



Wisconsin Be SMART Coalition Roundtable and Steering Committee Meeting

Tuesday, June 3, 2008

12:00 – 3:00 p.m.

University of Wisconsin Extension – Jefferson, WI

Steering Committee Meeting Minutes

Attendees: Karen Fiedler (Waukesha County), Meribeth Sullivan (Waukesha County), Analiese Smith (Waukesha County), Linda Wainstock (Waukesha County), Annie Danko (Be SMART), Karin Sieg (Be SMART), Nancy Davenport (Be SMART), Chris Beimborn (Be SMART), Dave Murphy (Village of Grafton), Melissa Depies (Village of Grafton), Jill Haygood (Outagamie County), Sharon Schmeling (Jefferson County), Sharon Ehrhardt (Jefferson County), Vic Imrie (Jefferson County), Carlton Zentner (Jefferson County), Bruce Haukom (Jefferson County), Rick Meyers (Milwaukee), Becky Curtis (Milwaukee), Janet Cline (Walworth County)

Guests: Zac Lagan (CLIMB Theatre), Tim Glander (Recycling Magic Show)

1. **Approve minutes from Steering Committee meeting on March 4, 2008.**
 - a. Minutes approved.
2. **Review Action Items**
 - a. Soperi has fixed problem with “Members Only” section, so Annie can now upload files. She will post Recycle More Wisconsin files and send out username and password information.
 - b. All other items completed.
3. **2009 Menu of Services**
 - a. We are starting to develop the 2009 Municipal Partner Membership forms, and considering which programs to list on the Menu of Services.
 - i. Nancy Davenport, Karin Sieg, and Annie Danko met to form a “Youth Outreach” committee. They are creating Be SMART educational guidelines and fact sheets to use when considering potential youth programs for Be SMART.
 - ii. Many Be SMART members do not take the opportunity to book any of the recommended education programs listed on the Menu of Services. Because of this, we invited Nancy Davenport, CLIMB Theatre, and Tim Glander to speak to the Committee about their respective programs.
 - b. **Coalition’s 4th grade outreach: Nancy Davenport**
 - i. Nancy handed out and reviewed an outline of her “4th Grade Earthcare Leadership” outreach program.
 - ii. Her program includes teaching students about leadership, and putting waste reduction into that mindset. It is done on a classroom level, with each student getting the opportunity to participate.
 - iii. She gives a folder to each teacher with specific municipal recycling information, classroom activities, a waste reduction themed book for the classroom, Wisconsin DPI Environmental Education standards, and an evaluation form.
 - iv. In order to reach more areas with this program, Be SMART will contract with a part-time educator beginning in fall 2008 to assist providing this program along with Nancy.
 1. Nancy Davenport will recruit and train the educator, and collect materials needed.

- v. On the 2009 Menu of Services, we will encourage members to book the Earthcare Leadership program for all 4th grade classrooms in a school, not just 1 or 2 classrooms.
- c. **CLIMB Theatre: Zac Lagen**
 - i. Zac handed out summaries of CLIMB's environmental plays, and a CD with performance clips. They can also be found on the CLIMB website: <http://www.climb.org/>
 - ii. CLIMB is a non-profit theatre group based out of the Twin Cities, MN. They have been doing character education programs for 35 years, and have multiple environmental-focused programs.
 - iii. They have worked with Be SMART for 3 years, doing large-group performances for elementary schools (K-2 and 3-5). They also have the ability to do programs for middle or high schools. They keep records of their shows so they don't repeat the same performance at a school.
 - iv. CLIMB does all of their own scheduling with the schools, and also provide parent letters, activity books, and evaluations.
 - 1. Karen Fielder requested that in the future they include local recycling information to the schools. We can also add in recycling questions to their evaluations.
 - 2. RCC will make sure all evaluations are shared with the sponsoring municipalities.
- d. **"Trash Time" magic show: Tim Glander**
 - i. Janet Cline gave an overview of Tim's program and handed out copies of evaluations. Walworth County paid for his performances in county schools last year.
 - ii. Tim Glander performed the first 10 minutes of his "Trash Time" magic show for the Committee. He tied the theme of "reduce, reuse, and recycle" into magic tricks.
 - iii. His show is for kindergarten - 6th grade, and can be done in a classroom or in a large auditorium.
- e. **Jack Kaufmann**
 - i. Jack Kaufmann is an environmental educator from Illinois who gives a music and multi-media waste reduction performance that he can cater to any age group.
 - ii. He gave 10 performances in Milwaukee in February 2008. Nancy Davenport, Chris Beimborn, Becky Curtis, and Rick Meyers all saw some of his performances and recommended him.
 - iii. Clips of his performance are available on his website: <http://in-the-green.net/>.
- f. **Other/discussion: Change in Municipal Menu of Services Form/pricing and Follow Up**
 - i. RCC will try to negotiate lower prices based on a minimum number of events in the area.
 - 1. Instead of putting exact prices on the Menu of Services, we may put a range.
 - 2. Annie could send out emails to everyone to see if members want to book programs in a specific block of time.
 - 3. Final price will be set once all interest is determined.
 - ii. Annie will put educational contractor information and links on the Member's Only section of the website.
 - iii. Be SMART will guide these contractors more in the future:
 - 1. Ensure that the programs cover our values and that all facts are accurate.
 - 2. Ensure there is some kind of follow-up activity or discussion questions distributed.
 - 3. Get local recycling information to presenters to distribute at program.

4. RECYCLE MORE update

- a. Catral Doyle Creative's designs of website, ads, and billboard can be found at <http://www.cdcreative.com/besmart/>
- b. Annie reviewed the work that CDC has done so far. We are looking at a late June/early July release.
- c. Committee gave suggestions for community pages - http://www.cdcreative.com/besmart/web/Be_SMART_communitychart2.jpg
 - i. Add a notes section to left side for communities to give details about their program.
 - ii. Take off "Curbside Pickup" line
- d. We need to figure out a pricing system for community pages on the Recycle More Wisconsin website.
 - i. We want to be sure that it is easy for communities to be involved and pay for so that it is truly a one-stop recycling center for Wisconsin. But we also need to be sure to cover costs.
 - ii. Be SMART members will get a page as a part of their Be SMART membership.
 - iii. Full non-RU members (Jefferson County) will get a page for the county, and can include links to specific community information on their page. Need to determine what benefits limited donors, such as Walworth County, receive.
 - iv. Jill Haygood talked to Winnebago County (not a Be SMART member) to gauge their interest. They would be interested on a county-level, even though they are not the RU.
 - v. We also need to set a price for annual updates.
- e. Could possibly list every RU in Wisconsin on the drop down menu. If they choose one that is not a part of RMW, they will get a page that says "Your community is not yet a member of this campaign. If you would like to see your information here, contact your municipality or hauler.."
- f. In the future, the DNR may be able to help promote use/support of the site on their information sent to RUs. We would also like to be able to make the contact and program information from DNR annual reports compatible with the RMW website.
- g. Sharon expressed interest in REI grant funding for communities in Jefferson County. They could possibly use Recycle More Wisconsin as their project to get the grant money. Karin, Karen, and Sharon will meet to talk about this further.
- h. Be SMART applied for EPA grant to expand website throughout the state.
 - i. Should find out if we received it by Wednesday, June 4.

5. Project Team Updates

- a. **Conservation Challenge**
 - i. Chris Beimborn, Meribeth Sullivan, and Analiese Smith met and created the "Conservation Challenge Revisions Proposal" document (attached).
 - ii. Chris reviewed the document for the Steering Committee.
 - iii. There are several major changes proposed:
 1. No scholarship offered.
 2. Opportunity for mini-grants to get project going.
 3. Open to all ages and groups, not just high school students.
 4. More communication between participants throughout process. Will be done through weblogs, video, and in-person forums.
 5. Use semiannual themes (launched at Earth Day and America Recycles Day) to guide projects and create promotion opportunities. .
 - a. First theme could focus on Recycle More Wisconsin.
 - iv. Jefferson County suggested Greg David, a member of their board, as a good resource. He teaches sustainability courses and video tapes a lot of projects. Chris Beimborn will contact him for ideas.

- v. The workgroup will put together a work plan with a timeline, and then distribute for Be SMART partners to sign up for tasks.
 - b. **Green Pages**
 - i. The 2008 Green Pages was published in the Milwaukee Journal Sentinel on Thursday, April 3rd.
 - ii. The Green Pages workgroup was disappointed that many Be SMART articles they wrote and collected did not make it into the publication.
 - 1. Although MJS staff kept to the 60%/40% content/advertising ratio, advertiser "advertorials" were counted as content, which was different than in past editions..
 - 2. After the regular content (resource guide, Earth Day events, etc.) was inserted, there was only room for 2 Be SMART articles.
 - iii. The Green Pages workgroup is meeting on June 13th to discuss the 2008 publication. They will work to figure out how to get more content in future issues.
 - iv. The workgroup will also discuss the role of the Coalition in the future- whether we still need to take an active role in putting together the MJS "Green Pages," or if we can step back and just provide content knowing MJS will continue the project.
 - c. **Communications: newsletter and website hits**
 - i. First newsletter sent out April 11th.
 - 1. Sent to 185 emails, 62 opened it.
 - ii. Next newsletter possible topics: announcement of RMW website, Conservation Challenge, highlight roundtables, high school "Wizard of RRR" production. There will be pictures included.
 - iii. Next newsletter will go out in early July.
6. **Other Business**
- a. On 2008 Sponsorship Opportunities, media sponsors are not included. Linda Wainstock requested that we be sure to list the *Milwaukee Journal Sentinel* and the Jefferson County papers on Be SMART materials.
 - b. RCC will distribute a notice to municipal members with a link to the Turn Over a New Leaf materials on the website, along with an explanation of the benefits to communities in August.
7. **Next meeting**
- a. September 2, 2008
 - b. Roundtable topic: TONL/Compost
 - c. Waukesha County
8. **Adjourned at 3:00 pm**

ACTION ITEMS

AGENDA ITEM	WHO	WHAT	DEADLINE
2.a	Annie	Send out Members Only password information.	6/30/2008
3.c.iv	RCC	Send completed CLIMB evaluations to municipalities.	6/6/2008
3.f.ii	Annie	Post educational contractor information on Members Only website.	6/30/2008
4.c	RCC	Communicate changes to CDC.	6/13/2008
4.g	Karin S., Karen F., Sharon E.	Set up meeting to help Jefferson County RU's apply for REI grant for RMW.	?
5.a.v	Chris Beimborn	Send Conservation Challenge work plan to Steering Committee members.	8/22/2008

5.c.iii	Annie	Send out electronic newsletter.	7/11/2008
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