

**DRAFT MINUTES OF A REGULAR MEETING OF
HAMILTON COUNTY RECYCLING AND SOLID WASTE DISTRICT
POLICY COMMITTEE**

DATE: April 22, 2021

TIME: 1:00 p.m.

PLACE: Virtual Meeting using Zoom

PRESENT: **Policy Committee Members**

Tony DiPuccio, Generator Representative, Chair
Bob Gedert, Public Member, Vice Chair
Karen Hurley, General Interest Member
Greg Kesterman, Hamilton County Public Health Representative
Sue Magness, Largest Municipality Representative
Larry Riddle, Rumpke

Staff

Michelle Balz, Solid Waste Manager
Gage Bradford, Community Specialist
Abbey Cherry, Communications Specialist
Mary Copenbaker, Business Specialist
Brad Johnson, Director
Ali Khodadad, Operations Manager
Joy Landry, Communications Specialist
Jenny Lohmann, Community Outreach Coordinator
Tom Mohr, Digital/Communications Manager
Cher Mohring, Community Outreach Coordinator
Susan Schumacher, Assistant Solid Waste Specialist, Clerk

Others in Attendance

Katie Evans, Best Way Disposal

Policy Committee Members Absent

Denise Driehaus, County Commissioner
Raj Rajagopal, Township Representative
Lily Ritch, Student Representative

1. CALL TO ORDER

Mr. DiPuccio called the meeting to order at 1:07 pm and stated that the focus for today's meeting was on the rebranding, specifically on the name and not on the logo.

2. POLICY COMMITTEE ITEMS

A. District Rebranding and Name Change

Mr. DiPuccio stated that he thought the most efficient way would be to ask each member what their thoughts were between the two names; Hamilton County SustainABILITY and Hamilton County ReSOURCE.

Mr. Gedert stated he supported the name Hamilton County ReSOURCE and stated that a new image could be launched with the public. Mr. Gedert also recommended a strong launch, and it is a good way to engage the public in a new way.

Policy Committee Meeting

April 22, 2021

Page 2

Ms. Hurley stated that if forced to choose between ReSOURCE and SustainABILITY she stated she would go with the staff recommendation even though she didn't like ReSOURCE. Ms. Hurley mentioned that she took a poll with people that recycled between the names SustainABILITY and ReSOURCE and neither of the names told them any more about what the District was than the old name. What did work and what everyone liked was the tag line suggested in the staff briefing.

Ms. Hurley stated that her vote is that the name be Hamilton County Recycling and Waste Reduction as ReSOURCE is confusing and SustainABLE is very general. Ms. Hurley stated that the reason for the name change is to make it more obvious to people what this department does, and she doesn't think either of the names do it.

Mr. Kesterman stated that he supports the staff recommendation of ReSOURCE. To Ms. Hurley's point, ReSOURCE does not actually tell you what the District does but that's really the work staff has to do after, making a name change stick.

Ms. Magness stated that neither name does it for her but thinks that Hamilton County Recycling says it and understands why it shouldn't say Solid Waste. But she thinks of Social Service agencies when she thinks of ReSOURCE because Hamilton County Resource Center has been around for a long time.

Ms. Magness stated that she didn't think Hamilton County ReSOURCE solves the problem of making the District's name be meaningful to people and stated that she would lean toward Hamilton County Recycling. If staff does want the tag line, she would go with what Ms. Hurley stated, Hamilton County Recycling and Waste Reduction because it says what the District does. Ms. Magness stated that there will be longer conversations explaining what ReSOURCE means than explaining what Solid Waste means.

Ms. Magness stated that she agreed with Mr. Gedert that a new name or any campaign that is thoughtfully implemented has a positive impact and being able to get free advertising which is where the golden lining is. To be robust, staff is going to be spending thousands of dollars on new artwork, etc. She is not sure that changing the name to ReSOURCE is worth it and feels the name is not sticking to people's minds.

Ms. Magness stated that if the majority of members thinks this is a good move, she would probably go with the majority.

Mr. Riddle stated that he agreed with the Staff Recommendation and in the 22 years he has been on the Committee, he has never been asked what Solid Waste meant or any reference to the name.

Mr. DiPuccio stated that he agreed with Mr. Gedert and was thinking the same thing. Any name is hard to push everything into one name in regard to what name is used, it is still going to be how it is promoted and brand it is moving forward, and he is confident that this will be successful.

Mr. DiPuccio asked Ms. Balz if she had any comments or if she wanted to pull in any staff. Ms. Balz thanked the members for their comments and suggestions. She hears and agrees with everyone.

Ms. Balz stated that there are a few choices: The name can remain the same and renaming can be revisited in the future, or the Committee can change to SustainABLE Hamilton County or Hamilton County ReSOURCE and believes Mr. Mohr and Ms. Landry may have some comments.

Mr. Mohr thanked the Committee for meeting today. Mr. Mohr stated that if everyone saw the video presentation that was emailed, thought The Creative Department did a fantastic job of working these things up to give us some visual ways to see how the logos might look once rolled out to the public.

Mr. Mohr stated that he was a big advocate for ReSOURCE. He stated he is on board with what Mr. Gedert mentioned; brand awareness takes time, and it can take years and depending on the change, it is something that never happens for any brand overnight.

Mr. Mohr stated that this will be the next big project. Once the brand, logos, and artwork are decided, then the push becomes getting it out and making yourself present and doing that campaign to push the brand awareness out to the public.

Ms. Hurley asked how this name change would line up with the other three other departments that were being rebranded. Mr. Mohr stated that Hamilton County Environmental Services as a whole is the parent department and this name is not changing. The Southwest Ohio Air Quality Agency name is not changing.

Ms. Hurley stated that this reinforces that we should be Hamilton County Recycling and Solid Waste Reduction. If we are going to have a one-word name that doesn't tell what we do and the others do, it just doesn't make sense to her.

Mr. Gedert told the story about his experience with a name change/rebranding from when he was in Austin, TX which in the end, the department was named Resource Recovery.

Ms. Hurley stated that there was a world of difference in Resource Recovery that says something than just ReSOURCE and stated that she doesn't think Mr. Gedert's experience with Resource Recovery is necessarily what the experience with just ReSOURCE will be.

Mr. DiPuccio asked Ms. Balz if she or the staff had any other comments. Ms. Balz asked Ms. Landry if she wanted to add anything.

Ms. Landry stated to summarize the case for ReSOURCE, a large part of the appeal for that was the idea of alliteration that ReSOURCE is an extension of reduce, reuse, recycle and this Committee knows that we are more than just trying to teach residents about recycling; we are also encouraging people to think about waste reduction. That allows us to have programs like the reducing food waste programs.

Ms. Landry stated that in the past year, Ms. Cropenbaker has been very instrumental in developing the 513Green business certification program and that leans very heavily on businesses teaching their employees simple things like using ceramic coffee mugs instead of disposal ones.

Ms. Landry stated that she thought there was a lot of branding and extension possible with using that strong word of ReSOURCE and the emphasis is capitalizing "SOURCE" to show that we are that primary source that businesses, schools, residents can turn to get that education, technical assistance, etc. to help them improve their waste reduction, recycling, etc.

Ms. Landry stated to remember the word is not going to stand alone, it is about Hamilton County, it is about our community and again, it gives us an opportunity to emphasize those other three very key tenants to reduce, reuse, and recycle.

Mr. DiPuccio stated that the video emailed to Committee members was a great idea and very helpful and efficient way to provide an explanation and background regarding the names that were to be voted upon today and thanked staff for providing this.

Policy Committee Meeting

April 22, 2021

Page 4

Mr. Mohr stated it was fun putting it together and kudos to Ms. Balz for the ask on this as a way to get the information to the Committee prior to this meeting.

Mr. DiPuccio asked for a motion. Mr. Kesterman moved to change the name of the District to Hamilton County ReSOURCE. Mr. Gedert seconded. Mr. DiPuccio was in favor. Ms. Hurley and Ms. Magness abstained.

3. FUTURE AGENDA ITEMS

There were no future agenda items.

4. POLICY COMMITTEE MEMBERS' COMMENTS

There were no Policy Committee members' comments.

5. PUBLIC COMMENTS

There were no public comments at this time.

6. UPCOMING DISTRICT MEETINGS

The next Hamilton County Recycling and Solid Waste Policy Committee meeting will be held on Wednesday, May 19, 2021. The meeting will begin at 1:30 p.m. via Zoom. Meeting information will be sent at a later date.

7. ADJOURNMENT (Target Time – 3:00 p.m.)

Mr. DiPuccio asked for a motion to adjourn. Ms. Magness moved; Mr. Kesterman seconded. All were in favor and the meeting was adjourned at 1:27 p.m.