

MINUTES

Floyd County Solid Waste Management District Board of Directors January 17, 2023

Call to Order/Roll Call (Brad Striegel)

Meeting called to order at 4:30 PM

Present:

Brad Striegel, John Schellenberger, Tim Kamer, Al Knable, Adam Dickey

Absent:

Ben Stocksedale, Jeff Gahan

Attending:

Rick Fox, County Attorney

Beverly Watkins, Administrative Assistant

Election of Officers

Mr. Striegel called for a motion regarding board officers. Mr. Dickey moved to maintain Mr. Striegel as board president and Mr. Schellenberger as board vice president. Dr. Knable seconded. Motion carried.

Approval of December 19 Minutes

Mr. Striegel called for a motion to approve the December 19 Minutes. Mr. Kamer moved to approve. Mr. Dickey seconded. Motion carried.

Approval of the January 17 Claims

Mr. Striegel called for a motion to approve the January Claims. Mr. Schellenberger moved to approve. Mr. Kamer seconded. Motion carried.

Directors Report

Marketing & Communications

Website

Mr. Stewart summarized website traffic and outlined the website analytics summary:

- Page 1 is a general site overview
- Page 2 outlines how users get to the site (most referrals come from the county website)
- Page 3 refers to user engagement/what they do on the site

Key takeaways were:

- 707 users; 685 new
- Referrals mainly from county government site
- Page views
 - Locations (527)
 - Materials (297)

- Costs

Dr. Knable asked what date recyclefc.com went live (August 19). Mr. Kamer asked about search engine optimization (SEO) given organic search results are low. Ideology_reported they had instituted the best SEO practices prior to launching the site and according to Google PageInsights, those are scoring 100%.

Cause-Related Marketing

Mr. Stewart first introduced WaterStep in December. WaterStep is a non-profit that funds safe drinking projects worldwide by collecting donated shoes as a strategy to reduce the landfill disposal of unwanted shoes. Specific recommendations and details will be presented at the February 21 board meeting with Waterstep's Ron McKulick in attendance.

Staffing Update

- Headcount (excluding TSS) @ 13
- 1 on extended vacation
- 1 on medical leave
- New hire pending (David Coe)

Budget/Financial

- 2022 TRUE UP FINAL (Attached)
 - 7 items adjustment requested and approved for the true-ups
 - Overall, 2022 budget of \$394,686 was underspent by \$6,076.96
- FINAL BUDGET (Attached)
 - Corrugated Market (\$15,340 earned in 2022; rebate was \$75/ton in 1/22; now is zero; rebound no sooner than Spring April-May)
 - CAGIT (\$1313.75 drops to \$1263.00)
 - Will review spending trends after each quarter

Operations/Initiatives

IDEM Community Recycling Grants Program (CRGP)

We were advised just before Christmas that our application was not successful. No explanation was given. The request was for \$70,595 which included a new Pro-Tilt trailer, a new Roll-On trailer, and funds to support a major marketing program. The idea was to initiate service in targeted neighborhoods and to test on-site collection in a multi-family development. The District would have been accountable for 25% of the project total (\$17,648.75). I'll try to better understand why our application was rejected.

Baptist Floyd Opportunity

An operations manager for Baptist Health (Charlie Stillings) and site leader for Baptist Floyd (Lamont Reid) reached out to explore recycling options for the facility. We met via Zoom on

12/13. There appears to be a significant amount of plastic and corrugated. They have a bailer but it's too slow. They pay \$155-\$175 per trash pick-up. Perhaps an opportunity for us. I visit Baptist Floyd on Thursday morning 1/19.

Dashboard Highlights (See Attached)

2023 Operational Goals

- Expand service/build volume
- Building the Brand
 - Stronger Marketing
 - Social Media/Online
 - Seasonal Outreach/Ads
 - Spring
 - Summer
 - Fall
- ID New Funding Opportunities
- Capital Equipment Review (truck/trailers)
 - Truck (Legacy Foundation)

Public Input

- No public in attendance


Adjournment

Dr. Knable offered the motion to adjourn at 5:20pm; Mr. Schellenberger seconded.

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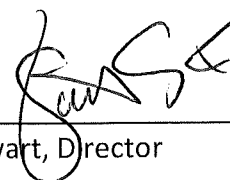


Brad Striegel, President




Al Knable, Member

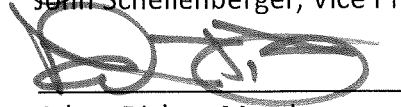
Tim Kamer, Member

Attest: 

Scott Stewart, Director



John Schellenberger, Vice President



Adam Dickey, Member