

OKALOOSA COUNTY RECYCLING ADVISORY COMMITTEE
Tuesday, December 15, 2020

1. Call to order

The meeting was called to order by Amanda Grandy at 1:04 p.m.

2. Council Members and Staff

Members Present:

Amanda Grandy, Chairman
Sharon McAuliffe, Vice-Chairman
Rip Coleman (Via ZOOM)
Nicholas Hall
Jill Hogle (Via ZOOM)
Kimberly Hopkins
Freda Meyer-Kuhl
Stephen Wolfrom
Renee Wood

Staff Present:

Scott Henson
Jim Reece
Janet Thompson
Christopher Saul
April Sarver

3. Approval of Agenda

4. Approval of Minutes from 11/17/2020

Motion:	Approve the minutes as submitted.
Made by:	Freda Meyer-Kuhl
Seconded by:	Nicholas Hall
Disposition:	Approved unanimously

5. Old Business:

- a. Scott Henson and Jim Reece: Update on Recycling in Okaloosa County

No updates

6. New Business:

- a. PIO Presentation: A review of their efforts to educate/advertise recycling in Okaloosa County through advertising and social media:

Christopher Saul and April Sarver made a presentation, a condensed copy of which is attached to and made a part of these minutes.

- b. Jim Reece: Update current recycling industry news or other related topics of interest:

Jim discussed several items which are available in the Waste360 magazine and on their website.

- c. Scott Henson: Current status of website:

Scott walked through how to access the Committee's web page and the information that was currently available there. Members agreed that the Mission Statement and Vision Statement should be a part of the page.

- d. Updates from RAC members on current goals:

- i. System & Recyclables, Public Education, Technology, Budget CBA, Flow Control, Public Education

Members discussed the importance of goals such as public education, technology and innovation, including businesses and condos in the recycling effort and how to reduce costs to the County.

7. Public Comment (3 minutes each):

8. Next RAC Meeting:

The next meeting will be at 1:00 p.m. on January 19th at the Okaloosa County Water and Sewer Building, 3rd floor Main Board Room.

9. Adjourn:

The meeting was adjourned at 3:15 p.m.

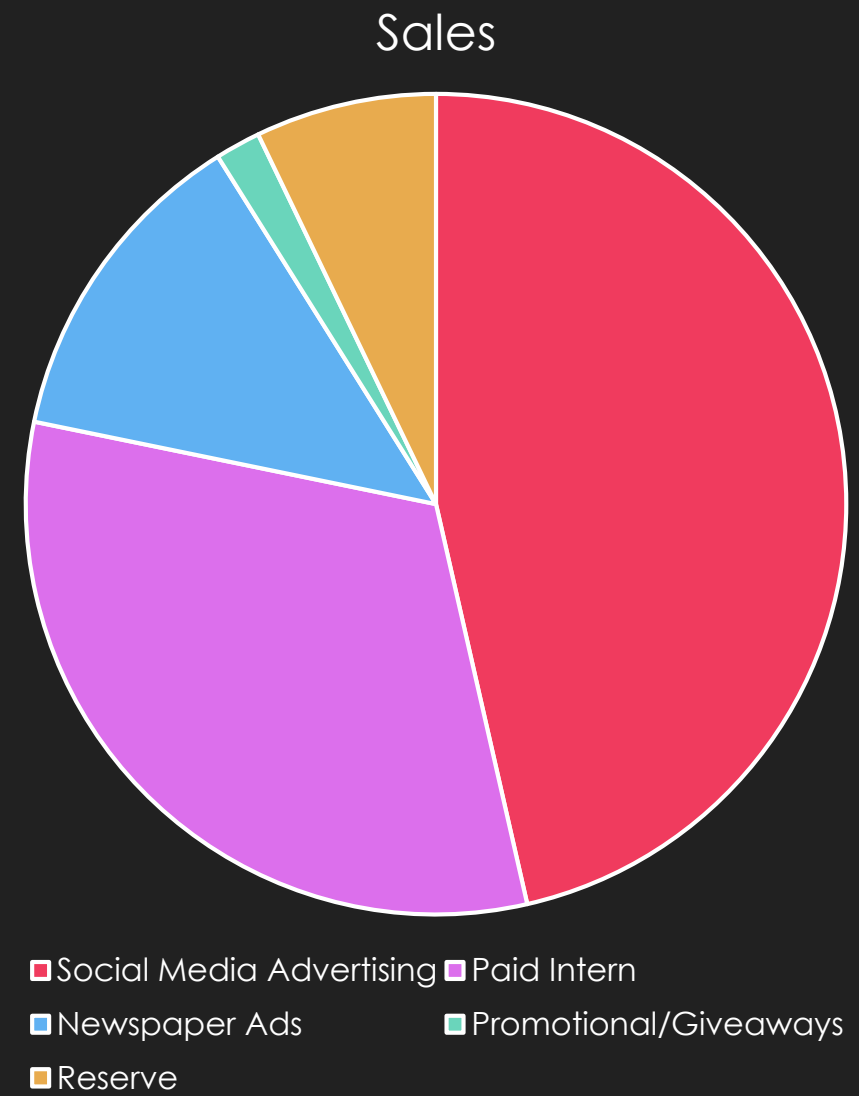
Recycling Marketing Campaign – Giving Actionable Information to the Public

Okaloosa County Office of Public Information

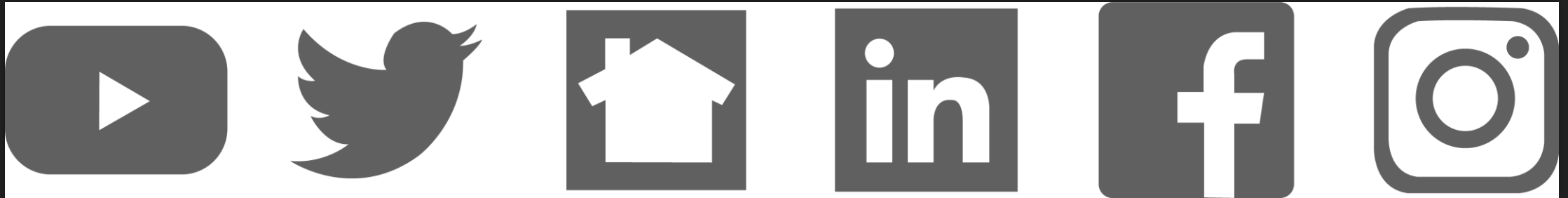
**Annual Budget Provided By
Solid Waste to PIO ('20-'21)
- \$28,000**

Numbers are subject to change.

- Social Media Advertising:
(Facebook, Instagram, Snapchat,
Youtube) - \$13,000
- Newspaper Ads: \$3,600
- Paid Interns: \$8,902
- Promotions and Giveaways: \$500
- Reserve: \$1,998



Social Marketing Ads



Social Marketing Ads



Social Marketing Ads



Social Marketing Ads



Social Marketing Ads



Social Marketing Ads – Results CY20

- Total Spend CY20 on Recycling Ads - \$6,578.01 **Reach: 424,740**
- Snapchat - \$677.01 **Reach 212,320**
- Facebook - \$5,061 **Reach 186,416**
- Instagram - \$840 **Reach 26,004**

Intern – Expanding Bandwidth

Paid Internship

Paid Internship Details

- \$8.56/hr – 20 hours per week
- Creates video and static paid content for social media
- Weekly Recycling Update
- Creates and Manages Giveaways for recycling
- Manages social media presence on recycling
- Creates organic (non-paid) content on social media



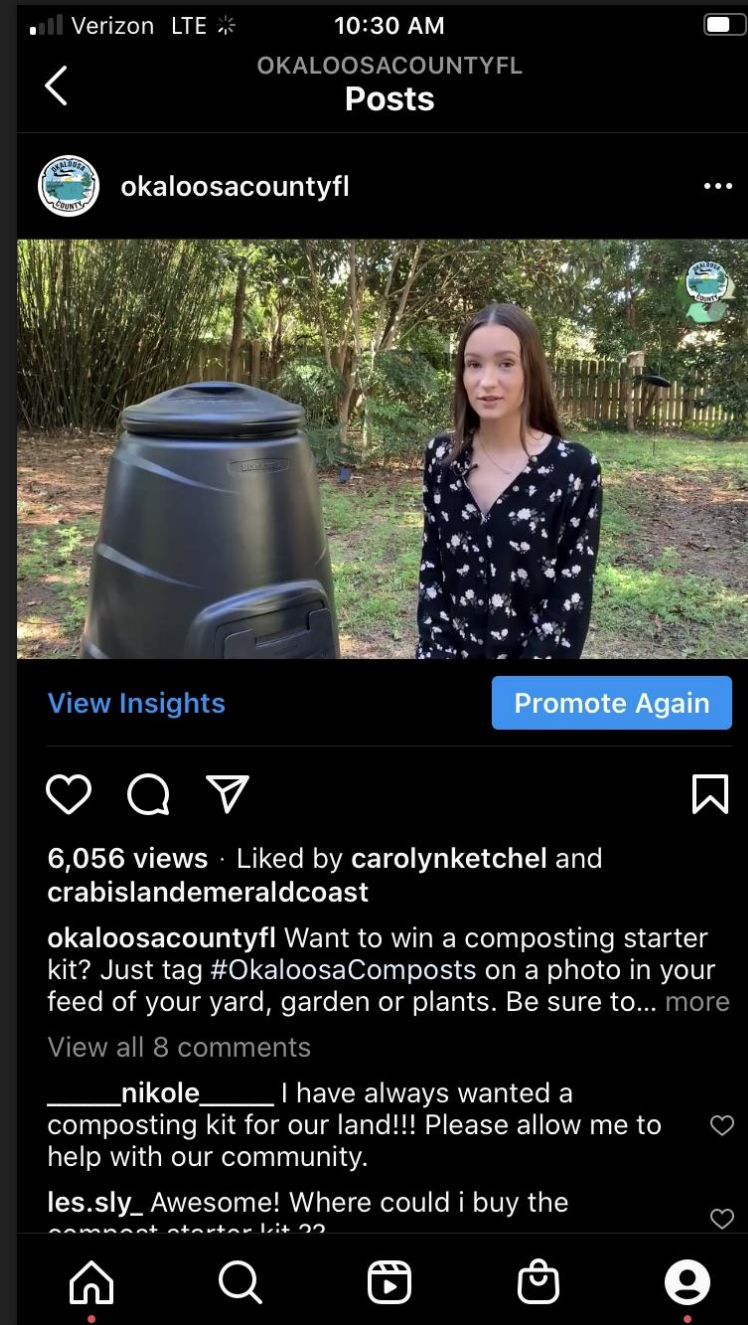
Interns Deliver Results

131,356 Impressions in a four month period between August and November.

- Earned Media (non-paid) recycling publicity generated \$3,465 through social media alone
- Cost of Intern: \$2,739

Compost Bin Giveaway

- Significant buzz generated
- Intern-led idea



Longer Form Posts

Deep subject matter posts to give our citizens more actionable information

Long Form Info Video on Website



Recycling Magnets 5,000+ Given Away

CAN I RECYCLE THIS?



YES!

Plastic Jugs Newspapers Cardboard Glass

Tin, Steel and Aluminum Cans Plastic Bottles and Certain Plastics*

Don't Contaminate! Remove all food waste from Recyclables.

STILL NOT SURE?



Scan the QR Code with your phone for a complete list of recyclables and instructional videos.
...or at
myokaloosa.com/pw/environmental/recycling

WHEN IN DOUBT, THROW IT OUT!

*Certain plastics include only type 1 and type 2 plastics.