**KRELF Committee Meeting Notes**

*Date*: 12/5/2014

*Time*: 2 to 3:30 pm

*Location*: UC 223

*Members Present* : Brian Kerns (Facility Services), Robin Saha (Environmental Studies), Peregrine Frissell (Student), Peter McDonough (Student), Grant Myhre (Student), Abby Huseth (Student), Chris Olsen (ASUM Sustainability Coordinator)

Members Absent: Dennis Daneke (Missoula College), Rosi Keller (Admin. and Finance), Sam Thompson (Student), Sam Forstag (Student),

**Notes**

**Meeting Called to Order at 2:10 pm**

1. Eco Rep Presentation
	1. Kathleen and Neil from the UM Eco Reps presented to the KRELF Committee
	2. Discussed the initial structure of the program, including orientation and training, meetings, bulletin boards, and networking with RAs
	3. Discussed various initiatives Eco Reps assisted with or worked on Fall 2014
		1. Working with students to establish a campus garden – Assisted with survey distribution at events (Eco Reps viewed as a resource on campus)
		2. KRELF Proposal
		3. Energy Competition – Teaching residents about conservation
	4. Discussed Fall 2014 events and programs
		1. Cider Press Events – Used to get to know residences, Local foods emphasis, Connected with Great Bear Foundation for a service day, 75 residents at first event of the year
		2. Laundry Detergent Making – Sustainable and Free, Provided other education as well on how to make the entire laundry process more green
		3. Free Cycles Trip – Emphasized sustainable transportation, Attended Bike Well class, Residents volunteered and built on bikes
		4. MT Sentinel Night Hike – Emphasis on light pollution
	5. Discussed Goals for moving the program forward
		1. Become more ingrained in Residence Life
		2. Greater Outreach and name recognition
		3. Big plans for Earth Week
	6. Questions/Discussion
		1. Eco Rep outreach has improved over the years
			* 1. Awareness is increasing over time
		2. What is the turn over?
			1. Usually new Eco Reps recruited every year
			2. Brings up the question of what is the ideal number of Eco Reps
			3. Using increasing application numbers to measure awareness
		3. Be smart in how to frame energy savings
			1. How to be comfortable and also smart
		4. Eco Rep training structures
			1. Idea to have Eco Reps in training and Senior Eco Reps or Eco Rep Coordinators
		5. How is the recycling program?
			1. Biggest problem is teaching students how to recycle right
			2. Education is needed
2. Joran Elias Opt-Out Analysis
	1. Joran and Pope from the Office of Planning, Budgeting, and Analysis were present to answer questions on the analysis of the opt-out rates of the sustainability fee
	2. Brian was hoping for a more in-depth discussion of the analysis
	3. Joran primarily looked at comparing populations
	4. Residence hall data was all over the map – Halls switched every semester
	5. Majors seem to be consistent – i.e. EVST low opt-out while business majors are high opt-outs
	6. Freshman opted out least – Seniors opted out most
	7. No real pattern in Residence Hall data
		1. In future, can look at specific residence halls (i.e. where are Eco Reps, before/after interventions)
	8. Possible to get a new copy of the analysis – We just need to let tony know if we want the report run regularly
3. Res Life Recycling Proposal
	1. Robin mentions that Edi is worried about expanding recycling into the halls
		1. Contamination, Higher Volume
		2. Edi would rather see a pilot program start in a few halls
	2. Many members voiced the question – What is the best way to expand recycling into the halls?
	3. Committee stressed the importance of education for understanding recycling
	4. Grant wondered if it should be a check-out system for people who actually want the bins
		1. Target those who would recycle if it was more convenient
	5. Do they really need 1,700 bins?
	6. Peter mentions the possibility of approving the project with the stipulation they contact/work closely with Edi in UM Recycling
	7. Committee wonders if Res Life has thought through the program enough
		1. Should they test it out in a few halls?
		2. Create a recycling system
		3. We would be more comfortable funding a pilot program rather than just room recycling bins
	8. We would encourage them to use the money to purchase the individual bins and larger bins for a pilot program in a few halls
		1. They can monitor for a year and determine effectiveness and then ask for more money or expand the program on their own
	9. Peregrine moves to fund $3,780 of their proposal with the stipulation they work with Edi and our recommendation that they use the money for a pilot program to start off with
		1. Committee also wants KRELF logo on the stickers that will be put on the bins
	10. Grant Seconds – Approved unanimously
	11. \*Edi and Vicki Watson came in at 3:30
		1. Encourages Res Life to think about what happens to the recycling once it is placed in the outside bins
		2. Recommends starting the pilot program in Aber, where the recycling containers are enclosed
4. Advertising/Media Campaign
	1. Advertising for the vote on the fee
		1. Highlight energy and money savings from KRELF projects
		2. Provide examples to point to
		3. Voting campaign to approve switch to mandatory fee
		4. Get students to come out and vote
		5. Target certain populations
	2. Brian brings up the idea of hiring a professional outreach and communications professional – A marketing pro for a fee
		1. Robin asks why we couldn’t just hire students
	3. Committee wants to create a media plan to spend the $3,000 reserved for outreach per semester
	4. Committee also wonders how to use the Eco Reps to spread the KRELF message
	5. Brian recommends we talk to Mario S (UM Website/PR Program) to see what his ideas are about KRELF and visibility program
		1. Maybe a way to get a larger presence on UM Website
		2. Chris will follow up with Mario to see if he can set up a meeting sometime in January
	6. Grant motions to hold (keeping it available to be spent) $3,000 for publicity for KRELF for next semester
		1. Peregrine seconds
		2. Approved unanimously

Meeting Ends at 3:40 pm