



TO: Commissioner Jerry Libbin, Chair

**Members of the Sustainability Committee**

T.B.D. – Appointed by Commissioner Jerry Libbin  
Lanette Sobel – Appointed by Commissioner Jorge Exposito  
Debra Leibowitz – Appointed by Commissioner Deede Weithorn  
Liliam Furst – Appointed by Commissioner Jonah Wolfson  
Luiz Rodrigues – Appointed by Commissioner Ed Tobin  
Gabriole Van Bryce – Appointed by Commissioner Michael Gongora  
Mitch Novick – Appointed by Mayor Matti Herrera Bower

DATE: July 17, 2012

SUBJECT: **MINUTES OF THE SUSTAINABILITY COMMITTEE MEETING OF JUNE 19, 2012.**

**The attendees were as follows:** Committee members: Gabriole Van Bryce, Liliam Furst, Lanette Sobel, Debra Leibowitz, and Mitch Novick

**Absentee:** Luiz Rodrigues.

**City Staff:** Betsy Wheaton, Environmental Resources Manager; Fred Beckmann, Public Works Director; Maria Estevez, Procurement Division; Cristina Delvat, Procurement Division; Nanette Rodriguez, Communications Department.

**1. Partnership with Coca-Cola**

- a. Commissioner Libbin suggested inviting Coca-Cola to the next Committee meeting to discuss specifications of current agreements to maximize the partnership between the City and the corporation.
- b. Commissioner Libbin recommended that the City could partner with other corporations or local companies to complete sustainability projects. Ms. Leibowitz suggested selling ad time on MB77 to raise funds for sustainability. Ms. Van Bryce noted that there should be some requirement for corporate responsibility before accepting advertisement. **ACTION: Coca-Cola will be invited to the next meeting.**

**2. Sustainability Committee Work Plan.**

- a. **Procurement Brief, Procurement Department**
  - i. Maria Estevez and Cristina Devlat provided an update regarding the Procurement Division's current initiatives aimed at improving the sustainability of the City. For example, in the recent janitorial contract bid, environmental language was included. Further, a social responsibility clause has been added to contract language. The a barrier to promoting green procurement is enforcement. Mr. Beckmann suggested that very specific requirements be placed in all contract language such that the City can hold contracted companies liable. For example, the City could ask for invoices that prove the purchase of the green or sustainable items that are promised in a bid. Commissioner Libbin suggested awarding five

points, as the City currently does for local- and veteran-owned companies, to sustainable companies in the bidding process, though he acknowledged the difficulty of ascertaining the degree to which a company is “sustainable.” Procurement is currently asking other government agencies through a survey how they have developed their green procurement policies and how do they address compliance issues and how green procurement policy has impacted their budgets. Procurement is now developing an RFP for all office supplies purchased by the city. **ACTION: Gabriole Van Bryce will assist with the development of green procurement policies. The Procurement Department will present the RFP for office supplies to the Committee for their review. Procurement will prepare a list of the top 20 vendors, in terms of dollars, that can be contacted or invited to future meetings to introduce them to the sustainable goals the City strives to achieve.**

- b. **Recycling Update, Environmental Division & Communications Department:**
- i. Nanette Rodriguez discussed the education program currently being developed by the Communication’s Department and the Environmental Division. Commissioner Libbin asked to whom corporate sponsorship solicitations should be directed, and Ms. Rodriguez directed him to send all future possible partnerships to Mariu Emmons. However, the Commissioner noted that the process for receiving corporate funds for recycling initiatives must be improved.

For next month’s meeting, Ms. Rodriguez will bring the components of the physical toolbox that will be given to property managers. **ACTION: Staff will provide a spreadsheet listing the number of condominiums and businesses without recycling to the Committee on a quarterly basis.**

- c. **Sustainable Initiatives Fund**
- i. In 2011, the City collected \$195,000 from the waste haulers, which represents a rate of 1%. So far, in 2012, the City has collected \$162,000, and the yearly total is expected to reach \$210,000 (1.5%). Ms. Leibowitz suggested allocating a portion of these funds for a contest at the local schools (Miami Beach High School or Miami Ad School) for them to create an advertisement for recycling. It was decided that the primary advertising agent will be Communications, but that local schools might incorporate an event for America Recycles Day. Ms. Rodriguez will develop a plan for funding that will incorporate such a prize, as well as whatever else is necessary; tentatively, she estimates \$30,000 – \$50,000 per quarter for a comprehensive recycling campaign.

d. **Website Updates**

- i. Ms. Rodriguez and Ms. Wheaton demonstrated updates to the website that will be made to improve the dissemination of information on recycling.

**3. New Business**

- a. Ms. Wheaton presented the right of way recycling bins show cased at Euclid Circle: the current silver bin, the Coca-Cola unit, the Big Belly unit (without compactor), and Go Green Eco Bin. The Go Green Eco Bin was determined to not be operationally feasible.

**4. Minutes Review**

- a. Motion to approve minutes made by Liliam Furst, seconded by Debra Leibowitz. Minutes approved unanimously.

**Meeting adjourned at 6:00 PM.**

**The proceedings of this meeting have been recorded. Please contact Patricia Bocio at 305.673.7080 or [pbocio@miamibeachfl.gov](mailto:pbocio@miamibeachfl.gov) for more information.**

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