

City of Amarillo
Environmental Advisory Committee Meeting

On the 20th day of July 2010, the City of Amarillo Environmental Advisory Committee met at 11:45 a.m. in City Hall Room 306, with the following members present:

Anette Carlisle	Mary Emeny	Beverly Gattis	David Green	Linda Lloyd
Michael Rice	Julie White			

Absent were:

Chris Bunnett	Rosemartha Cates	Brian Eades	Kim Vincent
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The meeting was called to order at 12:06 p.m. and the following items of business were conducted:

The minutes from the last meeting were read. Motioned was made by Annette Carlisle to accept the minutes, seconded by Linda Lloyd, motion passed.

Presentation by Donna Makhavane:

Donna Makhavane approved the Public Service Announcements and informed the committee that she has to capability of getting the Public Service Announcements recorded. Kim will need to speak to the Travis "Green Team" and schedule a date and time for the recordings.

Donna discussed the "Green Corner" of the City Notes. She informed the committee that if they would provide "Green" facts and information, she would keep a file and pick a few each time to insert in the City Notes "Green" corner.

Donna also spoke to the Committee about City's standpoint on Twitter and Facebook pages.

Pictures:

It was decided that the child putting items in a recycle bin (with his hands down) would be placed onto the main page. This image will replace the hands holding the world. It was discussed adding the water catchment pictures to the water pages. Pictures will continue to be reviewed for placement on the website.

Marketing / Awareness

It was discussed that an awareness campaign is needed in order to move forward and to make what the committee has already done more effective. Bumper stickers and decals were given as some examples. David Green has been working with a college student to come up with a logo design. The design concept will be Green Amarillo or Amarillo Verde. The concept will be able to be screen printed one color on another color so it could be used on t-shirts and bumper stickers it could also be done full color on any kind of print or web material. A Yucca bloom will be part of the logo.

Different marketing ideas were discussed as follows

- Someone from the committee attending the Media Partner Meeting in order to obtain information about marketing.
- Annette will contact Mary Coyne with McCormick Advertising.

Recycling Discussion:

The following topics were discussed:

- The NE & SE parts of Amarillo need more recycling locations.
- The advantages and disadvantages of putting recycle locations on private property.
- The location and storage of recyclable materials
- Tire recycling
- Recycling incentives

Ideas for recycling stories:

- Free Cycling information
- WT new Recycle Program
- Examples of people taking action to recycle.

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Website discussion:

The recycling locations on website need to be updated and a key to the pin ups added. (Change the color of the pin ups).

Corrections needed to the website need to be e-mail to Michael and he will oversee the changes are made.

Michael provided the website statics since it started. The link of where to locate the information will be e-mailed to committee members.

Agenda for Next Meeting:

- Ideas for the "City Notes"
- Pictures for the website.
- Review the Logo
- Discuss Marketing / Awareness Ideas

The next Environmental Advisory Committee meeting is scheduled for August 3, 2010 at 11:45 a.m., City Hall Room 306.

With no other business to be conducted the meeting adjourned at 1:12 p.m.