

City of Amarillo
Environmental Advisory Committee Meeting

On the 5th day of January 2010, the City of Amarillo Environmental Advisory Committee met at 11:45 a.m. in City Hall Room 306, with the following members present:

Jacob Breeden	Anette Carlisle	Rosemartha Cates	Brian Eades	Mary Emeny
Linda Lloyd	Cathy McClendon	Michael Rice	Kim Vincent	Julie White

Absent were:

Jenny Clark	Rachel Kelly	Warren McCarty	Chris Bunnnett	Kevin Guttenplan
Mina Johnson				

The meeting was called to order at 11:52 p.m., and the following items of business were conducted:

Minutes from the last meeting were read. Motion was made by Jacob Breeden to accept the minutes, seconded by Resemartha Cates, motion passed.

Design consistent messaging for television, radio (PSA), etc.

Talking Point Ideas:

- Curiosity
- Clarification
- Question: What is all this about? Find a way to answer it with a variety of links for responses.

Active Wording

- Learn
- Discover
- Explore

Language for radio stations needs to be 15-25 second variations. Most radio spots run at 15 or 30 second variations.

Jacob can get the demographist for the radio stations to see what their target audience is in order to coordinate PSA for each station. This would also include Spanish radio stations.

The PSA needs to be fun so people will enjoy hearing them. When paid advertisement is down, the PSA will be played more often in order to fill the spot. If the PSA is done right, it could become a more permanent avenue for the EAC to have PSA to be made available to talk about things such as Earth Fest, Keep Amarillo Beautiful, and other City wide opportunities.

Suggested voices to record PSA:

- WT Broadcast Program
- Jacob Breeden
- Cathy Cornell
- Larry Lemons
- Travis Middle School Green Team students
 - Get the "Green Team" at Travis Middle School to have students pilot the website and then ask them to write a 15-25 second commercial.

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Discussion was held about developing wording.

Points

- Create awareness of positive aspects.
- Educate
- Give People the opportunity to participate.

Phrases

- We love the Panhandle....
- Panhandle stewardship...

Jacob will put together short scripts and send out to committee members to review.

Michael Rice's suggestions:

- Have the Mayor and City Commission review the PSA before releasing them. This is to get the Commission's approval and to make sure that the committee is working in the direction that the Commission desires.
- When presenting the website to the City Commission next week at the work session, have something for them to see and hear to make sure it is on track.
- Do not play any PSA earlier than the day the website is presented to the public on January 19th.

Website:

Kim will work with Adam to make sure everything is where it is suppose to go in the website.

Discussion was help about the homepage. Moving the mission statement to the bottom of the page, and instead of the map, replacing it with images of Amarillo and the following questions:

- ? What you should recycle
- ? Where to recycle
- ? Why should you recycle
- Kids Page

Introduction line to the website and the title for the presentation to the City commission is:
"Promoting Environmental Stewardship Across The Texas Panhandle."

Work Session January 12, 2010:

The presentation needs to be visible (PowerPoint and handouts). Jacob will put together a comprehensive overview PowerPoint presentation and send it to the EAC members to look at.

Brian Eades will need a copy of the website in detail so he can review it before Tuesday's work session.

Facebook:

Alan Taylor has not stated that Facebook is or isn't something that the City is going to support. Until a decision is made, don't make plans for a Facebook page.

"A Greener Amarillo" is on Facebook. Jacob Breeden developed it before the EAC was formed.

Comprehensive Plan:

Jacob Breeden motioned to form a sub committee consisting of Linda Lloyd and Mary Emeny. They will draft a letter concerning environmental issues on the Comprehensive Plan to the Steering Committee. Mary Emeny 2nd the motion, motion passed.

Agenda for Next Meeting:

- Review/Approve the letter about environmental issues for the Comprehensive Plan
- Preparation for the Press conference.

The next Environmental Advisory Committee meeting is scheduled for January 19, 2010 at 1:00 p.m., City Hall Room 306.

With no other business to be conducted the meeting adjourned at 12:55 p.m.