

**A Report of the Recycling & Corporate Affairs Committee Meeting
October 13, 2020**

A meeting of the Recycling and Corporate Affairs Committee was held on Tuesday, October 13, 2020 at 10:00 A.M. at the Authority's Administrative Office in Conway, South Carolina. In accordance with the Freedom of Information Act, notices setting forth the date, time, and place of the meeting were mailed to the news media.

Present were Committee Chairman Michael Hughes and Committee Members Pam Creech, W. Norfleet Jones and Ex Officio Committee Member Bo Ives. Other Board Members in attendance were Carl Schwartzkopf. Danny Knight, Executive Director and Directors Esther Murphy, were in attendance. Other staff in attendance included Kendra Hooks, Victoria Johnson, and Cecil Terry. There were no members of the public or media in attendance.

Mr. Hughes called the meeting to order and rendered the invocation. Mr. Creech led the group in the Pledge of Allegiance. Mr. Hughes asked for any revisions to the Agenda as contained in the Agenda Packet; however, there were none.

Mr. Jones moved to approve the Agenda as presented. There was a second by Ms. Creech and the Motion was carried.

“Why Don’t You Recycle” Focus Group Update

Mrs. Murphy stated that on September 30, 2020 staff kicked off the “Why Don’t Your Recycle” focus group campaign starting with a video on “Watch Out Wednesday”. She indicated that the segment asked non-recyclers to participate in a focus group. Mrs. Murphy informed the group that a flyer had also been posted on the SWA website and social media page encouraging non-recyclers to participate in the focus group. She commented that the information was forwarded to various municipalities and agencies to include Keep Horry County Beautiful. Mrs. Murphy commented that Mr. Jones suggested at the last Committee Meeting that talk radio would be a way to inform the public that the SWA was seeking participants for a focus group. Mrs. Murphy mentioned that last Friday she was on Talk Radio 99.5 with Dave Priest and talked about needing participants for the focus group and the various recycling programs that the SWA has to offer. She commented that this upcoming week the Horry Independent and Myrtle Beach Herald would have an advertisement seeking participants for the focus group.

Mrs. Murphy stated that it was staff's goal to promote the seeking of participants during the month of October. She explained that to date only five residents had contacted the SWA about participating in the focus group. Mrs. Murphy stated that of the five only three participants had filled out the initial questionnaire. She commented that technically there were only three participants. Mrs. Murphy remarked that the questionnaire asked the participants baseline information such as who were they; where did they live and if they lived within a municipality; were they Horry County natives, etc.

Mr. Jones asked Mrs. Murphy how was the talk radio received and what interest level did she receive. Mrs. Murphy commented she has spoken on air in previous years with Dave Priest. She stated that Mr. Priest was always receptive when it came to recycling. Mrs. Murphy commented that she had not had any direct feedback from anyone who listened to the show. Ms. Creech asked if staff was giving away some sort of prize to the participant who completed the survey. She inquired if the participants would receive a recycling bag. Mrs. Murphy stated that would depend on where they lived and what means they have to be able to recycle. She indicated that typically the bags were not distributed to someone who lived in a municipality because they are issued recycling bins/carts through their municipality. Mrs. Murphy remarked the bags were usually given to people who lived in the unincorporated areas of the County or in some areas where they do not have curbside recycling service.

Ms. Creech asked if staff had completed any surveys and if they had anyone other than the five participants. Mrs. Murphy replied that only the five participants received the initial questionnaire that was discussed earlier. Mr. Hughes added this initial questionnaire was general information that would be collected by staff and put in a data bank. Mrs. Murphy commented that in the event only a small group responded to the focus group participant request, the same questions developed for the focus group could be developed into a written survey and sent to those who responded. She indicated that she was hopeful to get all twelve participants.

Mr. Ives asked if the focus group participants would have to have access to a computer for video conferencing. He asked if the focus group could be expanded to include telephone conferencing. Mrs. Murphy stated that the Zoom video conferencing platform would most likely be used and it included teleconference capabilities. She commented there is a possibility that if you use telephone conferencing then you could lose the ability to know who is actually participating in your focus group. Mrs. Murphy explained with video conferencing participants can see one another and interact.

Mr. Hughes said that the video conferencing would be good. He commented that with everything going on the responses would be slow. Mr. Hughes stated that the Committee must remember that these people might have young children or some might have started back to work and participating in a focus group at this time was not convenient.

Mr. Hughes commended Mrs. Murphy and her staff for the great job on this focus group and the updates that were given to the Committee. He stated the goal was to get it done but if it takes longer than the October/November time frame that would be fine. Mr. Hughes indicated that in the future general updates would be given at the monthly Board Meetings.

Mr. Knight stated that everyone knows that they should recycle but few people would openly admit that they do not. He commented that people who do not recycle will just say they do not recycle and leave it at that. Mr. Knight indicated that he would visit some of the recycling centers and ask some residents why don't they recycle. He said that staff would continue to search for willing participants for the focus group. Mr. Hughes asked if staff had put signs at the recycling centers. Mrs. Murphy informed the group that staff had flyers at all 24 recycling centers. She remarked that the site attendants were told that they could approach and encourage customers to recycle and ask if they would like to participate in a focus group if they did not currently recycle.

Ms. Creech commented that this was another effort to increase recycling in Horry County. She said if the SWA could not find enough people to participate in a focus group then the alternative could be a mandate. Mr. Hughes commented that staff has done everything to encourage participants. He stated that the next step could be a mandate. Mr. Jones stated that a certain level of people were not going to recycle no matter what was done. He commented that with the holiday season, Covid-19, and the school situation that it could be 2021 before staff could find twelve participants for the focus group. Mr. Hughes agreed with Mr. Jones about the time constraints for the remainder of this year. He commented that staff would still seek the participants until all avenues were exhausted.

“Please Recycle” Signage

Mrs. Murphy commented that at the last Board Meeting Ms. Creech asked about signage at the recycling centers. Ms. Creech commented that there was no signage to encourage residents to recycle. Mrs. Murphy indicated that the site attendants were at the centers to encourage recycling; however, they could not talk to everyone. She commented that she and staff reviewed several options before deciding on the “Please Recycle Don’t Trash Our Future” signage that was displayed at the meeting. Mrs. Murphy indicated that the Unincorporated Collection System does not have funding for additional signage but funding was available in the Public Education Department. Ms. Creech thanked Mrs. Murphy and her staff for the signs. She commented that with all of the signs at the recycling center none of the signage actually asks the public to recycle. Mr. Hughes indicated that he liked that the signs was movable. He thanked Ms. Creech for her foresight to ask for the signs.

Mr. Knight cautioned about excessive signage at the centers and commented that residents tend not to read them if there were too many. Mr. Hughes asked Mrs. Murphy when would the signs be ready for distribution. Mrs. Murphy replied that the signs would be ready by the end of the week to take to the centers.

Mr. Schwartzkopf asked if the Committee Members had heard Mrs. Murphy on the talk radio show on WRNN-FM Radio. He praised Mrs. Murphy for the outstanding job on the talk radio that morning. Mr. Schwartzkopf said that he called Mrs. Murphy after the broadcast and told her she did a phenomenal job.

Ms. Creech commented that she still received information from recycling magazines on new recycling ideas. She said research was finding new materials to recycle. Ms. Creech congratulated Victoria Johnson and Kendra Hooks on the great job they do for the “Watch Out Wednesday” (WOW) videos. She thanked Mrs. Murphy and staff for the great job they do. Mr. Hughes also thanked the recycling coordinators for the great job they do and he commented that Victoria and Kendra always have smiles and a pleasant attitude which shows in their work.

Mr. Hughes asked if there was any other business to discuss. There being no further business the meeting was adjourned 10:40 a.m.