

March 15, 2018  
1:00 p.m.

ADEQ Building  
Room 1E09

State Board Members present:

Jay Sexton  
Don Curan  
George Wheatley  
Patsy Weidanz  
Kathryn Duncan  
Charles Miller

Others Present:

Andrea Hopkins ADEQ  
Teresa Bechtel ADEQ  
Baley Moll J&J  
Craig Douglas ARSWD

#### Acknowledgement of Notification of Media

George Wheatley called the meeting to order at 1:00. Teresa Bechtel confirmed the media notification.

#### Discussion and Agenda

George Wheatley welcomed everyone to the meeting and requested those in attendance to introduce themselves. George Wheatley read a resignation letter from Lisa Douglas one of our new Board members.

Patsy Weidanz read the minutes from the last meeting. Don Curran made a motion to approve minutes read. Jay Sexton seconded and the Minutes were approved.

George gave an overview of the changes to the Boards. The last legislative session combined the CAP Panel and the State Marketing Board for Recyclables. George felt we could make a seamless transition the Recycle Tax credit is a positive draw to new business this should allow us to reach businesses and see if they have any problems with air permits at the same time.

Don ask just exactly how can we help with things like air permits. When we find an issue we are to facilitate the flow and get the business to the correct ADEQ person.

The legislators gave us the name Compliance Advisory Panel there was great concern with a name like that most business would not welcome us to see their operation. We ask

if we could have a name like Sustainability Panel or something more inviting. Andrea will get with legal and get back with us.

One of the areas of CAP was an Arkansas Newspaper Recycling Advisory Committee Don is chair for the committee he gave us an update. There are less than 300 newspapers in the State. Don contacted the Arkansas Press Association they agreed that Don would develop a survey and Arkansas Press Association would send it to their members. Don has sent the Survey but it has not been sent out as of meeting date. Don will send the survey to Andrea and she will send to all the Board members.

Our new logo will have to be put on hold until we find out about legal name.

Impute for the web presence will have to be put on hold until we get legal determination.

Craig Douglas suggested we put a manufactory match up for products on our web page. He also wanted us to understand the marketing process in China they have become much more particular with recyclbes in 2011 they would allow 8% contamination the number today is .5%. Having said that he gave us a presentation on a new marketing program to educate the public on what goes in the Recycle cart and what does not. The contamination rate in Pulaski County is 37%. The number 1 item that causes contamination is plastic bags. He showed us 4 TV spots that will start airing in the Central Arkansas area. He also showed us a mail out that will be going to all Waste Management customers in Little Rock, NLR and Sherwood. There is also a flyer that will be put on recycle carts when improper materials are in the cart. Channel 11 will give recycling tips on Mondays through their social media.

A Countywide program for 3<sup>rd</sup> and 4<sup>th</sup> graders will start teaching the students what goes in a cart and what does not in the Pulaski county area.

Craig also advised that Alcoa is taking shingles ground once.

George said at some time we will have to change how we measure Recyclables it can no longer be by weight due to the fact everything is getting lighter including plastics. He thought maybe somehow we could measure by your carbon footprint.

Having no more business the meeting was adjourned.

Patsy Weidanz