

**MARION COUNTY LITTER TASK FORCE
COMMUNITY OUTREACH AND EDUCATION COMMITTEE MEETING NOTES
December 2, 2021**

The Community Outreach and Education Committee held a public meeting on December 2, 2021 at the Administration Conference Room A.

COMMITTEE MEMBERS PRESENT

Lauren Debick, Chair
Jack Stackman
Joe Reichel
Darren Park

COUNCIL MEMBERS ABSENT

My Smith

OTHER ATTENDEES

Russell Ward, Assistant County Attorney
Commissioner Craig Curry
Sam McConnell

CALL TO ORDER

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

MEETING NOTES

- Speakers' bureau list has been completed.
- The messaging and talking points need to be tightened up.
- Potential talking points: Convenience, enforcement, pride, end goal, call to action.
- Suggestion to identify an ambassador for each school, possibly students or clubs (honor society, Beta Club, ROTC).
- Suggestion to conduct a video contest or competition on how to stop litter that determine which groups are really interested in spreading the message and doing what is needed to get the word out (post concept approval during the implementation phase.)
- Suggestion to seek out a donor for small-sized trash bags for vehicles to distribute to the community with the goal of encouraging proper disposal of trash. The bags could be branded with messaging specific to various areas of the county (maybe by commissioner district.)
- Suggestion that since a significant amount of litter is cans and bottles, to tap local beverage distributors and utilize their marketing departments to tie messaging to marketing.
- Bring together businesses to get them involved with messaging and outreach since they're products wind up becoming litter.
- Suggestion to pursue a "Litter Week" as a community-wide effort to possibly coincide with state and national programs with a resolution by the MCBCC.
- Questions was asked how many roads are available for adopt-a-road programs.
- Suggestion to develop and implement a simpler litter reporting app.

- Suggestion to place more trash cans throughout the county, possibly auction them off for sponsorship. Make the trash cans fit the litter campaign theme.
- Suggestion to distribute "I will not litter" pledge forms at speakers' bureau discussions and/or other outreach in an effort to recruit members of the community.
- Commissioner Curry suggested we look at active programs in other locations to see what they did and how they went about implementing and sustaining the programs.

Meeting ended at 4:37 pm.

Notes generated by Darren Park.