

**MARION COUNTY LITTER TASK FORCE
COMMUNITY OUTREACH AND EDUCATION COMMITTEE MEETING NOTES
October 21, 2021**

The Community Outreach and Education Committee held a public meeting on October 21, 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

CALL TO ORDER

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

MEETING NOTES

- List of organizations to host the Litter Speakers Bureau outreach was compiled.
- Send any additional contact information for potential organizations the Litter Speakers Bureau may be able to address to Lacey.
- The Litter Speakers Bureau could possibly include County Commissioners, City of Ocala, Belleview, and Dunnellon Council members.
- There was a suggestion and discussion to conduct “litter demonstration protests” to bring attention to the issue (Trash Mob).
- Polk County previously utilized a “Hall of Litter Shame” strategy to draw attention to those caught littering. Lacey will follow up on this program.
- Address the five W’s (who, what, where, when, why) when developing strategies to combat the prevalent litter in Marion County.
- The strategy to address the litter problem is to draw attention to the issue first, and educate second.
- Discussed suggestions for slogans or rallying cries (that can be added to the marketing subcommittee’s list) were “Take Back Our Community” and “Marion Strong”.
- Discussed the need for a mission statement in regards to litter. What is a good mission statement for litter?

Meeting ended at 4:32 pm.

Notes generated by Darren Park.