analyzed, and tackled. There isn’t one person that can see that entire web and analyze it, but maybe collectively as a group of concerned citizens and industry professionals, SWMAC can.

Keith asked that the Council forward videos, events, and articles regarding waste reduction to Stephanie to share with the rest of the Council as they come across them.

STRATEGIC PLANNING ACTIVITY AND DISCUSSION

Introduction: When planning for this specific meeting, the focus and vision of SWMAC came into question. In April, the Council did an activity to identify ways that can help Marion County meet their 2025 recovery goal, but we do not want those ideas to just sit there. How do we turn them into action? What kind of changes can we actually make? April read the SWMAC Missions and Goals from the bylaws. She broke the Council into three groups – Education and Outreach led by Keith, Processing and Manufacturing led by Brian M, and Legislation and Policy led by April. Each group should come up with one or more broad goals, objectives, and actions to put into a strategic action plan.

Results

Processing and Manufacturing:

The group started off by talking about the plastic bag ban and whether or not the County should adopt a ban (assuming the state of Oregon does not). They then touched a bit on product stewardship and other ways for consumers to understand what they’re buying and how it is packaged. Next, they talked about the Waste Composition Study of 2016 and asked, what is the number one issue in processing and manufacturing? Their goal is to evaluate the study, determine top 5 priority materials, and develop a

subcommittee to look at life cycle analysis, create an action plan, and come up with solutions to move to the Board of Commissioners. Brian added that at some point it would be great to involve other jurisdictions in the discussion that might have differing opinions.

Education & Outreach:

This group worked off of a model where data is collected and turned into information, which is used to create action and accomplishment of that action. The group wants to understand the current state of all programs and messaging from all stakeholders in relation to the 3 Rs. The objective is to find out how much emphasis/resources are placed on reduce/reuse. An activity would be to conduct an “environmental scan” that takes inventory of all programs. Knowing the current state will help figure out how to get to the future that we want to see. Kevin added that consistency between the agencies is key. Joe thinks that we should ask the Board of Commissioners to start things off by educating county employees. Judy wants to have staff or the Council to show this video to the Board of Commissioners.

Legislation & Policy:

The first goal was to create a subcommittee that focuses on legislation. The objective for the subcommittee is to present regulatory issues/updates to the SWMAC. Activities for the subcommittee would be meeting with Barb Young or other subject matter experts, developing a schedule for presenting, looking at current policy and making recommendations to the SWMAC and to the Board of Commissioners. Writing articles on legislative issues to send out in various newsletters (EarthWISE, Master Recycler, etc.) to make a broader audience aware of policy issues affecting Marion County. The subcommittee should help in building relationships with legislators and other stakeholders. The group’s second goal was to present to the cities of Marion County on solid waste matters that might affect them annually. The objective is to create collaboration between all of the parties involved.

FUTURE TOPICS/EMERGING ISSUES/OTHER BUSINESS (Information/Discussion):

Announcements and Upcoming Events:

Bonnie announced that Bailey Payne is leaving Marion County for a new job. She thought it would be nice if SWMAC made him a plaque in appreciation of him and his time spent with SWMAC. The Council agreed and Bonnie said she would look into having this done and presenting it to him at a future meeting.

Staff Updates:

Brian announced that the next Master Recycler class starts in September and is now accepting applications.

Membership/Attendance:

All absent members were excused.

Meeting Review:

Keith wanted to thank everyone that came early, cooked, and brought food for the potluck. He also thanked April for the activity.

Brian really enjoyed activity and hopes that the Council will start to make an impact in the community. He also welcomed Kaileigh and Kurt.

Motion to close the meeting:

Bonnie motioned to adjourn the meeting. Kevin seconded the motion. Meeting adjourned.