

**MARION COUNTY LITTER TASK FORCE
COMMUNITY OUTREACH AND EDUCATION COMMITTEE MEETING NOTES
October 14, 2021**

The Community Outreach and Education Committee held a public meeting on October 14, 2021 at the Administration Conference Room A.

COMMITTEE MEMBERS PRESENT

Lauren Debick, Chair
Jack Stackman
Joe Reichel
Darren Park
Bobbi Perez

COUNCIL MEMBERS ABSENT

My Smith

OTHER ATTENDEES

Lacey Larramore, Task Force Staff Representative
Russell Ward, Assistant County Attorney
Beth McCall, Task Force Chair
Sam McConnell

CALL TO ORDER

The meeting began at 3:30 pm in Administration Conference Room A.

MEETING NOTES

- Joe Reichel has reached out to the following groups: Realtors Association, Builders Association, two different Rotary Clubs, Elks Club, Silver Springs Moose Lodge, Junior League, United Way, Shriners, NOMA and social influencers to garner support for the eradication of litter within Marion County.
- Other potential groups to contact include 4-H, Future Farmers of America, Boy Scouts, Girl Scouts, Future Business Leaders of America, and local churches.
- Jack Stackman mentioned VFW, American Legion, BIVOVAC, MCVFL, and the Southeastern Youth Fair as additional organizations to contact.
- Jack Stackman recommended a School District poster contest to bring awareness of the litter issues in the County. Earth Day (April 22) was mentioned as a possible date to plan the contest.
- Lauren Debick suggested the theme of the poster contest would be more readily rolled out if it was tied to existing curriculum (social studies and science).
- April 4th is when the sub-committee's recommendations will be presented to the joint task force.
- Suggestions for the Litter Speakers Bureau: Joe Reichel, Kevin Sheilley, Beth McCall, Craig Curry, and Lauren Debick, as well as actors, Morgan Freeman, John Travolta, and Matthew McConaughey. Also recruit members from the University of Florida Gators or their alumni. Strategically utilize the speakers geographically across Marion County.
- Potential outreach in Spanish for the Hispanic community (Lauren and Jack).

- Sam McConnell mentioned a litter themed week in the schools which could be built around a recycling/litter curriculum and outreach.
- Discussion in regards to litter and illegal dumping being two separate issues. Build specific outreach which will address both concerns. Ensure that solid waste collection and disposal information is published and readily available to the public
- Sam McConnell suggested a curriculum opportunity of bringing inmates (or videotaped interviews of inmates) who have been incarcerated for littering or illegal dumping to outreach events to tell their stories.
- Engage law enforcement to participate in the litter outreach.

Action Items

- The group should email potential Litter Speakers Bureau contacts to Lacey Larramore
- Litter Campaign may be rolled out during Fall 2022
- Determine who the social influencers are within each district.

NEXT MEETING

Next meeting is scheduled for Thursday, October 21, 2021 at 3:30 pm in the Administration Conference Room A.

Meeting ended at 4:32 pm.

Notes generated by Darren Park.