

CITY OF OREM
NATURAL RESOURCES STEWARDSHIP COMMITTEE
March 7, 2019

Place: Development Services Conference Room

At 5:00 p.m.: Sarah Bateman called the meeting to order

Those present: Sarah Bateman, Darren Hawkins, Brandon Hoffmann and Quinn Mecham, Natural Resources Stewardship Committee (NRSC) members; Jenna Albers, Long Range Planner; Sam Lentz, City Council member and Cheryl Vargas, Minutes Secretary

Those excused: Erin Lyons, Natural Resources Stewardship Committee member

1. Introduce Jenna Albers, new Long Range Planner

Ms. Albers introduced herself giving a history of her background. For Orem she is a Long Range Planner working on design standards for the State Street Districts, current planning and whatever Mr. Bench assigns her. In her free time, she likes to hike, do photography, bake, and she has three cats to keep her busy.

2. Social Media Strategies – Brandon

Mr. Hoffmann and Ms. Lyons went to Orem Elementary School and photographed the dumpsters the students had painted. There was a discussion on the current outreach program with one post a week on social media and using it to the Committee's advantage.

Mr. Hoffmann said when a Committee member has an idea for a post, he would like to take the picture for the post, so they are all natively Committee photos and not stock photos. He would like to standardize the font also, so it is associated with the Committee. There was then a discussion of what the posts would be for the upcoming weeks.

Another issue is how to write the name of the Committee as to whether the entire name and/or using NRSC letters should be used. Mr. Hoffmann wants to think of design ideas to make consistent branding. Ms. Bateman said in the future it would be ok to shorten it, but for now because the NRSC is relatively new so the name should be written out, so people will know who the Committee is. Mr. Mecham asked if there were a way to write both the entire name and NRSC.

Mr. Hoffmann said looking forward he would like to take five to ten minutes at each meeting and talk about the posts for the upcoming month. That way the post ideas will be ready a month ahead. There was then a discussion on post ideas for the upcoming weeks. Mr. Hawkins said people in Utah Valley care more about local things. The kinds of messages that go over well locally are the kinds of things that people value. They tend to think more about families and spending time outdoors together. There should consistently be one post a month with a message to get outside and enjoy time with family. Mr. Mecham said that particular monthly post could have a branding like *Orem Outside*. Mr. Hoffmann said for the captions that go along with the posts, he will take the idea being presented and then he will design the caption for each post.

3. Sustainability Leader – Erin, All

Mr. Mecham said this is the person or business to highlight for the month. This month the post will be about the school and how they painted their recycle dumpster bins to make them attractive and to highlight them for the public. Mr. Mecham said there should be a pipeline of people lined up. Mr. Lentz thought Ms. Bateman should be on the list to highlight for her waste and recycling efforts. He said another idea is the BRT line, approaching it from the UTA perspective or the UVU perspective and interviewing someone about the impact it is having on students and faculty and taking traffic off the road.

4. Brief preview of NRSC 2018 Report to City Council - edits and additions by committee – Sarah

Ms. Bateman said this will happen at the City Council meeting on March 26th. Ms. Albers will introduce the NRSC to the City Council and then Ms. Bateman will present the PowerPoint presentation. There was a discussion on what Ms. Bateman currently has and ideas to add to the presentation. Mr. Lentz said on these types of presentations, he likes seeing slides with the big picture and a title explaining what the event was and what was accomplished.

5. Sustainability Coalition of Utah County – Sarah

Ms. Bateman said she is interested in reaching out to other cities within Utah County to promote the idea of them creating citizen sustainability committees in their cities. She has been in contact with Don Jarvis with the Provo Sustainability Committee and suggested they reach out to others on the Utah Valley Clean Air task force. As she goes to other meetings she has asked others if they would have an interest in starting a Sustainability Coalition of Utah County. The first meeting will be next month. If the NRSC members know people in other cities that would be interested, let her know and she will pass along the invitation. This will strengthen the sustainability network here in Utah County.

6. Continuation of the Committee roles Discussion – Quinn

Mr. Mecham said at the retreat in November, they took a couple of hours to think about the NRSC's mission statement, deciding who the NRSC was and where it was going. One of the results of that was they divided up the content responsibilities into five core areas: Water, Waste, Land Use, Food, Energy. A committee member was assigned to be the point person on each of these responsibilities. He asked Mr. Hoffmann if he would be interested in taking point on Energy. Mr. Hoffmann said he is willing to do whatever he can. Mr. Mecham said each of these categories were then divided up into sub-buckets:

- Water: Mr. Hawkins - Residential and commercial
- Waste: Ms. Bateman - Recycling, compost, reduce/reuse
- Food: Ms. Lyons - Buying local, gardens – residential, commercial and urban
- Land Use: Mr. Mecham - Agriculture, preservation, active transport, parks and green space
- Energy: Mr. Hoffmann - Renewables, efficiency, air quality

Mr. Mecham said they did not have time to get to functional expertise responsibilities during the retreat. He had the following suggestions: Social media, Business relations, City (Orem) relations, Sustainability leaders and Best practices.

Mr. Lentz said that City Relations is Ms. Albers' role but he is happy to help. Mr. Mecham said City Relations and Best Practices would probably be found in other cities. Mr. Hawkins asked if it makes sense to have an event coordinator. He thought an Outreach Coordinator would broaden business relations to coordinate work with the UVU sustainability people and other people in the community with similar interests.

- Outreach Coordinator: Ms. Bateman - Non-profits, businesses, multi-government entities
- Event Coordinator: Mr. Hawkins
- Social media: Mr. Hoffmann
- Sustainability leader: Ms. Lyons
- Best practices: Mr. Mecham

Ms. Albers asked if Utah County had an organization like the Salt Lake Downtown Alliance. They do outreach with the businesses and the community. UVU and BYU have student organizations that are trying to do that as well. It seems like the goals the NRSC is trying to reach are similar to what other people are trying to do.

Upcoming local events:

- March 7 - Unplug and Connect - Free Community Seminar, Orem High School, 7:00-9:00 p.m.
- March 21-22 - Intermountain Sustainability Summit, Weber State University
- March 26 - NRSC 2018 Report to City Council - NOTE: Committee members should attend if at all possible
- March 28-29 - UVU Environmental Ethics Symposium - The Air We Breathe - Clarke Bldg. (CB) 511
- March 29 - UN Ms. Alison Smale, Under-Secretary-General for Global Communications, Department of Public Information at UVU
- April 1-May 18 - Orem Spring Clean Up (locations rotate weekly)
- April 9 - UVU Tree Campus USA Award
- April 13 - Free Utah County Household Hazardous Waste Collection Event-Provo Towne Center -9:00 a.m. - 3:00 p.m.
- April 27 - Gas-to-electric lawnmower/trimmer exchange event - State Department of Environmental Quality – see website for details
- August 26-28 – 68th United Nations Civil Society Conference, Salt Palace. The theme is "Building Inclusive and Sustainable Communities." (<https://outreach.un.org/ngorelations/slc-conference>)

Other:

March 20 - Vernal/Spring Equinox

March 21 - World Forestry Day

March 22 - World Water Day

March 23 - World Meteorological Day

March 30 - Earth Hour - 8:30-9:30 p.m. local time

April 22 - Earth Day

April 26 - Arbor Day

The next NRSC meeting will be April 11, 2019.

Approval of Minutes: Ms. Bateman moved to approve the February 7, 2019 minutes. Mr. Mecham seconded the motion. Those voting aye: Sarah Bateman, Darren Hawkins, Brandon Hoffmann and Quinn Mecham. The motion passed unanimously.

Adjourn: Mr. Mecham moved to adjourn. Mr. Hawkins seconded the motion. Those voting aye: Sarah Bateman, Darren Hawkins, Brandon Hoffmann and Quinn Mecham. The motion passed unanimously.

Adjourned: 5:56 p.m.

Darren Hawkins, Chair

Approved: April 11, 2019