

## **Public Education and Outreach Committee Meeting**

Date: March 15, 2011

Time: 1:00pm to 4:00pm

Location: "ADS" Office

People present in the meeting:

- Hanna Rodríguez
- Cenilda Ramírez
- Orlando Negrón
- Noemí Paulino
- Yolianne Maclay

### **Issues Discussed:**

- I. Publicity Campaign
  - a. On January 31, 2011, Mrs. Yolianne Maclay, presented to the students, who are going to be working with the campaign, the situation concerning solid waste in Puerto Rico.
  - b. The class, which is divided into three groups, conducted an investigation regarding the tendencies of the people in the Metropolitan Area to reduce, reuse, and recycle.
  - c. Next, Thursday March 17, 2011, they will present the findings of the investigation and the logos designed for the PRRP, the committee will choose one logo. The presentation will be held on the "Universidad del Sagrado Corazón" campus from 1:00pm to 5:00pm.
  - d. On May 16, 2011, the students are going to present their campaigns and the committee will choose the winning campaign.
  - e. Finance the implementation phase of the campaign
    - i. Mark Lichtenstein, suggested that we find a few people or organizations that are part of the PRRP, who could approach companies like Bacardi?
    - ii. The committee was informed, that for the Partnership to be authorized to accept donations it needs the following: a release from "Departamento de Hacienda" (this is similar to the IRS in the US) , a Board of Directors, "número patronal" (corporation number), and a release from the federal government. This will take 4 to 5 months approximately.
    - iii. Mrs. Maclay found an Environmental Education Grant. The applicants must represent a local education agency, state education or environmental agency, college, non-profit organization, non-commercial educational broadcasting entity or a tribal educational agency. The deadline for applying is on May 2, 2011. We are going to verify if ADS,

JCA, or/and Sacred Heart University are interested in applying for the Grant.

II. Recycling Presentation

- a. The Municipality of Aibonito is organizing a Recycling Fair at the Conference Room of the Municipal Facilities. Mr. Rafael Colón, Recycling Coordinator of the Municipality, wants a “Promotor de Reciclaje” to conduct a recycling presentation on April 28 to students from 6<sup>th</sup> to 9<sup>th</sup> grade.
- b. Mrs. Cenilda Ramirez is going to verify if she is available for that date, if not Y.Maclay will sent a request to the people that took the “Promotores de Reciclaje” Training.

III. “Promotor de Reciclaje”

- a. The training was conducted on February 11, 18, and 25, including a field visit to the Carolina Landfill on March 11<sup>th</sup>.
- b. Mrs. Maclay, sent an e-mail to Brenda Colón Blanco (“Directora, División de Mercados, Reciclaje y Educación – [bcolon@ads.gobierno.pr](mailto:bcolon@ads.gobierno.pr)”) to coordinate a “Promotor de Reciclaje” training on non working hours. She answered, asking who is going to be the audience.
- c. Once Mrs. Colón determines the schedule, Mrs. Maclay will look for someone to coordinate the activity.
- d. Maclay, is going to send an e-mail to the PRRP members, to verify who is interested in taking the training and at what time.

IV. Technical Visits

- a. After the “Promotor de Reciclaje” training, the participants are interested in the following visits:
- b. Novaterra Visit
  - i. Mrs. Maclay, sent a message to Candy Colón ([ccolon@novaterrapr.com](mailto:ccolon@novaterrapr.com)) asking for authorization to visit the facility. The message has not been answered. 787-817-4327
- c. Sofscape Visit
  - i. Mrs. Maclay, spoke to Ing. Valentín, for the possibility to visit the facility. Mr. Valentín indicated that the visit will not be possible.

V. In order to educate people on different alternatives to reduce, reuse, and recycle, Maclay comes with these suggestions:

- a. Develop a brochure listing all the stores in Puerto Rico that sell things made with recycled materials or second hands items. Mr. Negrón is going to send Y.Maclay, a list of eco-friendly businesses. He suggested charging for the announcement, at this moment this is not possible, because the PRRP does not have an authorized structure to manage donations.
  - b. Update the List from ADS named “Lista de Centros de Acopio e Instalaciones de Reciclaje” from 2009. Mrs. Noemi Paulino informed that ADS already updated the list and it will be available very son.
- VI. High School Video Contest Initiative.
- a. C. Ramirez and H. Rodriguez are going to coordinate a meeting to discuss this possibility.

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