

**Hendricks County Solid Waste Management District**  
**March 16, 2010**

The Hendricks County Solid Waste Management District met at 7:00 a.m. on March 16, 2010 in the Commissioner's Room at the Hendricks County Government Center.

President Myron Anderson opened the meeting and led the Pledge of Allegiance.

Roll call was taken and members in attendance were:

Myron Anderson	Beverley Austin
Nancy Johnson	Jeff Martin
Phyllis Palmer	David Whicker

Members not in attendance were:

Bill Guarnery	Ed Gaddie
Eric Wathen	

Others in attendance were:

Katie Archer	Lenn Detwiler
Dan Devlin	Hursel Disney
Patricia Knoll	Amy Siefertman

**Approval of Minutes**

Mrs. Johnson moved to approve the minutes for the February 16, 2010 meeting as presented. Mr. Whicker seconded the motion and the motion was approved 6-0-0.

## **Educators' Report**

### **Outreach Coordinator**

Mrs. Siefertman opened her remarks with a report about the Recycle Heart and Sole shoe collection. She said the District received about 4,500 pairs of shoes, less than was collected last year. She noted that the decline might have been due to several snow days during the collection period, but she still considered the event a success.

### **Youth Educator's Report**

Mrs. Archer then followed with her report. She said the school programs have been going really well, and she had a couple of requests for afterschool programs, which were a fun change of pace for her. She said April was usually a busy time with schools scheduling a lot of classes around Earth Day. Mr. Anderson asked about the afterschool programs and Mrs. Archer said one of those programs were presented to the "Mother Nature Needs Help Club" at Clark's Creek Elementary in Plainfield, made up of younger children, and one was presented to the "Global Impact Awareness Club" at the Brownsburg East Middle School. She said she uses the same programs she does in the schools, but adapts them to fit the age range of the kids and the particular subjects the groups are working on. Mrs. Austin asked if Mrs. Archer ever presented programs at the local YMCA, and Mrs. Archer said she is beginning work on a summer brochure to send out to all area summer camps and daycares. She said she has mailed the brochures to the local YMCA in the past but has yet to have them schedule any programs.

## **Director's Report**

### **EcoNews**

Mr. Detwiler began his report with an update on the next edition of the Hendricks County EcoNews. He said the spring edition would be promoting the upcoming Hendricks County Earth Day Festival which Mrs. Siefertman was working hard to help organize. He said the newsletter would also contain articles on composting, the importance of Tox-Away Days as well as information regarding the closure of the

Danville Yard Waste Recycling Center. He said the cost for the design, production and distribution of the newsletter was \$5,375 per edition; spring and fall. He said those expenditures were discussed and included in the 2010 budget, but that he needed the Board's approval to move forward with the project. Mrs. Palmer moved to approve the expenditures for the spring and fall editions of the Hendricks County EcoNews. Mrs. Johnson seconded the motion. The motion passed, 6-0-0.

### Recycling Guide

Mr. Detwiler next moved on to discuss the development and production of the next edition of the District's Recycling Guide. He said that since much of the information contained in the guide changes over time, the guide has routinely been updated every other year. With the last update being done in 2008, the guide was due for another update this year. He noted that the size and design of the edition would be similar to the latest version; sixteen pages in full color. He said the District received many compliments from the public regarding the publication.

Mr. Detwiler continued by explaining that the guide would again be distributed via insertion in the Hendricks County Flyer, which was a good way to get it out into the community. He was planning to have 45,000 copies of the guide printed, with 42,000 of those distributed via the newspaper and the balance kept on hand in the District office for distribution at events. He noted that in his contacts with vendors interested in doing the design, layout and printing, he expressed a desire to have a better electronic version of the recycling guide to be made available on the District's website.

He reported that he had received two quotes on the project. One of the quotes was from the Hendricks County Flyer in the amount of \$16,850. The other quote was from NuMedia Marketing, a company in Danville, the same company that created the District's website. NuMedia Marketing's quote was \$17,114.40, but that amount would include higher quality printing and a higher end version of the electronic guide. He also noted that the \$17,114.40 also included the cost of having the pieces distributed via the newspaper. Mr. Detwiler recommended utilizing NuMedia Marketing for the project. After some discussion, Mrs. Austin moved that the quote from NuMedia Marketing in the

amount of \$17,114.40 be accepted. Mr. Martin seconded the motion. The motion passed unanimously, 6-0-0.

### Tox-Away Day Advertising

Mr. Detwiler then informed the Board that the first Tox-Away Day of the year would be held April 3<sup>rd</sup> at the Brownsburg High School. He said newspaper advertising would be starting the next day and billboard advertising was already posted on Highway 136 on the east side of Brownsburg.

Mr. Detwiler then explained that he had been interested in researching cable advertising as a way to inform more residents about the District's Tox-Away Days. He said after meeting with a representative from Spotlight Indianapolis, he felt it was a concept that should be considered. Spotlight Indianapolis is the advertising arm of Comcast for this area. He said there are 25,000 households in the county that subscribe to Comcast. He noted that one of his concerns was related to the ability to ensure that only Hendricks County residents received the advertising and that the District is not promoting its activities to those unable to utilize the events. Cable advertising does have the ability to only reach certain populations. The package Mr. Detwiler believed would work best for the District would include at least 342 ads leading up to each Tox-Away Day. He said an additional thirty show sponsorships would also be shown to increase public awareness of the District. As an example, Mr. Detwiler explained that one such sponsorship might state, "This episode of House Hunters was brought to you by Hendricks County Solid Waste Management District."

He said due to time constraints, he did not believe the ad could be produced prior to the April 3<sup>rd</sup> Tox-Away Day, so he would recommend working toward covering the three remaining Tox-Away Days. He said the total cost for promoting those three events would be \$2,346.00. In anticipation of potentially adding some cable advertising to the promotion of the Tox-Away Days, he decreased the number of newspaper ads to help offset the additional cost.

Mr. Anderson asked if the cable ads would be across all of the channels. Mr. Detwiler replied no, the sales representative selected a group of networks that the ads would appear on. Based on Spotlight's research, those particular networks would best reach the District's target audience of homeowners of all ages. He said Spotlight had given the District a discount because it is a "not-for-profit" organization. Mrs. Palmer commented that she was concerned about the additional expense. Mr. Detwiler said he understood but that he thought the cable ads would be an effective way reach households that might not otherwise know about the Tox-Away Day events and the ads would also increase general awareness of the District itself.

Mrs. Austin asked if the District's budget would be sufficient to cover the expense and Mr. Detwiler said yes. He added that scaling back the newspaper advertising would cover approximately half the cost of the cable adds. Mr. Whicker then made a motion to approve the request to advertise with Comcast. Mr. Martin seconded the motion. The motion passed, 4-2-0, with Mrs. Palmer and Mrs. Johnson voting against.

### CAC

Mr. Detwiler then informed the Board that the preceding Thursday a CAC meeting had been scheduled to review the spring round of Community Grant applications. Mr. Detwiler reported that unfortunately at the last minute he was unable to attend the meeting due to family illness. He explained that he informed Mr. Eakin and it was decided to postpone the meeting. He noted that the CAC will reconvene in the next few weeks to review the grant applications and will bring to the Board a recommendation at the April meeting.

### New Sign

Mr. Detwiler went on to say the District had its new sign installed at the office and that it looked very nice. He said representatives from the Town of Brownsburg had indicated they would install lighting for the sign.

### Senate Bill 208

Mr. Detwiler updated the Board regarding Senate Bill 208, proposed legislation that would have given County Councils the ability to zero out funding for solid waste districts. He said per the Board's request, he sent letters to legislators asking them not to support the legislation if given the chance. Responses were received from Representative Foley and Senator Lawson. Mr. Detwiler said he spoke to Representative Thompson recently and he indicated he had received the letter and appreciated the input. Mr. Detwiler noted that the Bill did not get a hearing before the House Environmental Affairs Committee, so it did not progress this session. He said he would certainly keep the Board advised if such language comes up again.

### Yard Waste Recycling Centers Opening

Mr. Detwiler informed the Board that the Brownsburg and Plainfield Yard Waste Recycling Centers were opening on Friday, April 2<sup>nd</sup>. He added that he was working to get a sign posted at the Danville site notifying the public of that site's closing and available alternatives in the area.

Mr. Detwiler informed the Board that Larry Westfall, one of the Yard Waste Recycling Center employees, called and resigned his position before the sites opened. With his resignation, there were now two attendants per site. Mr. Westfall did indicate he would be willing to fill in at the sites if needed.

### SBOA Audit

Mr. Detwiler finished his Director's Report by explaining that State Board of Accounts was recently at the office conducting a routine audit. The auditor said when he had completed the audit he did not see anything of concern and that a formal written report would follow.

### **Financial Report**

#### Financial Facts Summary

Mr. Detwiler began the Financial Report by stating that the \$400 Cash on Hand entry under the General Fund is \$100 of Petty Cash kept in the office and \$300 assigned to the Yard Waste Recycling Centers for the attendants to use when making change for residents. He said he would be depositing \$100 of that since the District is now only operating two Yard Waste Recycling Centers.

The first two CD's shown under the list of investments, one from Monroe Bank and the other from State Bank of Lizton, were both recently redeemed and the money reinvested earlier in the month. Mr. Detwiler indicated he did hold out approximately \$42,000 to help cover the 2010 contribution to the District's Rainy Day Fund. He reinvested \$543,000 for ten months with the State Bank of Lizton at 1.45% and reinvested the remaining \$236,000 for 18 months with Flagstar Bank at 1.81%.

Mr. Detwiler noted that he believed the Hendricks County Special Projects Fund would soon be receiving several requests for funds to cover expenditures made by the County. Mr. Whicker commented he knew the Commissioners were working with NuGenesis to properly recycle some old computer equipment that had been replaced. Mr. Detwiler added that he learned that NuGenesis had also picked up some abandoned appliances from the Highway Department for recycling; an expense that the Special Projects Fund has covered in the past.

Regarding the Rainy Day Fund, Mr. Detwiler reminded the Board that a deposit equal to ten percent of the District's budgeted expenditures for each year is contributed to the fund. He said under that requirement, the contribution amount for 2010 was \$72,910, making the new fund balance a little more than \$304,000.

#### Income Chart

Mr. Detwiler then moved to the Income Chart where he pointed out that the final disposal fee income total for February was the lowest amount received to date at \$39,121.

### Claims Register

Mr. Detwiler presented the Register of Claims. There being no discussion, Mr. Whicker moved that the Register of Claims for March 16, 2010, in the amount of \$574,728.21 be approved for payment. Mrs. Austin seconded the motion. The motion passed unanimously, 6-0-0.

### Adjournment

Mrs. Palmer moved to adjourn at 7:37 a.m. Mrs. Johnson seconded the motion and the motion was unanimously approved 6-0-0.

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Myron Anderson, President