



# STARK-TUSCARAWAS-WAYNE JOINT SOLID WASTE MANAGEMENT DISTRICT

9918 Wilkshire Blvd NE • Bolivar, OH 44612  
330-874-2258 • 800-678-9839 • 330-874-2449 FAX  
[www.timetorecycle.org](http://www.timetorecycle.org) • [district@timetorecycle.org](mailto:district@timetorecycle.org)

David Held                      Erica Wright  
*Executive Director*            *Finance Director*

## POLICY COMMITTEE MEETING MINUTES

Friday, July 13, 2018 @ 10:15am

### 1. Roll Call

#### **Policy Committee Members:**

Ron Amstutz, Wayne County Commissioner  
Tom Farbizo, filling in for Matt Bender, Tuscarawas County CII Representative  
Nicholas Cascarelli, Wayne County Health Department Representative  
Mark Cozy, Stark County Public Representative  
Janet Weir Creighton, Chairperson, Stark County Commissioner  
Joel Day, City of New Philadelphia Representative  
Brian Gentry, Wayne County Public Representative  
John Highman, City of Canton Representative  
Bob Holland, Wayne County Public Representative – No conflict  
Mike Kopko, Tuscarawas County Health Department Representative  
Phil Revloc, filling in for Kirk Norris, Stark County Health Department Representative  
Matt Ritterbeck, Tuscarawas County Township Representative  
Joe Sciarretti, Tuscarawas County Commissioner

#### **Staff Members:**

David Held, Executive Director  
Tiffany Hupp, Administrative Coordinator  
Rachel Rothacher, Administrative Director  
Steve Tharp, Operations Coordinator  
Erica Wright, Finance Director

#### **Absent:**

Doug Baum, Stark County Township Representative  
David Bennett, Tuscarawas County Public Representative  
Elaine Campbell, Stark County CII Representative  
Bill Cletzer, Wayne County Township Representative  
Lee Finley, Tuscarawas County Public Representative – No conflict  
Becky Foster, Wayne County CII Representative  
Mark Nussbaum, City of Wooster Representative  
Carl Rose, Stark County Public Representative – No conflict

### 2. Approve July 13, 2018 Policy Committee Meeting Agenda

- ❖ ***Resolution PCM-2018-6:*** *Member Cascarelli moved and Member Sciarretti seconded a motion to approve the July 13, 2018 Policy Committee Meeting Agenda. The motion passed unanimously.*

---

## BOARD of DIRECTORS

Stark  
Janet Weir Creighton  
Richard Regula  
Bill Smith

Tuscarawas  
Chris Abbuhl  
Kerry Metzger  
Joe Sciarretti

Wayne  
Ron Amstutz  
Ann Obrecht  
Sue Smail

3. **Approve February 16, 2018 Policy Committee Meeting Minutes**

- ❖ ***Resolution PCM-2018-7: Member Cozy moved and Member Gentry seconded a motion to approve the February 16, 2018 Policy Committee Meeting Minutes. The motion passed unanimously.***

4. **Executive Director’s Report**

- District Plan is a 15-month process—started in September 2016
- Finished the public comment period/public hearing with no comments. Will present any other adjustments made since last meeting and then pass resolution to move on to ratification process
- STW Non-Binding Advisory Opinion Comment Address (5-15-18)
  - 1 key deficiency due to new format requirements: The Plan does not demonstrate that the District meets or will meet Goal 4 of the 2009 State Plan regarding education, outreach and marketing using the best practices
  - 50+ minor adjustments

1. ***Plan doesn’t demonstrate how the District aligns its outreach and education to available infrastructure.***

- The following was Added to APPENDIX L, SECTION B Evaluation of Existing Outreach, Education, and Technical Assistance (overview of each audience):
  - ✓ Residents: promotion of this available infrastructure is done through advertising campaigns, the District website, District publications, and presentations done at civic groups, fairs, and festivals.
  - ✓ Schools: The District primarily educates the schools about infrastructure as well as other recycling topics through presentations done at the schools by the Outreach Coordinator as well as occasional e-newsletters sent to some schools.
  - ✓ Industries: The District provides information on landfills, recycling haulers and trash haulers on its website...
  - ✓ Institutions and Commercial Businesses: The District provides information on landfills, recycling haulers and trash haulers on its website...
  - ✓ Communities & Elected Officials: The District primarily educates the government offices about infrastructure through routine communication with these offices due to partnership with the District hosting drop-off sites or participation in District grant programs.

2. ***The Plan doesn’t demonstrate that the District followed the best practices when developing and selecting outreach programs (understanding the needs of different audiences).***

- The following was added to APPENDIX 7, SECTION B: Evaluation of Existing Outreach, Education, and Technical Assistance
  - ✓ The tools/philosophies below help the District focus on the method a message is given to the audience and best fulfill their needs in education and outreach strategies.

Strategies	Target Audience				
	Residents	Schools	Industries	Institutions & Commercial Businesses	Communities & Elected Officials
Detail Oriented			✓		
Hands-On Activities		✓			
Concise Concepts	✓		✓	✓	✓
Handouts	✓	✓		✓	
Presentations	✓	✓	✓	✓	✓
Discussions		✓	✓	✓	
Audience Participation	✓	✓			
Overarching Summative (Brief Statements & Main Points)			✓	✓	✓
Visual Aids	✓	✓	✓	✓	✓
Strategies per Audience	4	5	4	4	2

3. ***The Plan doesn't describe measurements that are appropriate for evaluating behavior change.***
    - The following was added to APPENDIX L, SECTION C. Measuring the Results and Effectiveness
      - ✓ Special Collections:
        - The District tracks car counts and could compare them to the weight of the materials collected.
        - The District is also exploring a container loan program for recycling at special events. The District would be able to measure the demand and the types of events which request materials
      - ✓ Drop-off Sites:
        - The District is developing a "clean up tracking sheet" to identify which sites are most frequently dumped, target an outreach campaign, and then measure if dumping decreased after campaigns.
        - The District's new website will feature analytics to track if visits to the site or interaction with the page increases after outreach campaigns.
        - The District occasionally distributes a recycling survey and could use the data from the responses to better target outreach campaigns.
        - The District could evaluate if an increase in the number of tires collected/participation results in a decrease in the number of mosquito sprayings per community or number of mosquitos caught in traps.
        - Tracking contamination rates could allow the District to know which areas certain outreach methods work and others that may not respond as positively
  4. ***The Plan Needs to demonstrate how the District will incorporate behavior change tools into its programs.***
    - The following was added to APPENDIX L, SECTION E. Outreach and Marketing Plan
      - ✓ Contaminations at public recycling drop-off sites: Possible behavior change tools include: increased signage, changing the decals, target radio/print campaigns, installation of camera, installation of fencing/gates, posting pictures of illegally dumped items at drop-off sites on social media
      - ✓ Commercial use of public residential intended yard waste drop-off: possible behavior change tools include: increased signage, reminding residents, distributing information about available recycling infrastructure and District technical assistance
  5. ***Ohio EPA couldn't identify an outreach priority that fulfills the intent of the 2009 State Plan.***
    - The following was added to APPENDIX L, SECTION F. Outreach Priority
      - ✓ Public Recycling and Yard Waste Drop-off Site Contamination
        - Goals: Decrease contamination rate, increase public education, increase security at sites
5. **Resolution to Adopt the Amended Solid Waste Management Plan**
- ❖ ***Resolution PCM-2018-8: Member Sciarretti moved and Member Cozy seconded a motion to adopt the amended Plan as the Stark-Tuscarawas-Wayne Joint Solid Waste Management District Plan. The motion passed unanimously.***

6. **Other Business**

There was no other business.

7. **Adjournment**

❖ **Resolution PCM-2018-9:** *Member Holland moved and Member Creighton seconded a motion to adjourn the meeting. The motion passed unanimously.*

\_\_\_\_\_  
Rachel Rothacher, Administrative Director

\_\_\_\_\_  
Date