Sustainability Charter Committee

Friday, December 19, 2014

1:30 PM

University Services Building Room 202

AGENDA

1. Call to order – Art Bettis and Brian Thompson, Co-chairs
2. Bicycle Master Plan –Discussion, Approval
3. Enhancing Outdoor Recycling and Sustainability Marketing– Eric Holthaus
4. Marketing UI Sustainability – general discussion
5. Ideas for January Retreat
6. Next meeting and adjournment

Attachments:

* University of Iowa Bicycle Master Plan (draft)

Sustainability Charter Committee

December 19, 2014

- Meeting Minutes –

Members/Liaisons Present: Art Bettis, Liz Christiansen, Don Guckert, Rich Hichwa, Dawn Kluber (via phone), Ty Priest, Ericka Raber, Marty Shafer, Scott Seagren, Brian Thompson

Others Present: Shawn Albaugh Kleppe, Eric Holthaus, Jeff Landgren

University of Iowa Bicycle Master Plan

At the November meeting, John Fuller presented a Bicycle Master Plan drafted by students of his Sustainable Seminar. This item was placed on the December agenda for further discussion.

Additional discussion included the need to address security of bicycles and policy on bicycle abandonment.

The Bicycle Master Plan was supported by the committee and Liz will draft a letter of support to the president.

Enhancing Outdoor Recycling and Sustainability Marketing

A presentation on reinvigorating outdoor recycling was provided by Eric Holthaus, highlighting the most prevalent problems associated with the UI outdoor recycling program. They include contamination of recycling, outdated outdoor recycling containers, too many containers and nonvisible commitment. A proposal to consider Big Belly Solar recycling and trash containers was offered.

Discussion included cost and payback of the compactors, life expectancy and use as marketing tools. Eric will continue to refine numbers and gain support for the effort. He would like to keep the committee informed of any new developments.

Marketing UI Sustainability General Discussion

Better promotion and marketing of UI Sustainability was discussed. Ideas included developing a message/goal, circling back with Joe Brennan from the Strategic Communications Office, incorporating a message for the student recruitment agenda, visiting with new Admissions Director, garnering alumni support, reaching out to science teachers at the high school level, conducting school visits, and considering interdisciplinary research.

Ideas for January Retreat

Ideas for the upcoming retreat in January were solicited. They include a Sustainability Institute, creating visuals on campus/marketing/education, development of a Big Idea course, and energy.

Next Meeting

RETREAT - January 23rd from 1:30 – 4:30 in room 2390 UCC.