

CITY OF OREM
NATURAL RESOURCES STEWARDSHIP COMMITTEE
February 7, 2019

Place: Development Services Conference Room

At 5:00 p.m.: Chair Lyons called the meeting to order

Those present: Sarah Bateman, Darren Hawkins, Brandon Hoffmann, Erin Lyons and Quinn Mecham, Natural Resources Stewardship Committee members and Cheryl Vargas, Minutes Secretary

Those excused: Sam Lentz, City Council member

1. Welcome to/and introductions by Brandon Hoffmann:

Mr. Hoffmann has lived in Orem for most of his life. He has a career in the film industry making commercials. He works in editing and on the sets. His work social media account has grown to about 5.2 million followers. Under his consultation pages, followers total about 10 million followers. He loves conservation and is passionate about sustainability and natural resources.

The members of the Committee introduced themselves to Brandon and told him a little about themselves and their interests and work on the Natural Resources Stewardship Committee (NRSC).

2. Discussion of anti-idling ordinances -- Mr. Hawkins:

Mr. Hawkins spoke with the mayor of Holladay and had a productive conversation. Holladay has an anti-idling ordinance but does not enforce it. The mayor thinks the ordinance has been great used as an education measure and it has been effective in that way. The ordinance got attention, continues to get attention and people use it in that way. The last time the NRSC discussed this issue, there was concern about an ordinance not being enforced and people being upset about that. Holladay has invited those people to get involved in other educational initiatives, and it has been well received. He asked if businesses were upset because there is a provision in the ordinance that drive-thru's educate through their signage. The mayor said it has been a cooperative process.

Mr. Hawkins also spoke with John Jarvis, Provo's Sustainability Committee Chair, and he mentioned there is a Utah County ordinance. Since no one in Orem knew that, Utah County has not done a good job of educating people about it. Ms. Lyons asked what the next step is. Jason Bench, Planning Division Manager, said when the Committee gets a new Planner assigned to it, that person can take it to the next level.

Mr. Hoffmann asked if Holladay had a lot of signs. Mr. Hawkins said there is a piece of their ordinance that requires there to be signs at drive-ups. He thought this could be a way to open the door to businesses and be an opportunity to educate people and businesses.

3. Clear the Air Challenge:

Ms. Lyons said it is the same challenge Mr. Hawkins suggested we join as a team last year. It logs on a daily basis the number of trips/miles saved by consolidating trips, carpooling, using mass transit, skipping a trip, etc.

Ms. Lyons wanted to know if the NRSC wanted to register as a team and then recruit others to join. Mr. Mecham said the idea is for the NRSC to lead out and be the role model. Ms. Bateman said if you want to, you can join a team near you. She will email the organizers and let them know the NRSC wants to start a team. She will then send out an email for NRSC members to register.

4. Youth Earth Day Contest 2019 – Ms. Lyons:

In the past, we have had a meme contest and have been able to get 7-10 businesses to donate a prize package. It was worthwhile for the winners the past two years and it was a big deal for them. There was also positive feedback from the businesses. The NRSC has also discussed making the contest bigger into a full-blown art contest. The biggest obstacles are no money and no place to house art. She had two questions, 1) should there be a contest this year and 2) should it be something different – like designing a mural for one of the parks in lower income parks. Kena Mathews, Community Services Manager, works with low income neighborhoods in community development. She could pay an artist through different grants that she works with. In terms of effort and impact, Ms. Lyons would like feedback from the Committee. Last year, she did not think there were a lot of entries, did not think it was advertised very well and did not think the flyer was very good.

Ms. Bateman said the idea was great and thinks now the Committee has someone who has the skills to advertise that more. She said Ms. Lyons was good at reaching out to businesses. Mr. Hoffmann said if the Committee wants to still do the same meme contest, it should be all digital and use social media as the advertising outreach platform. Then the whole community could vote on the winners and they would not have to rely on funding from anyone. The prize package would still be great and by keeping it digital there is no cost involved.

Ms. Bateman said if the Committee wants to expand they can partner with the Woodbury Museum at the mall and have a certain time period to collect art. Or partner with the library. This would be a larger project and may not line up with Earth Day. Mr. Mecham said he had two comments, 1) He thinks the meme contest has not reached its potential. They could get more people involved and have more visibility. He thinks they should try that and see if they can get more entries and visibility, 2) the art contest is a good idea, but it will require a lot of thought and organization. It could be separate from Earth Day. Ms. Bateman suggested tying it to Sustainability Day which is in the fall.

Ms. Lyons said the meme contest has been very casual and not had a lot of rules. She appreciates the idea of keeping it original and digital.

5. Social Media Outreach – Ms. Bateman, Ms. Lyons:

Ms. Lyons said the goal this year was for NRSC members to create a social media post each week. The posts should now be submitted to Ms. Lyons and she will forward them to Peter Wolfley to post on the City's social media sites. Mr. Hoffmann asked what the goal of each post is. Ms. Lyons said they are trying to get the NRSC name out there as a committee and let the community know someone is actively working on sustainability, to post monthly themes and to highlight a sustainability leader.

Mr. Mecham said the sustainability leader posts give the idea that people can lead on these issues. People who receive that honor will realize they are a leader and then they will want to do more. The idea of trying to create change leaders is part of the NRSC mission. Mr. Hoffmann asked how the post creates a draw to that image. It should state what the people did to encourage, instead of just stating they did something. Ms. Lyons said she and Mr. Hoffmann would work on the sustainability leaders. The Committee will continue to do one post a week through February and then defer to Mr. Hoffmann to see if there is a better way.

Upcoming local events:

- Feb 7, 10:00 a.m. to 2:00 p.m. - Wasatch Resource Recovery (anaerobic digester—food-waste-to-energy) Open House;
- Feb 21, 6:00-8:00 p.m. - Utah Valley Visioning, Envision Utah; Orem High School
- Mar 7, 5:00 p.m. - NRSC meeting
- Mar 21-22 - Intermountain Sustainability Summit; Weber State University

Other:

- Mar 20 Vernal Equinox
- Mar 21 World Forestry Day
- Mar 22 World Water Day
- Mar 23 World Meteorological Day
- Mar 30 Earth Hour (last Sat. in March 8:30-9:30 p.m. local time)
- The next NRSC meeting will be March 7, 2019

Approval of Minutes: Ms. Lyons moved to approve the January 10, 2019 minutes. Ms. Bateman seconded the motion. Those voting aye: Sarah Bateman, Darren Hawkins, Brandon Hoffmann, Erin Lyons and Quinn Mecham. The motion passed unanimously.

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

Adjourned: 6:01 p.m.

Darren Hawkins, Vice-Chair

Approved: March 7, 2019