

**MINUTES
JOINT MEETING OF
THE CULTURAL & SOCIAL AWARENESS COMMISSION
AND ENVIRONMENTAL COMMISSION**

April 7, 2016
City Council Chambers

The Special Joint Meeting of the City of Woodstock Cultural & Social Awareness Commission and Environmental Commission was called to order at 6:00 PM on Thursday, April 7, 2016 in the Council Chambers at City Hall.

I. CALL TO ORDER AND ROLL CALL:

COMMISSION MEMBERS PRESENT: W. Donato, J. Hudson, I. Sagrado, E. Ellinghausen, L. Kacmar, S. Wenzel, Chairwoman E. Poremba, and Chairwoman L. Crain.

COMMISSION MEMBERS ABSENT: J. Krandel and J. Rivera.

STAFF PRESENT: Human Resources Director Debbie Schober, Assistant Public Works Director Tom Migatz and Chief Deputy Clerk Jane Howie

OTHERS PRESENT: None

Correction to February 11, 2016 Minutes. Page 2, 4th paragraph, L. Kacmar didn't mean "people", she meant ALDI, in reference to boxes, such as Sam's Club offers boxes to the consumer.

II. APPROVAL OF MINUTES from the February 11, 2016 Joint Meeting of the Cultural & Social Awareness Commission and Environmental Commission:

Motion by W. Donato, second by L. Kacmar to approve the February 11, 2016 Meeting Minutes as presented. Ayes: W. Donato, J. Hudson, I. Sagrado, E. Ellinghausen, L. Kacmar, S. Wenzel, E. Poremba, and L. Crain. Nays: None. Absentees: J. Krandel and J. Rivera. Abstentions: None. Minutes were approved with above Correction.

Note: no meeting was held on March 3, 2016 due to lack of majority of quorum.

III. PUBLIC COMMENT: None

IV. DISCUSSION ITEMS:

- a. **Clarification of the initiative and further definition of end goal (Mayor Sager)**
- b. **New name for this effort - The Woodstock Reusable Bag Community Initiative (D. Schober)**

Clarification from Mayor Sager with the efforts and representing the community. Mayor assumes responsibility for what the Commission wanted, although there are some varying thoughts and conversations with Commission members and staff. Mayor Sager indicated that these discussions have led to opportunities. Work with the Commission about the Proclamation – presented at the April 5th City Council meeting. He suggested that the Commission look at a one year transition toward the Woodstock Reusable Bag Initiative. Give some substance to it. The Proclamation was well received by the City Council and by members of the community. Mayor thanked the

Commission for their work on this initiative. This is important because the initial outreach was from the BYOBag group and the Defenders. It's appropriate for Woodstock to take this very seriously and have their own identifiable bag. Mayor would like to make sure that the Commission agrees. Mayor would like every household to have a reusable bag that is unique to Woodstock. There are approximately 9000 households in the City of Woodstock. Woodstock provided recycling containers to residents free for their first one. The bag is unique; the Defenders have done a remarkable job with this, and the City can dovetail together on this.

The second goal, the reusable bag should be provided to every household and be available for sale at City Hall and at participating retailers; but not by mandate. Individuals may purchase additional bags at the retailers and at City Hall. Woodstock could have a program at stores for reusable bags, window clings at stores to advertise this initiative. We want to make sure signs are on grocery cart corrals and available for retailers use. We are not getting rid of the BYOBag, we are extending it so that the community buys in to this program. Therefore, the initiative has been appropriately renamed to the Woodstock Reusable Bag Community Initiative.

c. Reusable Cloth Bags

1. Pricing for purchase and printing of cloth bags (D. Schober)

The City is going through a special census, late June, July, or early August which will show that we have an additional 6000-7000 residents and allow for Home Rule. Once Woodstock has Home Rule authority and they are certified by early 2017, the City can do something similar to Aldi where consumers can pay for the reusable bags. If you elect that retailers can have plastic or paper, the customer would pay a nominal fee per visit. Half of the money goes to the retailer, half goes to the City. Pricing on the reusable bag through American AdBag is \$2.99 per bag if 10,000 bags are ordered; 15,000 bags for \$42,600/ or 25,000 bags for \$67,250. The municipality would have to pay this cost up front. Where does this money come from? The City of Woodstock has an environmental fund, which was established when the City discovered some remediation work had to be done with the old landfill. That had to be sealed and capped and the City had to continue to monitor this. The old Diecast site is a similar situation. When the City bought leaf collection equipment, funds from this account were used. It's possible that the City can use this fund to purchase bags for distribution. This program of having consumers pay for the paper or plastic bags and seeking sponsorships would help to replenish this fund.

This Ordinance may not be a prohibition on plastic and paper bags. The Commission must have the retailers buy-in. Behaviors can be changed going forward, but some plastic bags may always be necessary; such as dry cleaning bags and plastic bags used for newspapers, meats and produce. There are a number of residents who may be very supportive; however, some residents will not support this program. We're giving people the opportunity to purchase disposable bags or purchase the reusable bags. There are three goals; make sure we're all on the same page; have a unique, reusable Woodstock Bag; and have funding in place to purchase the bags as well as having them printed, having the design for the bags (working with students for design) and obtain sponsorships. And then, have a plan on getting the bags to each residence. Kids could use them for Halloween. Second goal, make bags available at City Hall and with retailers. Third goal, have the program regenerate the funds, which requires Home Rule. This is an organic process.

Questions? W. Donato asked, if everyone in the community is not open to this program, would the Mayor consider a survey? The Mayor said in order for this to work, we have to have retailer buy in. Council doesn't believe we have this right now since there's not a good opinion of government. People don't want government to tell them what to do. This is what has been heard in conversation. S. Wenzel asked, "who is most resistant?" Mayor Sager said the larger retailers; Menards, Walgreens, Walmart, Jewel, Harley-Davidson. Initial conversation is that people are supportive, but they're not looking at monies coming in. They have an environmental concern but they want flexibility. S. Wenzel said it sounds like they want the choice as well as the flexibility. W. Donato said the Commission voted that they wanted to eliminate bags. Mayor Sager said we need to move the community toward this goal; we have to go through steps. Mayor said we are on the same wavelength, but it takes a lot to change people's behavior. It's better to bring people in when they feel they have ownership, not when something is being mandated.

J. Rivera arrived at 6:20 PM.

2. Student design of artwork for bag panels (the tree, Chamber background, BYOBag logo, "Sustainable Woodstock") (Commissioner(s) tbd) To be discussed further at future meetings.

L. Crain said students could create the design and artwork; there could be a competition for the logo. We need to reach out to two graphic design teachers and get students to work together on coming up with two ideas. W. Donato said he will assist with this.

Mayor said knowing the difference in pricing, we would likely purchase bags from China. The 99 cent bags they use now are from China. W. Donato asked if they could research other companies to see if they get a better price. Mayor mentioned that we could possibly coordinate this with our Sister City. J. Rivera will reach out to Zacatecas, Guadalupe for information. S. Wenzel said the bag on display, from Mayor Sager, is more durable and larger than many other bags he's seen.

L. Crain said when it comes to the design of the bag, the tree photo is critical along with the BYOBag emblem, incorporating the city outline that the Chamber uses. She asked the Commission what other key elements must be included on the reusable bag. E. Ellinghausen said the Defenders said we shouldn't use BYOB, but BYOBag. It would be their logo, but not the primary. And, display 'Sustainable Woodstock.' The Commission members all agreed with these components. The Commission members agreed that a competition for the logo was not necessary.

3. Sponsorship of reusable cloth bags (Commissioners Donato and Krandel) To be discussed further at future meetings.
i. The meeting and the players...and "the ask" for the seven (7) major retailers, those outside these seven (7) will be addressed via the City hosted retailer forums

Mayor Sager informed the Commission that according to the City's attorneys it's not appropriate that City staff, during working hours, go out and ask for sponsorships. However, both G. Anderson & K. Coltrin could introduce this program with retailers. Someone from this Commission, or a Council member, could go out and do 'the ask.' It's not that City staff is not available to assist with these meetings, but City staff should not ask.

L. Crain said a big discussion will be, “where do we go with sponsorship levels?” And, are there Commission members willing to go out to ask? W. Donato said he can after May 20. W. Donato said it would be great to go out with G. Anderson and/or K. Coltrin. Both W. Donato and S. Wenzel said they would do this. Levels of sponsorship would go on the sides of the bags. D. Schober mentioned other items that must be discussed and decided upon include sponsorship levels, cost of each level, business logo and/or names, how many sponsors will fit on the bag, front vs. sides vs. back, font size, color of print, how many bags should be printed with first set of sponsors list. L. Crain asked if there’s a top sponsor, could the City run a banner on the City’s website or could this information go into the City Scene? This would have to be discussed further.

- ii. **Definition of three (3) levels of side panel sponsorships (D. Schober)** To be discussed further at future meetings.
- iii. **What is the “wholesale” price of this bag to retailers? Is this different for sponsors? What price does the City charge for extra bags wanted/sold at City?**

I. Sagrado asked if the Commission should determine how much money needs to be made from the sponsorships. Mayor Sager said the Commission needs to get approval from the City Council; Council is very supportive of this initiative. Mayor said if half of the cost could be re-couped, that would be great. L. Crain asked, outside of the households, how many bags should be available to sell. L. Crain thinks each household should get two bags. E. Poremba said she may want 10 bags for her household. She agrees with two bags per household. T. Migatz, asked given the likelihood, should we issue one per household, since we’re dealing with tax payers? D. Schober asked how much each bag will cost for the retailers. Will it cost more at the retailer? E. Poremba said she doesn’t like the idea of purchasing bags from China. L. Crain believes the Commission should stay with the China price, and make the first run with them. We can continue to look at sponsorships and possibly then use American AdBag for the second run. We can order as many as we want. E. Poremba asked how often do we want to be re-printing? It may take years to go through the bags. L. Crain said the goal would be that the program would pay for itself. The Commission needs to decide on how many bags will be given to each household.

Mayor Sager asked for ideas on distributing the bags to each household. Could student organizations go out and sweep neighborhoods? L. Crain said some areas are not safe for students to walk through; such as along Country Club Road where there are no walking paths. Perhaps this could be discussed with District 200 Superintendent, Mike Moan, before the Commission makes a decision. L. Crain asked if there are alternate methods of delivery. She doesn’t think we can organize that many students to complete this project. Mayor said there are other ways. The City has seasonal workers. However, when you’re walking you can distribute a lot of bags very quickly. S. Wenzel asked what about senior volunteers? T. Migatz said you really need someone to get out to each home. E. Poremba said each Commissioner could get a group together and canvass the city quickly. W. Donato said it’s a great idea for each Commissioner to take out a group. Mayor said this is a great program for kids to get involved in. T. Migatz said DPW has the entire city split up on snow plowing maps and he would be willing to share those regions for this purpose. Mayor said scouting groups, youth groups – have a rally in the Square and send everyone out. E. Poremba asked once this initiative is out there, will this Commission dissolve. I. Sagrado said it will depend on how the program moves forward. I. Sagrado said maybe once the 25,000 bags are gone; then decide on how to move forward. The majority of the Commission agreed on one bag per household

to begin. L. Crain said we would want to provide these bags to retailer at the onset. E. Poremba said we should start with 15,000; 3000 additional to sell to residents and 3000 to retailers. We should acquire sponsorships prior to deciding on how many bags we purchase. Mayor recanted, 1 per household, plus 6000 in addition to start getting sponsorships. Item 3, sub 3. Pricing. L. Crain said if everyone is open to it, how about \$2.50 per bag. She thinks the retailers will sell them more often than the City sells them. E. Poremba said she doesn't want to see it at a loss. J. Rivera said it could sell for \$4.00. E. Poremba said \$3.00 is a great price. Mayor said \$3.00 is a great price; plus each household gets one free. D. Schober said there will also be a cost to the window clings & advertising. Mayor Sager doesn't want this to be a money maker. It's to educate and change behaviors. Keep the price as minimal as possible. Retailers would have to purchase the bags from the City and then resell them. It's a convenience for people to purchase the bags at the retailers. Commission members all agreed that bags will cost \$3.00 at City Hall. E. Poremba said if we're asking for sponsorships, the bags should stay at the \$3.00 cost. After that, the price per bag could increase. W. Donato said the intent is to get the bags out there and get them used. L. Crain said the incentive to sponsors would be to sell the bags at \$3.00 per bag, if retailers don't sponsor would they still purchase the bags? Retailers could be a sponsor and get bags included in their sponsorship fee. If they don't sponsor they have to purchase the bags. Mayor said Sponsors are sponsoring their advertisement on the bag. L. Crain asked is these prices include shipping, handling, etc. I. Sagrado asked, "Will retailers sell something in their store with other sponsor's names on it?" Mayor doesn't think there's an issue with this. We're hoping the program reinvigorates the fund. Mayor thinks the benefit to retailers, if they have an opportunity for additional advertising will help them buy in to this program and help change behaviors. Even if the highest level of sponsorship is \$2500, that will help us, but it won't sustain the program. L. Crain said it would be great if sponsorship would cover the 1st 9000 bags. No logos, just retailers names. E. Poremba said she's not sure if the corporate level will allow this. J. Hudson said the idea is to get the program started. Go for the goal and get the program across. E. Poremba said some businesses advertise by logo. D. Schober said some companies require their name in a specific way. L. Crain said she'll look into this. She'll call the top seven retailers and remind people that this will be printed on fabric.

I. Sagrado left at 7:35 PM.

Mayor Sager said businesses like to invest in the City and see how their monies are being used. The Mayor believes that sponsorships will be forthcoming. Keep it simple; you can put your logo and/or your name. Mayor said sponsorships could cost between \$500 to \$2500. E. Ellinghausen said there are several challenges. We'll be dealing with a local manager. We'll have to have an agreement in hand. If we're going to ask for their buy in to the program that will have to be programmed in to their cash registers. This could be complicated. S. Wenzel said some retailers already have this in their programming. Mayor said we'll have this well scripted.

J. Hudson left at 7:40 PM.

Mayor said the public needs to be educated. L. Crain asked, "What should the Commission be working on with regarding an educational campaign?" E. Poremba said more decisions need to be made before this piece can be decided upon. Education is on the program itself; reusable bags. #D.

Mayor said we need to get students involved, determine where to purchase bags, get approval from City Council; then get bags ordered.

4. One bag to every household – by what date? Who delivers them?

L. Crain said we have a deadline in which to order, preferably set July 4 as the deadline.

d. Update on research of Reusable Bags in our community (Commissioners Donato and Kacmar)

1. Surveys – Are they still a necessary part of this initiative?

It was decided that surveys would not be used for the reusable bag initiative.

- i. Discussion of survey purpose, educational component, anticipated outcome, goals, concerns - N/A**
- ii. Community Surveys - N/A**
- iii. Retailer Surveys - N/A**

2. Update on community and retailer education plan (Commissioners Crain and Poremba) To be further discussed at future meetings.

- i. Discussion of purpose of retailer brochure (sponsorship/marketing program) To be further discussed at future meetings.**
- ii. Discussion of community education plan (program intro for residents) To be further discussed at future meetings.**

e. Formation of subcommittee to work with Mayor Sager on ordinance drafting (Commissioner(s) tbd)

L. Crain said we need a few people to draft the Ordinance and work with Mayor Sager on this. The Commission needs to focus on these other pieces; signage, etc. Mayor said the Ordinance has to wait until the City is Home Rule certified in 2017. L. Crain will write up something regarding sponsorship levels to share with the Commission next month.

f. Marketing/Signage of the initiative – i.e. placards for sponsors, window clings for retailers, signage on cart corrals-did you remember your reusable bags? etc. (Commissioners(s) tbd) To be further discussed at future meetings.

V. ADJOURN

The Joint Commission adjourned at 7:50 PM

Respectfully submitted,

Jane Howie, Chief Deputy Clerk