

University Sustainability Committee

October 18, 2018

Members Present: Dr. James Bridgeforth, Victor Cohen, William Guess, Dr. Krista Harrell, Cecelia Martin, Mary Beth Massey, Diana Nichols, Dr. Stephanie Smallegan, Cana Brown (SGA)

Members Absent: Dr. Glen Borchert, Dr. John Cleary, Todd Culp, Dr. Doug Marshall and Brad Sanders

Guest: Rikecia Walker and Dr. Shannon Shelley-Tremblay

Call to Order: The meeting was called to order at 2:00 P.M. by Dr. James Bridgeforth.

Old Business:

1. The minutes for the September 20, 2018 meeting were approved.
2. **Update on Lime:** Dr. Harrell presented. A meeting was held to discuss what would be done with the bikes in the event of a weather emergency (for example a hurricane). There has been a price change – it is now \$0.50 to unlock the bike and \$0.02 per minute.
3. **Recycling Update:** William Guess reported. The university is doing very well with cardboard. However, with plastics quite a bit is contaminated with food products and therefore not being recycled. The Hitt Road Facility has a backlog of recycle materials; they currently don't have anywhere to send it so they are not accepting as much. (This has become a national issue.)
Pickups on campus are averaging every other day, if anyone has recycle material that is not being picked up, please contact Todd Culp.
4. **Updates for Safety and Environmental Compliance:** William Guess introduced Rikecia Walker; she is a student worker that will be working with the department of Safety & Environmental Compliance. She will focus on Sustainability/MS4 Permit issues.

New Business

1. **Marketing Plan & Strategy Presentation:** Diana Nichols presented a PowerPoint presentation detailing the Sustainability Committee Marketing Plan and Strategy.
 - Mission/Vision
 - Opportunity
 - Background
 - Goals
 - Target Audience

- Objectives
 - Strategy
 - Tactics
2. **Update from AASHE Conference:** Dr. Bridgeforth reported that he attended the AASHE conference the first week of October in Pittsburgh, PA. He was extremely surprised and impressed by the student presentation(s). The conference focused on Environmental Social Justice and what that means to different universities/institutions. Dr. Bridgeforth feels that this committee needs to focus on defining this over time for our university and to work towards a STARS assessment.
 3. **Discussion on Scooters:** Deferred until the next meeting.
 4. **Confirmation of Committee Chairs:** Dr. Bridgeforth reported.
The Chairs for the Subcommittees are:
 - STARS Task Force – Cecelia Martin
 - Campus Engagement – Victor Cohen
 - Operations – Todd Culp
 - Marketing & Communications – Diana Nichols
 5. **Open Floor:** Dr. Shelley-Tremblay reported that volunteer opportunities should go through her department that they also can promote sustainability projects. As these opportunities become available she will notify the Sustainability Committee and will assist with coordinating volunteers.

The meeting was adjourned at 2:55 pm.


Dr. James Bridgeforth, Director of Housing

11.9.18