

Saline County Regional Solid Waste Management District

Regular Board Meeting

November 20, 2013

Board Members Present: Mr. Jim Erwin; Dr. Don Brashears; Mr. J.R. Walters; Judge Fite; Mayor Jeff Arey; Bob McKeon (Proxy).

Others Present: Mr. Shane Knight, Operations Manager, Saline County RSWMD; Ms. Tiffany Dunn, Marketing Coordinator, Saline County RSWMD; Mr. Michael Grappe', Executive Director, Saline County RSWMD; Mr. Sam Ed Gibson, Attorney Saline County RSWMD; Mr. Jerry Conrad, Conrad Trash Service; Mr. Mike Lauderdale, Terry's Waste Management; Jordan Woolbright, Woolbright and Associates; Ms. Sarah Dervuen, Saline Courier. Mr. Jerry Burke, Republic Services.

Mayor Arey called the meeting to order and asked everyone to sign in.

Reading of Minutes from November: Mayor Arey stated the first order of business was the reading of minutes from the October meeting. Mr. Walters made a motion to approve the Regular Board Meeting minutes from October. Mr. Erwin seconded the motion. All were in favor and motion passed with no opposition.

Reading of Financial Statement and Financial Position from November-Jordan

Woolbright: Mr. Woolbright stated that the Operating account had an ending balance of \$676,225.32, the Revenue Account had \$1,611,067.56, the Recycling Account had \$197,944.29, and the Investment Account had an ending balance of \$2,002,388.22. Mr. Woolbright stated that the total cash and cash equivalents are \$4,487,625.55. Mr. Woolbright stated that there is no prior data but will email the prior months. Mr. Woolbright stated that on the operations detail report there is an outflow of a total of \$51,897.19 for the month of Oct. Mayor Arey stated that it doesn't look like any out of the ordinary expenses. Mr. Erwin asked if under professional expenses if that included Mr. Woolbright's fee. Mr. Woolbright stated that it included his fee, Ben Favre's fee, and best printing. Mr. Woolbright stated that the Gibson and Gibson fee will be included in the professional fees in the future. Mr. Woolbright stated that on the next page shows all the checks to make up the \$51,000 figure from the Operations Detail Report. Mr. Woolbright stated that the process is now that he has all the checks locked in his office and that Mr. Grappe', Mr. Knight, or Ms. Dunn will bring him all the payables and payroll. Mr. Woolbright stated that he produces those checks in house and they are provided to the office for approval and brought to a Board member for signature. Mr. Woolbright stated that the last two pages of the report are the check register for the Operating Account and the Recycling account. Mr. Erwin asked if these are the checks that have been cleared. Mr. Woolbright stated that these are the checks that have been written but not necessarily cleared. Mr. Woolbright stated that with the budget coming up that there will be some changes to quick books so that items will be

listed more properly. Mr. Walters Made a motion to approve the November Financial Statement and Financial position from October. Mr. Erwin Seconded the motion. All were in favor and motion passed with no opposition.

Inter-District Tire Update-Stacy Edwards: Ms. Edwards stated that there were 5,072 tires processed from Saline County for the month of October. Ms. Edwards stated that is a moderate level of tires. Ms. Edwards stated that the total tires processed for October were 62,952. Ms. Edwards stated that the Saline County fund has \$85,229.93 which is a little low because 2nd quarter grants have not been received in the 3rd quarter like we normally would. Ms. Edwards stated that on the print out on the front of the packet is part of the public relations campaign. Ms. Edwards stated that the billboards will be located somewhere on Military. Ms. Edwards stated that the new logo will also appear and is important to the campaign and will be able to link it to our website. Ms. Edwards stated that there will also be radio spots on all the major big stations in English and will also be on Hispanic stations. Ms. Edwards stated that the message will be that it is illegal to dump and report it if you see it. Ms. Edwards stated that Parsons Tire is still going to be accepting tires from the public. Ms. Edwards stated that Davis Rubber is getting closer to approval for their permit on their site. Ms. Edwards stated that they have received a preliminary approval and which in turn required a 30 day public notice. Ms. Edwards stated that when that is all done they will be able to accept tires from the inter-district as well as the state. Mr. Erwin asked if there were only 2 places that accepted tires in the District. Ms. Edwards stated that yes at the Landfill and at Parsons. Ms. Edwards stated that for our tire volume that should be enough and if we need another one there is another tire trailer available. Ms. Edwards stated that if we have a feeling there is a problem we could try to set up another location. Ms. Edwards stated that when we get the big tires in and when they are processed the tires will come in big pieces. Ms. Edwards stated that they will have to be processed again to be a sellable product. Ms. Edwards stated that they will be taken to the other side and reprocess them into tire drive fuel which is considered waste to energy and then they can also process them into playground rubber and mulch. Ms. Edwards stated that what we would like to do is set up a second line of processing so that when the tires come out of the first line in the bigger pieces they can move them directly into another shredder to be made into a size that is feasible. Ms. Edwards stated that Roger is looking into making a mulch product because it is demand right now with landscape companies. Ms. Edwards stated that he is looking at being able to color the mulch into the different colors. Ms. Edwards stated that she feels that the mulch product is the way they will be going in the future.

Environmental Officer Update-Shane Knight: Mr. Knight stated that he had three calls since the last meeting. Mr. Knight stated that one was a call off of Mount Olive Road which was a deer camp road and the site was cleaned up. Mr. Knight stated that there was a call from ADEQ of an individual burning tires, construction, and demolition debris off of Highway 70. Mr. Knight stated that he has done two inspections and can't find any evidence of it so he has referred it back to Lori Burke at ADEQ and has continued to check on the site at least once a

week. Mr. Knight stated that there was another call about dumping at our drop off location at East End. Mr. Knight stated that he is starting to see more of the dumping behind the bins. Mr. Knight stated that he is starting to check on those and keep them cleaned up.

Executive Director Update:

Recycling Program: Mr. Grappe' stated that we have our black boxes out that we are still losing money on. Mr. Grappe' stated that curbside recycling is going to be a go and Jerry Burke from Republic Services is here to talk about the program they plan on putting in its place. Mr. Burke stated that they are ready to go by January 1st. Mr. Burke stated that they plan on starting advertising to their customers starting in January. Mr. Burke stated that they are looking at a company to work with in Little Rock to start a partnership here in Saline County to keep the recycling in house. Mr. Burke stated that initially the curbside recycling will be offered in the main municipalities before they branch out to the entire county. Mr. Burke stated that they will be looking at working with the District on the education of curbside. Mr. Burke stated that they will be staying away from commercial business in the beginning. Mr. Lauderdale stated that they will be starting January 1st as well. Mr. Grappe' stated that they have had some conversations about extending the recycling program into the first quarter. Mr. Grappe' stated that Republic Services will have to let the other haulers to in to dump as well. Mr. Grappe' stated that the process was to have a transfer station here in Saline County. Mr. Grappe' stated that Republic has to make it fair to all the haulers. Mr. Lauderdale stated that he isn't going to be able to know what to charge his customers if he doesn't know what the rates will be at the landfill.

Upcoming Events: Ms. Dunn stated that we will be participating in the Christmas parade in Benton on December 2nd. Ms. Dunn stated that we just finished our Door Judging contest and had five schools participate. Ms. Dunn stated we were able to award the first place classroom winners with a \$100 visa gift card.

Advertising Efforts-Tiffany Dunn: Mr. Grappe' stated that Judge Fite has asked us to look at the Education side of recycling. Mr. Grappe' stated that Ms. Dunn has taken the task at hand and has a report for the Board. Ms. Dunn stated that she has put together a combination of radio, TV, billboards, direct mail, Website, Facebook, Bryant Daily, and Saline County Lifestyles. Ms. Dunn stated that the qualitative data was done on Saline County residents by zip codes and shows that 41% of Saline County residents are eco-friendly. Ms. Dunn stated that the first two pages are radio and has chosen to use Cumulus Radio and Clear Channel Radio. Ms. Dunn stated that the programs that were chose were the Arkansas Traffic Network and Total Traffic Network. Ms. Dunn stated that it is a :15 second radio spot. Ms. Dunn stated that the spots will air across ten radio stations in the drive time hours. Ms. Dunn stated that on the next page is Channel 4 and won't charge for the production of the commercial. Ms. Dunn stated that the Channel 4 advertising is for a News Rotator that rotates doing the news and on the weekends. Ms. Dunn stated with the Billboards we have decided to go with the Chamber Billboard and run

it in January, February, and March. Ms. Dunn stated that we are also looking at Lamar Advertising for billboards to have a billboard on Military Road to reach local citizens. Ms. Dunn stated that the next two pages are for Direct Mail and with that we can target just Saline County Citizens and single family homes. Ms. Dunn stated that we are working on some options to handle the Direct Mail, the first option is to hire a company that will handle the process from start to finish, and the second option is to hire a printing company directly and then we handle the Every Door Direct Mail Service. Ms. Dunn stated that doing that option we have to bundle ourselves and take the bundles to each post office for the zip code. Ms. Dunn stated that the miscellaneous advertising is the normal advertising that we already do: Bryant Daily, Website, Facebook, and magazines. Ms. Dunn stated that we will also do the Water Bills in Benton, Bryant, Bauxite, Alexander, and Shannon Hills to let people know about curbside recycling. Ms. Dunn stated that she has an ad to show the Board that will be in the Saline County Lifestyles magazine. Ms. Dunn stated that the total investment that we are looking at for Curbside Education is about \$20,000 and can increase depending on the option that we want to go with for Direct Mail. Mr. Grappe' stated that there are two levels to this the first part is to let everyone be aware and the second part is to tell them what can be recycled. Mr. Grappe' stated that we will give the customer an education packet to let customers know what will be recycled and it will include a letter, a magnet, and a tag. Ms. Dunn stated that she is currently working on getting quotes on the magnets from different companies. Mr. Erwin stated that he would like to see a Billboard in Bryant somewhere. Ms. Dunn stated that she is working on that and wants it to be on Reynolds Road. Mr. Grappe' stated that what the Board is looking at now will be in generic form to give to the haulers that will be participating in the program. Mr. Lauderdale stated that the new recycling program in Morrilton has been a successful program. Mr. Grappe' stated that he would like to run through the options of the education program and have the Board approve. Mr. Grappe' stated that he would like the Boards approval to go into contract with the two radio groups. Judge Fite made a motion to approve the radio advertising. Dr. Brashears seconded the motion. All were in favor and motion passed with no opposition. Mr. Grappe' asked about discussion about TV. The Board was not interested in TV. Mr. Grappe' stated that he is asking for a \$10,000 maximum for the billboards to do Bryant and Benton locations. Mr. Walters made a motion to approve. Mr. Erwin seconded the motion. All were in favor and motion passed with no opposition. Mr. Grappe' stated that he would like discussion on Direct Mail. Mr. Grappe' stated that his opinion on Direct Mail is that we are going to be sending out information in all the water bills and there isn't a charge do so. Mr. Erwin stated that his position with Direct Mail is that it is just for name recognition. Mr. Grappe' stated that first we will send it out through the water bills and that we have talked about employing our Green Teams to give out information. Judge Fite stated that he would like to see a Direct Mail but would like to wait and see what the actual dates of when the curbside recycling program will actually be starting. Mr. Erwin suggested that we start doing Twitter.

Community Efforts: Mr. Grappe stated that he had a meeting with a new group called Saline Green. Mr. Grappe' stated that they are going to operate as an umbrella for all the other

organizations such as L4YN, Benton Matters, and Keep Bryant Beautiful. Mr. Grappe' stated that there is a lot of exposure capabilities because the energy companies are tied into the organization. Mr. Grappe' stated that for example Benton Matters will be doing a clean-up on MLK Day and using Saline Green can get the word out for all different clean-ups that will be going on for that day. Mr. Grappe' stated that Saline Green would post billboards stating that Saline County is busy with clean-up and on the website would list all the organizations and the clean-ups and community involvement. Mr. Grappe stated that there is another organization in Saline County called the Quality of Life. Mr. Grappe' stated that Benton Matters will be doing a clean-up in January in the Ralph Bunch Community.

Recycle Center Labor Update: Mr. Knight stated that we are down to four staff members during the day and three full-time during the second shift and the cost for October labor was \$27,592.68. Mr. Knight stated that the hauling is a combination of Republic and Bin There Dump That totaling \$6,793.15. Mr. Knight stated that we had a cylinder go out on the big baler costing \$715 in labor and the repair being \$1,614.03. Mr. Knight stated that on the wheel loader the pump and valves went out costing \$4,124.78. Mr. Knight stated that the profits from the metal was \$2,874.50 and paper/cardboard was \$8,045.45. Mr. Knight stated that the paper and cardboard is a 70/30 split with Republic Services. Mr. Knight stated that we are still operating at a net loss of \$30,590.44. Mr. Knight stated that we have taken on an additional 60 yards of material from Hot Springs Village. Mr. Knight stated that the material is about 95% uncontaminated and very clean. Mr. Erwin asked what will happen with the schools and the hospitals once curbside goes into effect. Mr. Grappe' stated that it will have to be a mind change for the personnel at the schools. Mr. Grappe' stated that we receive containers from Hospitals and we pay for the disposal. Mr. Grappe' stated that they are looking into alternatives. Judge Fite stated that he thinks that our plan is get to neutral where we aren't losing money. Mr. Grappe' stated that the real cost is coming from the schools and businesses.

2nd tape was dysfunctional and switched to 3rd tape.

Miscellaneous: Mr. Grappe' stated that he would like direction from the Board on the Grant proposal for Arkansas State University. Mr. Grappe' stated that sometime in the future it come from ADEQ that we have a proper way of disposing yard waste. Mr. Grappe' stated that it will carry out the research to see if it is possible. Mr. Knight stated that at the ADEQ meeting they are asking each District to come up with a proper process and in talking to Republic they could possibly use as a layer to cover waste in the Landfill. Dr. Brashears made a motion to approve the Grant to ASU. Judge Fite seconded the motion. All were in favor and motion passed with no opposition.

Old Business: There was no old business to report.

New Business: There was no new business to report.

Public Comments: Mr. Knight stated that he has sent out all permit packets to the waste haulers in the County. Mr. Knight stated that he sent out 30 or 31 packets. Mr. Lauderdale asked why the District is covering the expense of the Hospital and businesses in the county when they should be paying for their service. Judge Fite stated that he agrees and that Mr. Grappe' is looking into options to get out of picking up the recycling for them. Judge Fite stated that he would like to look at shortening the name of Saline County RSWMD. There was some discussion on options on how to legally change the name.

Mr. Walters made a motion to adjourn. Mr. Erwin seconded the motion. All were in favor and motion passed with no opposition.