

AS Recycling Outreach Minutes
Feb 13, 2008

Attendance:

Gahl Shottan
Tina Samson
Diana Yee
Scott Bull
Husayn Hasan

Route Rider Training Program

Go through the website content (make it into a packet) and explain each item in detail. Highlight items in the Kiosk insert.

This includes:

- IV Recycling
- UCen Recycling
 - Why is UCen commingled?
- Campus Indoor
 - Office Pack
 - What constitutes the largest waste stream on campus? (Ans: office pack)
- Campus Outdoor
- Techno Trash
 - What is it?
 - Light bulbs
 - Where is it?
- Euk Grove
- Closing the Loop

Basically give an overview of the whole program

Ideas for Recycling Campaign

- have the recycling bikes do a performance
 - lead recycling vehicle in a parade with Mary Ann as recycling queen
- message in a recycled bottle
- have art students make art projects of dead sea animals to stress the result of an individual's actions.
 - Idea well received with many people Diana talked to
- have a supplement in Nexus
- have plastic or aluminum bales distributed all over campus
 - shows what your trash is worth – a lot, because they cost a lot

Talked to Media Relations after the meeting:

mediarelations@as.ucsb.edu

\$760 for insert in Daily Nexus – not a good use of money

table tent

facebook

use EAB to go door-to-door

door hangers

magnets

ads in Nexus

article in nexus and bottomline

elections 4/7, voting 21st

- will overshadow the campaign
- promote recycling paper to candidates

Decided: Recycling week will be 4/7 to 4/11