

# Mayor's Environmental Task Force

## Meeting Summary

January 5, 2017

- New attendees are included on the sign in sheet (Attachment 1)
- After introductions, Mayor Beutler:
  - Thanked attendees for their participation and hard work throughout 2016 including support for preparation of the Sustainable Lincoln Plan
  - Introduced a new initiative under a “What Works Cities” grant to institutionalize principles of performance management and in particular the opportunity to link goals and recommendations of the Sustainable Lincoln Plan to this process
- Announcements:
  - Frank did a poor job of capturing all announcements (many of which event dates have since passed ☹) but what I can recollect and is still ahead of us I’ve provided below:
    - Anne McCollister announced there would be a public event regarding the new electric vehicle charging stations installed in 10 public parking garages for January 26<sup>th</sup> (which has now been rescheduled for March 2<sup>nd</sup> at 10:00 AM in the Haymarket Parking Garage at 8<sup>th</sup> and “P” Streets
    - Dan King provided an architect’s rendering of the permanent household hazardous waste facility included as Attachment 2
    - Jamie Carson announced an “Earth Stock” event in April (Jamie please reiterate date?)
    - A “Run For the Bridges” event is scheduled March 11<sup>th</sup>
- Frank provided an updated draft and a brief discussion of the Sustainable Lincoln status including feedback from all departments and a tentative prioritization scheme for the 47 goals/recommendations
- Jamie Carson introduced “EnviroLincoln” – background, purpose and sponsorship opportunities for 2017 (Attachment 3)
- Megan McGuffey and Ben McShane-Jewell next provided an update of the Lincoln - Lancaster Food Policy Council and gave an interactive presentation of the inventory work the Land Use Committee of the Council has been pursuing

**Attachments:**

- 1) New attendee List
- 2) Architect's Rendering of the Household Hazardous Waste Facility
- 3) Environ Lincoln Information

**Attachment 1 – New Attendee List**



Mayor Beutler's Environmental Task Force – January 5, 2017

Name	Representing	E-mail	Phone
<del>Megan Starita</del>	<del>Lincoln Landcare</del>		
Jim Cunningham	BNIF Rail/way	james.cunningham@bnif.com	402-458-7633
Jamie Carson	Carson + Co Global	jamie@carsonco.global.com	202-803-1985
Jesse Starita	Recycle Lincoln	jesse.starita@gmail.com	402-470-8765

**Attachment 2 – Household Hazardous Waste Facility Rendering**



PUBLIC WORKS AND UTILITIES DEPARTMENT  
SOLID WASTE MANAGEMENT DIVISION



PARTIAL FUNDING  
PROVIDED BY:



# FUTURE HOME OF THE Household & Small Business Hazardous Materials Collection Center



Contractor: Ironhide Construction, Inc.  
Architect: Design Associates of Lincoln, Inc.

**Attachment 3 – Envirorun Lincoln Flyer**



**Enviorun Lincoln** hosts monthly events for the environmental community to gather and network beginning with a casual run through the city, followed by insights from sustainability leaders and trailblazers. The Enviorun series offers a fresh new forum for exchanging ideas, while enjoying the mind-clearing benefits of running.

Enviorun's mission is to facilitate dialogue and bring together minds and voices from all sectors of the community. In Lincoln, speakers have included City Councilwoman Leirion Gaylor Baird, and Kevin Shinn, chef and owner of Bread & Cup.

### Who are the Enviorunners?

Our events attract bright young professionals and college students from Lincoln, with interests in science, technology, journalism, community planning, and more. They are tomorrow's leaders and influencers. Sponsoring Enviorun Lincoln offers you exposure to this audience, which in turn will allow your organization the opportunity to gain exposure to your work, meet others working on common disciplines from across sectors, and catalyze common solutions to build resilience.

#### ENVIORUN LINCOLN'S REACH

250 mailing list subscribers

316 Facebook likes

390 Twitter followers

**Exclusive Event + Annual Sponsorship** \$550 contribution, choice of month to be featured  
Sponsoring one (or more) of the 12 Enviorun Lincoln events in 2017 offers you an exclusive level of prominent exposure to the audience on all promotional materials for that month's event.

**IN ADDITION**, this sponsorship will also extend your brand exposure at the annual sponsorship level detailed below.

#### LOGO PLACEMENT

- Prominent event feature on home page
- Prominent feature on specific event page
- Featured on Lincoln chapter page
- Featured on sponsor placard at sign-in desk
- Featured on event presentation slides
- Facebook event cover image
- Sharable event graphics for social media
- Event flyer
- Event invite & reminder emails

#### SPONSOR MESSAGING

- Announcement before speaker introduction
- Option to present at a table at the event
- Email message to mailing list after the event
- Social media posts during the event month

### Annual Sponsorship \$200 contribution

As a sustaining sponsor, we will thank and highlight your organization throughout the year.

#### LOGO PLACEMENT

- Lincoln chapter page
- Sponsor placard at sign-in desk
- Event presentation slides

#### SPONSOR MESSAGING

- Thanking before speaker introduction