



M E E T I N G A G E N D A

COG RECYCLING COMMITTEE

Creative Ways to Engage the Public

Place: COG 3rd Floor Board Room

Date: Thursday, May 23, 2013

Time: 10:00 a.m. - 1:30 p.m.

- I. **Call to Order & Introductions** – Chair Marilyn Rybak, Prince George’s County

- II. **Creative Ways to Engage the Public** (10:00 – 12:00)
 - Innovative Programs in North Carolina**

Heather Cashwell, Outreach and Education Coordinator (via Webinar)
NC DENR, Division of Environmental Assistance & Outreach
Ms. Cashwell will explain how North Carolina uses program such as RecycleGuys, RE3.org and RecycleMore to engage the public.

 - Engaging the Public in New York City**

David Hurd, Director (via Webinar)
Office of Recycling Outreach & Education
GrowNYC
Mr. Hurd will detail how GrowNYC performs outreach to New York City residents and schools on recycling, composting, and other issues.

 - Earth911 Digital Tool Box**

Sandra Lewis, Vice President of Government Relations, Earth911 (via Webinar)
Preston Read, Earth911 Strategic Advisory Board (in person)
Ms. Lewis and Mr. Read will discuss ideas for citizen outreach using the latest technology.

 - Upcoming Ad Council Recycling Campaign**

Brenda Pulley, Senior Vice President, Recycling
Keep America Beautiful
Ms. Pulley will review the upcoming national recycling campaign that KAB has developed with the Ad Council plus other outreach efforts.

- III. **Lunch** (12:00 - 12:30)

- IV. **New Business** (12:30 – 12:55)
 - a. Go Recycle Campaign Future
 - b. Organics Task Force Update

- V. **News Exchange and Industry Update** (12:55 – 1:30)

- VI. **Set Next Meeting Date (July 18)**

- VII. **Adjourn**



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