



explored and if we were to receive this \$1.5 million, Marj emphasized that it should be spent by the end of the calendar year (Dec 30, 2016).

Bill M. then reviewed the grant subcommittee's discussions of suggested funding and unapproved proposals and reasons for and against funding. Bill noted the subcommittee members: Stan, BJ, Marianne, Coralie, Wendy, Jim, Don, and Jackie and thanked them for their work. Bill suggested that, in light of new money coming into the grants program, that the media proposals receive additional review and re-evaluation for full or near full funding consideration. Julie and Mike P. cautioned that the price tags on the media proposals seemed high and that if funded to some level, messaging must be coherent and possibly paired with DSWA's new media blitz. Paul B. suggested RPAC/DNREC have input into any messaging prior to contract approval. Bill responded that DNREC sees and approves all media messaging prior to going live. Brian N. recommended that DNREC ask media companies to target their ads to WEB and track hits. Julie suggested to get best messaging with consistency, use what's already out there and proven to work (e.g. DSWA, Keep America Beautiful, etc.). Marj then made a motion that the RPAC support and approve the proposals and funding levels as recommended by the subcommittee, excluding the media proposals which would be subject to further discussion.

FULL:

- Postlethwait Middle School
- Capital School District
- Fifer Middle School
- MOT Charter School (2 proposals)
- Republic Services
- HO Brittingham Elementary School

PARTIAL:

- Red Clay School District
- City of Milford
- Gallaher Elementary School
- William Penn High School
- Delaware State University

NOT RECOMMENDED:

- Clayton Intermediate School
- Sanford School
- Community Education Building (CEB)
- ServiceSource DE
- FoodService Sustainability
- Layaou Landscaping

The Council approved the motion, with Julie, Bob Z., and Mike P. abstaining. Charles added a caveat to ensure that schools under state contract do not receive funds for recycling containers that the contracted hauler can supply at no additional cost.

A discussion ensued on how to move forward with media proposals with Chair and other Members noting that the media proposals are "exciting stuff" but warrant additional critical review. BJ then made a motion to set up a subcommittee to continue to review these proposals and come up with funding amounts. The following members gave their assent to re-review the media submissions: Dick, Charles, Brian, Julie, Marianne, Coralie, Stan, BJ, Mike P., Marj, and Paul. BJ then asked if this new subcommittee could then approve the media proposal's funding levels without the need for a full RPAC meeting. RPAC members agreed to allow the media grants subcommittee to approve funding.

There was subsequent discussion about whether or not to have a Cycle 8 or not. Paul suggested fast tracking Cycle 8 and move deadlines up. Marj suggested floating submissions that would be due and approved/rejected for funding by the end of the calendar year. Marianne asked if Cycle 8 submissions could be submitted, reviewed and approved by Thanksgiving. Charles made a suggestion that November deadline be moved up to the end of Sept. The consensus was to move the Cycle 8 deadline for

applications to September 30, 2016 and that DNREC would communicate this change to interested parties and through a press release.

### **Legislative Update**

Julie reported the plastic bag legislation (HB 202) is dead. Universal Recycling Grants and Low Interest Loan Program lost \$5 million.

### **Universal Recycling Regulations**

Don L. reported that the draft regulations are out to RPAC members for review and he is awaiting comments before DNREC moves the regulations forward. Bill asked for comments to be sent to Don by July 29<sup>th</sup>. He added that although the regulation adoption process would move forward, there would be future opportunity to comment or suggest changes.

### **Recycling Market update**

Single Stream recycling is low with haulers typically paying \$42/ton. Paul B. reported stalling markets as oil prices are very low.

### **Old/New Business**

Mike P. shared that DSWA is going to put money into advertising with the main goal of increasing cleanliness in the recycling stream. He also explained that DSWA is considering just providing its drop-off program at DSWA manned sites and transitioning to that over the next year.

Jackie reported on the DNREC Recycling exhibit at the Fair and that the public wants to recycle more not less and that confusion exists with what goes into Single Stream.

Charles suggested the Council work on listing the action items discussed at meetings.

Jim Short announced his retirement on Oct 1<sup>st</sup>.

### **Additional Public Comments – None.**

Stan and Mike P. brought up the issue of bag-less recycling. Mike P talked about how the City of Wilmington used a technique of leaving full bins at the curbside if they were contaminated. This provoked angry responses that lead to productive one-on-one communications between hauler and individuals that led to cleaner recycling stream in about 3 weeks' time. He caveated this story with the fact that it was a discreet effort focused on a captive audience (City of Wilmington municipal ratepayers) but points out the effectiveness.

### **Next Meetings**

Scheduled for: September 21, 2016 at 1:00 at DNREC's Shoreline and Waterways Management Office, 901 Pilottown Road, Lewes, DE 19958

### **Adjourn**

Meeting adjourned at approximately 3:40pm.