

Solid Waste Disposal and Recyclable Materials Processing Authority of Broward County, Florida
Executive Committee Meeting
June 28, 2024, 9:00 AM – 12:00 PM
Broward County Government Center West
1st Floor Board Room – Surtax Plaza
1 North University Drive
Plantation, FL 33324

MINUTES

The meeting was called to order, roll call was taken and a quorum was established.

Present: Chair Ross, Vice Chair Beam Furr, and Members Davis, Mead, Shuham, Mike Ryan, Newton, Metayer Bowen, and Alternates Breitzkreuz and Mayersohn.

Members present via Teams: Member AJ Ryan.

Not present: Members Dunn and Villalobos, and Alternates Glassman and Geller.

Member Mead made a motion to approve the 5-10-24 minutes, seconded by Alternate Mayersohn. A voice vote was called, and the motion passed unanimously.

The meeting continued with public comment.

Executive Director Storti presented the Executive Directors report. He noted the accountant was present to answer any questions. He shared that the funds have been transferred and bills are being paid. He discussed the 3-year budget estimated revenues and expenses. Executive Director Storti shared that a more in-depth conversation on the budget and approval will happen at the September meeting. Vice Chair Furr noted that a motion should be made as soon as possible on the budget. Member Ryan expressed concern about voting on the item too soon and the need to specify this is a recommendation to the governing board. Other members expressed their concern with the education line item being extremely under budget as well as the need to begin educational outreach immediately. Executive Director Storti moved onto the Solid Waste Authority Community Outreach agenda item. He noted he's been in contact with Mercury Communications to start a plan forward and messaging. Mercury Communications presented a PowerPoint highlighting the proposed three phases and timelines to educate the public and community leaders about the Authority, shape a positive narrative around its mission, and foster meaningful engagement with key voices and stakeholders. The first phase would center on defining the goals and message of the Solid Waste Disposal and Recyclable Materials, Processing Authority of Broward County and its efforts for residents, working with county's PIO's to educate the community about the critical issues it will address for residents and emphasizing long-term benefits. Phase 2 would focus on educating the community about concepts, technology and processes such as waste to energy and its purpose, organic processing and standardized residential recycling. Phase 3 would include Mercury helping to facilitate public education by working with PIOs and other community partners to disseminate information about what is in the master plan and provide ways for feedback, helping ensure attendance and necessary public notices build attendance at key public meetings, and continuing to support the authority outlining the needs for a master plan and execute an earned media plan. The Executive Committee shared feedback, including extending an invitation to Broward County Public Schools to attend future meetings, and there will be an updated proposal for the next meeting.

Executive Director Storti shared that he is currently working with Legal Counsel on draft By Laws. He will be distributing in the next couple of weeks for discussion at next meeting. He noted that an email went out with SCS Waste Characterization and Generation report. The generation is complete in draft form and when the finalization is complete it will be sent out.

SCS Engineers began the Master Plan Kickoff. They introduced the team, their roles and the expectations. The team highlighted the project objectives, the solid waste history timeline, the project background and project approach. They reviewed the project timeline, examples of guiding principles, and key policies. The team then presented action items and next steps.

The meeting was adjourned.