

April 21, 2011
10:00

Waste Management
Rogers, Arkansas

State Marketing Board Members Present:

Don Curran
Tim Freel
Patsy Weidanz

Others Present:

Teresa Bechtel ADEQ
Sean Stephan Waste Management
Mike Hagood Waste Management
Rebecca McCarthy, Waste Management

Acknowledgement of Notification of Media

Tim Freel called the meeting to order. Teresa Bechtel confirmed the media notification.

Discussion and Agenda

The minutes were approved as read.

The new logo was discussed. The Board would like to have business cards with the new logo to distribute as representatives for the Marketing Board. Teresa said she would check into this for them. The board approved the stationary with the new logo that had the address located at the bottom of the page.

The Board discussed the web page to be placed on the Governor's website and the need for a place for the communities to get recycling and marketing information from the Board. Teresa discussed the web site and the information they would need. The web page can be up to 6 pages of information with 2 to 3 pages that Teresa can make changes and update when needed. Patsy Weidanz made a motion that we have Teresa get the web page up and working using a private web page designer. Don Curran seconded the motion. Motion carried unanimously.

Teresa said they would need a web domain address. The web company had suggested that the web address www.Arkansasrecycles.org was available. Don Curran made a motion to use this web address and Patsy Weidanz seconded the motion. Motion carried unanimously. The Board would like to see generic recycle pictures on the first page.

Teresa gave us a handout of the existing Mission statement for the Board. The Board agreed that the Mission statement should remain unchanged and listed on our web page.

Sean Stephan gave the Board a very informative presentation on "What is a Sustainable Solutions Team?" Sean was particularly excited about a landfill pellet that can replace coal. San Antonio will soon open the first plant using the landfill pellets in place of coal. Waste Management has partnered with the Fourth grade classes in the Bentonville School District for a test pilot recycling program. This program has a points system that allows the teacher to buy supplies for the classroom and 30% of the revenue of the sold recycled products goes back to the school. Sean also discussed a plastic to oil program in the works.

After the presentation, Teresa gave out several handouts she will be using at the RealGreen Expo. She presented drafts for the Marketing Board and Marketing Directory flyer. She also presented the flyer for the RENEW, material exchange and Tax Credit Program. She is using these flyers and a large tri-fold to promote the Marketing Board and inform businesses about the tax credit and recycling opportunities.

The Board discussed the Highway Department's reply letter on the use of recyclables in roadways. The Board did instruct Teresa to send a copy of the Arkansas Highway Department's letter to John Roberts and Jim McClelland. The Board decided to wait on a reply to the Highway Department for further discussion.

Teresa told us a Jonesboro Asphalt company came by her office to discuss the use of shingles in their asphalt mix. They plan to use in private driveway jobs. Teresa gave them information concerning the tax credits. A man in Fort Smith that is considering a glass processing plant has also contacted Teresa. He is currently working on his business plan.

Tim Freel advised us he would have a recycling collection area on State Park property soon. He is seeing positive progress in his area concerning recycling.

The Board asked Teresa to write a letter to Parks and Recreation concerning the hiking/biking trail that is being planned for Northwest Arkansas. The Board would like Parks and Recreation to consider using a recycled product in their asphalt mix. The Board would also like Wal-Mart to receive a copy of the letter since they are matching funds for the project.

Old Business

None

Having no more business to discuss the meeting was adjourned.

Patsy Weidanz
Secretary