

GREENSBORO COMMUNITY SUSTAINABILITY COUNCIL
Minutes, Regular Meeting
September 14, 2015

The regular meeting of the Community Sustainability Council (CSC) was held on Monday, September 14, 2015 in the Plaza Level Conference Room of the Melvin Municipal Office Building, commencing at 3:00 p.m.

CSC Members Present:

Joel Landau, Chair	Tom Duckwall	Stephen McCollum
Chad Carwein, Vice-Chair	John Kavanagh	Bill McNeil (via phone)
Art Davis	Howard Taylor	Bob Powell

Staff and Others Present:

Dana Clukey, Planning	Sheldon Smith, Field Operations
Jeff Sovich, Planning	Ken Clayton, Green Hill Design
Tom Clary	Dr. Jack Martin, Triad Electric Vehicle Association
Taknequa Alston	John Hill, Triad Electric Vehicle Association
Doug Bartow	Dr. Don Gerhardt, Light Electric Vehicle Training Association
Sigrid Marks, Triad Reporting	

Chair Landau introduced the Council's newest member, Howard Taylor, representing District 2. Mr. Taylor described his interest and experience in sustainability.

1) APPROVAL OF MINUTES OF JULY 20, 2015 MEETING

Mr. Davis moved approval of the July 20, 2015 meeting minutes as amended, seconded by Mr. McCollum. The Council voted 8-0 in favor of the motion. (Ayes: Landau, Carwein, Davis, Duckwall, Kavanagh, McCollum, Taylor, McNeil. Nays: None.)

2) UPDATE ON CITY RECYCLING PROGRAM

Mr. Powell joined the meeting at 3:15 p.m.

Sheldon Smith, Solid Waste Collections Manager, Field Operations Department gave an update on the City's effort to rebrand the recycling program. A customer survey was conducted which resulted in a reassessment of the recycling program and a new campaign. Five assessment priorities were established from the survey as follows:

- 1) Cart Conversion – The Department is considering switching to new blue carts for collecting recyclable materials. The new carts will be phased in gradually.

The brown carts currently in service will be converted into yard waste receptacles.

- 2) Direct Marketing – Recycling information will be distributed by direct mail.
- 3) Code Enforcement – The quality of recycling will be improved through more effective enforcement. Collection route drivers will be able to safely identify contaminants being tipped into the truck through the use of cameras and tablet computers.
- 4) Policies – Their goal is to improve policy support for recycling programs.
- 5) Multi-Material Recycling Center – At a separate location other than the service yard. Another goal is to have a multi-material recycling center where other items can be accepted.

Mr. Smith informed members that the City receives \$30.00 for every ton of recycling that is delivered to ReCommunity Recycling. It costs \$44.00 per ton to go to the transfer station to tip the garbage. A total of \$74.00 in savings is generated for each ton that is diverted from the landfill (as trash) to be recycled.

The new campaign kicked off in November of 2014 based on feedback received from the citizen's survey. New recycle guides have been purchased, there are 15 billboards across the City, 64 trucks have been wrapped with colorful new graphics, and bumper stickers and tee-shirts are available for the public.

The City has recently purchased an interactive van with touch screens for live remotes at community events. They plan to continue to mail out updated recycling guides and magnetic fall calendars.

Mr. Smith thanked the CSC for their Resolution in support of the recycling study recommendations. In addition, the Solid Waste Commission adopted many of the study recommendations into their work plan and several have already been implemented. He felt that the City has made important strides toward advancing solid waste recycling programs over the past year.

3) REVIEW OF 2015 SUBCOMMITTEE WORK PLAN

- A) ENVIRONMENT – Mr. McNeil participated via conference call with CSC members. He stated that the top priority of the Environment Subcommittee involves offering water filling stations as an alternative to pre-bottled plastic bottled water. Taknequa Alston and Aaron McCullough have offered to frame a survey that would be used to circulate and gather information. In addition, the committee would like to secure a web presence, whether Facebook or Twitter or a variety of social media accounts, to share and keep information flowing about the bottled water issue.

Chair Landau indicated that the subcommittee met last week and reviewed the survey making several additions. Feedback from members on the survey was requested before it is finalized.

Taknequa Alston, 319 Montrose Drive, gave an overview of the survey based on opinions about pre-bottled water. Dr. Sills, professor at UNC-Greensboro, conducted the survey with Ms. Alston and Mr. McCullough. She plans to take comments made by Council members back to Dr. Sills so that a final update of the survey can be made.

Following the presentation and recommendations by the Council, it was determined that Mr. Carwein, Ms. Alston, and Dr. Sills will meet in November, 2015 to finalize the survey.

- B) EQUITY – Mr. McCollum and Mr. Davis have attended two City Food Task Force meetings. Although they are continuing to observe and participate, Mr. McCollum does not see a tangible objective way that the Subcommittee can tie into the Task Force at this point. Dana Clukey, Planning Department, commented that at the most recent Food Task Force meeting it was announced that an event, Food Desert Storm, was being planned at the Warnersville Recreation Center. There will be fitness opportunities along with food demonstrations and classes. It was noted that Mr. McCollum distributed summaries of the many activities occurring with the City Food Task Force, the Fresh Food Access Plan, and the Guilford Food Council at the last CSC meeting.
- C) ECONOMY – Mr. Kavanagh stated that the Economy Committee has focused its efforts on supporting TEVA (Triad Electric Vehicle Association). Dr. Jack Martin was present from TEVA and said that according to the Rocky Mountain Institute, there will be demand for a trillion dollars' worth of business in electric vehicle drive mechanisms over the next decade. This growth is one of the few things they have identified that can compete with the loss of textile jobs in this area. He said their proposal includes a site, or incubator, which would allow beginning industries to get started. The other part of the proposal includes a set of challenges such as a competition to develop a completely recyclable vehicle. He compared the challenge to working in our own backyard, only to discover that the whole world seeks the same type of technologies we've developed locally. He introduced his team as follows: Ken Clayton, Green Cycle Design; John Hill, national trainer who can repair electric and hybrid vehicles; Dr. Don Gerhardt, founder of the Light Electric Vehicle Training Association; and Doug Bartow who has been influential with UNC-G in developing their makerspace. Dr. Martin presented a brief video on the initiative.

Mr. Kavanagh explained that the Economy Subcommittee would like to connect TEVA with funds for their initiative and help them find a location for the facility with garage bays that would serve as an incubator and service center. He felt this was an incredible opportunity for Greensboro that would

create jobs. Dr. Gerhardt commented that the goal is to have Greensboro become the home of this initiative and to be known as the Gateway for electric drive.

Mr. Carwein recommended that the CSC make a statement of support for the E-Drive Gateway concept as a first step to present to City Council.

Mr. McCollum moved that the CSC support the Economy Subcommittee's efforts to work with TEVA on this initiative, seconded by Mr. Davis. The Council voted 9-0 in favor of the motion. (Landau, Carwein, Davis, Duckwall, Kavanagh, McCollum, Powell, Taylor, McNeil. Nays: None.)

4) GROWING SOLAR UPDATE

Chair Landau announced that more substantive information will be available at the next CSC meeting.

5) DISCUSSION TO IDENTIFY NEXT CSC CHAIR AND VICE-CHAIR

Chair Landau said that his term and the term of Mr. Powell are set to expire later this year. He initiated a conversation among members to help determine who might be interested in filling the role of Chair and Vice-Chair so that a decision could be reached at the November, 2015 meeting.

Mr. Powell stated that it is time for strategic decision-making relative to proposed actions that will have a legitimate impact, along with determining what is doable. The creation of the three subcommittees was an attempt to organize key actions. There was a discussion about how the CSC determines what actions are strategic and how they are achieved.

Mr. McCollum suggested that the entire next meeting be devoted to the equivalent of a group retreat. Due to their tenure with the CSC, he asked Chair Landau and Mr. Powell to come prepared to present a brief summary report of pros and cons along with their vision of where the Council should be headed and strategies for recruiting volunteers and participants. He felt the Council was at a critical junction with transitioning leaders who can offer wisdom, comments, and perspective.

Mr. Powell felt that identifying the strategic direction for the CSC for 2016 and beyond could kick-start the group in the right direction; however, there must be focus and creative resolve. He felt that it would be better to have a meeting longer than the standard two hour period.

Chair Landau proposed a longer meeting in November, to be facilitated by Mr. McCollum on the topic of moving forward.

6) INCIDENTAL ITEMS

A) ITEMS FROM CHAIR AND VICE-CHAIR – None.

B) ITEMS FROM COUNCIL MEMBERS – Mr. Powell stated that the Water Resources Department has engaged his class at NC A&T State University with a project for next year. They plan to shut down the North Buffalo Water Treatment Plant and just have all treatment transferred to the Osborne Water Treatment Plant. The North Buffalo Water Treatment Plant will be turned into a unique facility for water resources training, education, and events.

Mr. McCollum stated that “Elsewhere” on South Elm Street plans to have an artist come in and set up a water bar in October. He felt this was an opportunity to do some public outreach and research around the issue of bottled water with the community.

C) ITEMS FROM PUBLIC – None.

D) ITEMS FROM STAFF – Ms. Clukey announced that on October 7, 2015 there will be a reception to honor members of the City’s appointed boards and commissions that carry out planning-related functions, in recognition of National Community Planning Month.

8) ACKNOWLEDGEMENT OF ABSENCES

Chair Landau stated that there were no absences to acknowledge.

9) ADJOURNMENT

There being no further business before the Group, the meeting adjourned at 4:55 p.m.

Respectfully submitted,

Joel Landau
Chairman
JL:sm/jd