

**A.S. Recycling Meeting**  
**10/15/2007**

New Shirts:

- Hip/cool “I <3 recycling” for girls - vintage babydoll tee?
- “Recycle”, edgy side-design - shoulder top (skater type) for guys

Loves/Hates campaign

- separate banners UCen, UCSB, IV – “Loves” what can be recycled in this area, “Hates” – what cannot be recycled in this area
  - Clean, simple, bold
- A.S. Bikes- “Please Walk Bikes” 12 huge signs - \$1800 - all weather proof
  - UCen, HSSB - certain areas where sandwich boards are allowed

Other Recycling Departments:

- Guy in charge of UCen Recycling is on Medical Leave. UCen - set up meeting with director - need to organize stuff. they will blow you off but they need to talk to you
- Residence Halls - also commingled recycling, why? Making people lazy, wasting recycling
- IV recycling - Carlyle, Alicia Del Toro with Marborg, Chris Miller Fisher - county - IV Blue

Goals

- Goal - get the word recycle to everybody! - big bold clear letters on berthas for UCSB A.S. Recycling
- For ideas - look up university recycling web sites - marketing geniuses