10-5-2010


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Executive Summary

- The Hector’s Helpers program with the Clark County School District continued curriculum development.
- The team was selected to serve on the litter and recycling work group for Keep Las Vegas Beautiful.
- The team continued to develop the GIS database.
- A total of 12 clean-up events were conducted this quarter.

Summary of Attachments

- Meeting Agendas
- Meeting Minutes
- West Career and Technical Academy Showcase Invitation

Collaboration with Interagency Teams

The Interagency Anti-Litter Team met twice this quarter: October 26 and December 7, 2010 (see attached agendas and minutes for details). The team continues to meet on a regular basis and is providing direction on all four subtasks as detailed below.

Task 1: Strategic Planning and Project Management.

Task Agreement
The current task agreement based on the Round 4 and 5 SNPLMA awards was extended to December 31, 2010. The expiration date for the Round 4 and 5 SNPLMA awards was also extended. The final expiration dates is December 31, 2011.

To facilitate continuation of the accomplishments of the anti-litter and desert dumping team, the Bureau of Land Management developed a continuation task agreement. The Washington Office is currently reviewing the agreement and has yet to issue approval for the agreement.

Collaborative Efforts

The Hectors Helpers youth initiative project continued with the Clark County School District. On December 14, 2010 sixty-two sophomores, enrolled in the business program from West Career
Technical Academy, participated in their ‘Go Green and Clean’ Program Showcase (see attachments for the invitation). Fifteen groups of 4-6 students partnered with Don’t Trash Nevada to develop marketing campaigns to combat littering on our Public Land. Students had the opportunity to choose two target markets, and develop slogans, brochures, flyers, and commercials to reach their target markets. During the showcase 250 community members came to support the students’ creativity and hard work. This included teachers, fellow students, members from Clark County School District, members of Southern Nevada Agency Partnership, and community partners. There were many innovative campaigns. Students were evaluated through a presentation to a panel of judges and as well as we able to be voted for as ‘people’s choice’ at the showcase. Finalists were chosen for each category of their materials (e.g. best flyer, best brochure, and best commercial) with one overall all group winner. The final groups’ materials are scheduled to be showcased on the Don’t Trash Nevada website.

The team’s collaboration with Keep Las Vegas Beautiful continued. The project manager was assigned to the litter and recycling working group. That group organized an event for America Recycles Day (ARD), and plans to sponsor a compost bin truckload sale, organize a Earth Day Every Day fair and will coordinate the annual litter index.

To strengthen an emerging partnership with Keep America Beautiful (KAB), the team served as the state coordinator for America Recycles Day. The team gathered details on ARD events throughout the state and reported on the accomplishments to KAB.

In December the team discussed the pros and cons of assisting in the development of a KAB state affiliate and reviewed a model for developing a state affiliate. A state affiliate would be able to support the SNAP in anti-litter and desert dumping efforts when SNPLMA funding is gone. Partnership with KAB to develop a statewide organization was identified in the strategic planning process as an action item to address the issue of sustainability. In the next quarter the team will be finalizing a rationale for developing a state affiliate and will begin to develop a steering committee to explore the idea further.

Recycling Efforts
A recycling logo was selected and will be used on Clear Stream containers, blue recycling bags and placed on recycling dumpsters.

On November 13, 2010, UNLV celebrated their Homecoming Football game in front of 16,111 fans. In collaboration with the University of Las Vegas Rebel Recycling Program and Don't Trash Nevada, 24 volunteers served as recycling ambassadors, collecting recyclables from fans in the parking lot during tailgating as well as during the third quarter of the game. Information and education materials were provided to the fans by a booth in the main tailgating area and during the game fans heard two announcements and gave the ambassadors their recyclable containers at the beginning of the third quarter.

A half page ad was run in the Las Vegas Review Journal on November 15, 2010, America Recycles Day to introduce the public to the SNAP recycling logo.

GIS Project Planning and Management
The team met with the manager of the Mojave Desert Ecosystem Program and has determined that they will partner with MDEP to develop a smart phone application to be used in the GIS monitoring project. The MDEP will assist in developing the application based on the GPS based form that has been developed. A version for the general public may be developed in the future but issues related to public expectations and responsiveness to submitted data must be settled first.
Task 2: Messaging Campaign

The team began a major redesign of the Don’t Trash Nevada website by discussing the target audiences for the site. The marketing firm submitted a scope of work and estimate which the team reviewed. Further information was needed about the future phases included in the scope of work. In particular, the team wanted the firm to include the development of a social media plan in the scope, so target audiences and metrics of effectiveness could be established for any social media that might be linked to the website.

Program Website
The Don’t Trash Nevada official Web site (www.donttrashnevada.org) launched on October 12, 2006. The site includes information related to illegal dumping and litter prevention, clean-up events, recycling, household hazardous waste management, and the anti-litter pledge. Data for the period of October 2006 - March 2010 indicated 1,227,523 successful server requests, and 184,453 successful page requests (See Figure 1 below). During August 2009, the website migrated to a new server which impacted the collection of the statistics.

New information tracking was implemented for April 2010 moving forward. This information tracking will more accurately track the number of individuals that visit this site and how many pages they visit (See Figure 2 below).

![Don't Trash Nevada website traffic by quarter](image)

Figure 1 shows Don’t Trash Nevada quarterly web traffic since the site went live to March 2010.
Figure 2 shows Don’t Trash Nevada quarterly web traffic October- December 2010.

Community Outreach
The Take Pride in America Southern Nevada Team attended two community outreach events. Staffed by the Public Lands Institute, these events are an opportunity to raise awareness of the litter and desert dumping problem. Individuals are encouraged to sign the Don’t Trash Nevada pledge by offering them a reusable shopping bag. Table 1 contains a summary of the contacts made.

Table 1. Community Outreach Attendance –October - December 2010

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Number of Direct Contacts</th>
<th>Number added to Mailing List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volunteer Recognition Banquet</td>
<td>134</td>
<td></td>
</tr>
<tr>
<td>National Trails Day</td>
<td>534</td>
<td>62</td>
</tr>
</tbody>
</table>

Table 1 shows the number of contacts made at community outreach events and the pledges that resulted from these contacts.

Task 3: Litter and Desert Dumping Clean-ups

A total of 464 volunteers donated 2005 hours to our public lands during twelve volunteer events. According to the Independent Sector, which provides data for calculating the economic impact of volunteers, the volunteer events this quarter have had an economic impact of $41,804.00

Figure 2 shows the number of events per quarter since program inception.
Figure 3 shows the number of volunteers participating in events each quarter since program inception.

Figure 4 shows volunteer hours contributed each quarter since program inception.

Figure 5 shows the value of volunteer hours since program inception in dollars and cents.
Figure 6 shows the number of cubic yards of waste removed from public lands by volunteers.
Figure 7 compares the volume of trash removed from public lands since program inception to a popular monument.

If each cubic yard of waste removed by the anti-litter team were stacked on top of each other the stack would reach 38,000 feet high as of January 4, 2011.
Volunteer Clean-Up Events

The 12 volunteer clean-up events that were supported by the Take Pride in America in Southern Nevada team are summarized below. Table 2 contains a summary of all clean-up efforts supported by the team.

Cottonwood Cove Beach Clean-Up and Eco-Drive
October 9, 2010- Cottonwood Cove-NPS
A total of 223 volunteers participated in removing 16 cubic yards of trash

Sandy Valley Clean Up
October 16– Sandy Valley – BLM
Forty volunteers removed 60 cubic yards of trash

Bailey Middle School Field Trip
October 19, 2010- The Great Unconformity- BLM
Twenty Bailey Middle School students cleaned up 2 cubic yards of trash as part of a service-learning based field trip to the Great Unconformity

Iron Mountain & Red Coach Clean Up
October 23– Iron Mountain & Red Coach– BLM
Two volunteers removed 1 cubic yards of trash

Sunrise Mountain Clean Up
October 25– Sunrise Mountain – BLMA total of 17 volunteers removed 250 cubic yards of trash

Las Vegas Boat Harbor Clean-up & Eco-Dive
October 30, 2010- NPS
Thirty volunteers removed 10 cubic yards of trash

Sloan Canyon – Clean Up
November 5, 2010 – Sloan Canyon- BLM
A total of 6 Volunteers worked with NDOT and Southwest tactical to remove 140 cubic yards of trash from the shooting area of Sloan Canyon.

Sloan Canyon- Clean Up
November 6, 2010 – Sloan Canyon- BLM
Nine Volunteers removed 100 cubic yards of trash from the shooting area of Sloan Canyon.

Eagle Scout Project - Clean Up
November 6, 2010 – Sloan Canyon- BLM
A total of 45 troop members removed 35 cubic yards of trash from the shooting area of Sloan Canyon.

America Recycles Day
November 13, 2010- Lake Mead NRA- NPS
Forty volunteers removed 80 cubic yards of trash from Callville Bay Marina
**Lovell Canyon Clean-Up**  
December 11, 2010- Lovell Canyon-USFS  
Schylar Brown and members from troop # 624, along with 2 volunteers from Get Outdoors Nevada removed 35 cubic yards of debris from a shooting area off of Lovell Canyon road

**Bailey Middle School Field Trip**  
December 14, 2010- The Great Unconformity- BLM  
A total of 32 Bailey Middle School students cleaned up 2 cubic yards of trash as part of a service-learning based field trip to the Great Unconformity
Table 2. Don’t Trash Nevada Sponsored Clean-ups October – December 2010.

<table>
<thead>
<tr>
<th>Date</th>
<th>Agency</th>
<th>Location</th>
<th>Nature of Work</th>
<th>Number of Volunteers</th>
<th>Accomplishments</th>
<th>Total Volunteer Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/9/2010</td>
<td>NPS</td>
<td>Cottonwood Cove</td>
<td>Clean-Up and Eco Drive</td>
<td>223</td>
<td>16 Cubic Yards of trash was removed</td>
<td>892</td>
</tr>
<tr>
<td>10/16/2010</td>
<td>BLM</td>
<td>Sandy Valley- Pahrump Rd.</td>
<td>Clean-Up</td>
<td>40</td>
<td>60 Cubic Yards of trash was removed</td>
<td>160</td>
</tr>
<tr>
<td>10/19/2010</td>
<td>BLM</td>
<td>Great Unconformity- Bailey Middle School</td>
<td>Clean-Up</td>
<td>20</td>
<td>2 Cubic Yards of trash was removed</td>
<td>60</td>
</tr>
<tr>
<td>10/23/2010</td>
<td>BLM</td>
<td>Iron Mountain &amp; Red Coach</td>
<td>Clean-Up</td>
<td>2</td>
<td>1 Cubic Yard of trash was removed</td>
<td>8</td>
</tr>
<tr>
<td>10/25/2010</td>
<td>BLM</td>
<td>Sunrise Mountain</td>
<td>Clean-Up</td>
<td>17</td>
<td>250 cubic yards of trash removed</td>
<td>18</td>
</tr>
<tr>
<td>10/30/2010</td>
<td>NPS</td>
<td>Las Vegas Boat Harbor</td>
<td>Clean-Up and Eco-Drive</td>
<td>30</td>
<td>10 Cubic Yards of trash was removed</td>
<td>70</td>
</tr>
<tr>
<td>11/5/2010</td>
<td>BLM</td>
<td>Sloan Canyon</td>
<td>Clean-Up</td>
<td>6</td>
<td>140 cubic yards of trash &amp; one boat was removed.</td>
<td>120</td>
</tr>
<tr>
<td>11/6/2010</td>
<td>BLM</td>
<td>Sloan Canyon</td>
<td>Clean-Up</td>
<td>9</td>
<td>100 Cubic yards of trash removed</td>
<td>30</td>
</tr>
<tr>
<td>11/6/2010</td>
<td>BLM</td>
<td>MM14 S. Las Vegas Blvd Eagle Project</td>
<td>Clean-Up</td>
<td>45</td>
<td>35 Cubic yards of trash removed</td>
<td>225</td>
</tr>
<tr>
<td>11/13/2010</td>
<td>NPS</td>
<td>Lake Mead NRA</td>
<td>America Recycles Day-Clean Up</td>
<td>40</td>
<td>80 Cubic yards of trash removed</td>
<td>174</td>
</tr>
<tr>
<td>12/11/2010</td>
<td>USFS</td>
<td>Lovell Canyon</td>
<td>Clean-Up</td>
<td>2+</td>
<td>35 cubic yards of trash and debris were removed</td>
<td>56</td>
</tr>
<tr>
<td>12/14/2010</td>
<td>BLM</td>
<td>Great Unconformity- Bailey Middle School</td>
<td>Clean-Up</td>
<td>32</td>
<td>2 Cubic Yards of trash was removed</td>
<td>192</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>466</strong></td>
</tr>
</tbody>
</table>

Table 2 summarizes all Don’t Trash Nevada sponsored clean up events from October - December 2010.

Additional Dumpsters and Roll-off

In this quarter, Take Pride in America in Southern Nevada supported multiple clean-up efforts with the roll-offs needed to remove the waste. The team provided over 1000 cubic yards of roll-off space.
Task 4: Judicial System Analysis

On October 26, 2006, a draft Judicial System Analysis report was presented to the Interagency Law Enforcement Team for review. The Judicial Analysis was determined to be complete by the SNAP Executive Director on February 23, 2007. The Executive Director requested that the Law Enforcement Team provide written comments to include within the Judicial Analysis. Once these comments are incorporated into the report, it will be submitted in compliance with the task agreement.

Margaret N. Rees, Principal Investigator  
February 22, 2011  
Date
ATTACHMENTS
**Anti-Litter Team**
**Meeting Agenda**
October 26, 2010

**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Nathan Coleman, Bob Loudon, Amy Sprunger, Gordon Gilbert  
**Location:** Conference Call (218) 862-1000. Access code 190038#

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>9:30 AM</td>
<td>0:30</td>
<td><strong>Round Table:</strong> Team members will provide updates on litter related topics from their agencies</td>
<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>9:45 AM</td>
<td>0:15</td>
<td><strong>America Recycles Day:</strong> Team members will receive an update on the America Recycles Day event and provide input on the day's activities.</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>9:45 AM</td>
<td>10:00 AM</td>
<td>0:15</td>
<td><strong>Smart Phone App:</strong> The team will discuss the possibility of developing a smart phone app to work with the GIS database.</td>
<td>Beth Barrie</td>
</tr>
</tbody>
</table>

**Total** 1:00
**Anti-Litter Team**  
**Meeting Agenda**  
**December 7, 2010**

**Meeting Called By:** Erika Schumacher, team lead  
**Participants:** Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger, Gordon Gilbert  
**Location:** Interagency Office Conference Room B

<table>
<thead>
<tr>
<th>Start</th>
<th>End</th>
<th>Time</th>
<th>Item</th>
<th>Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>9:30 AM</td>
<td>0:30</td>
<td><strong>Recycling Logo:</strong> The team will discuss the SNAP graphics approval process.</td>
<td>Team members</td>
</tr>
<tr>
<td>9:30 AM</td>
<td>10:00 AM</td>
<td>0:30</td>
<td><strong>Web Site Redesign:</strong> The team will review a quote for the redesign and discuss the scope of work</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:00 AM</td>
<td>10:05 AM</td>
<td>0:05</td>
<td><strong>America Recycles Day:</strong> Team members will receive a summary of the ARD event</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>10:05 AM</td>
<td>10:15 AM</td>
<td>0:10</td>
<td><strong>Break</strong></td>
<td></td>
</tr>
<tr>
<td>10:15 AM</td>
<td>11:15 AM</td>
<td>1:00</td>
<td><strong>KAB state affiliate:</strong> The team will discuss the Model for Developing a State Affiliate and determine if the proposed model is appropriate for Nevada.</td>
<td>Team members</td>
</tr>
<tr>
<td>11:15 AM</td>
<td>11:45 AM</td>
<td>0:30</td>
<td><strong>Round Table:</strong> Team members will provide updates on litter related topics from their agencies</td>
<td>Team members</td>
</tr>
<tr>
<td>11:45 AM</td>
<td>11:55 AM</td>
<td>0:10</td>
<td><strong>Hector's Helpers Update:</strong> Team members will receive an update on the West Tech and podcasting projects</td>
<td>Beth Barrie</td>
</tr>
<tr>
<td>11:55 AM</td>
<td>12:00 PM</td>
<td>0:05</td>
<td><strong>Smart Phone App:</strong> The team will review a draft scope of work for the development of a desert dumping smart phone app</td>
<td>Team members</td>
</tr>
<tr>
<td>12:00 PM</td>
<td>12:30 PM</td>
<td>0:30</td>
<td><strong>SNAP updates:</strong> The team will receive an update on the meeting with the board and review the results of the SNAP sustainability survey.</td>
<td>Erika Schumacher</td>
</tr>
<tr>
<td>12:30 PM</td>
<td>1:00 PM</td>
<td>0:30</td>
<td><strong>2011 events:</strong> Team members will discuss upcoming events</td>
<td>Team members</td>
</tr>
</tbody>
</table>

**Total**  
**4:00**
Anti Litter Team Meeting Minutes

Date: October 26, 2010
Location: Conference Call
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Nathan Coleman, Bob Loundon, Amy Sprunger, Gordon Gilbert

Agenda Item: Round Table Litter Related Topics

*NPS* All events were successful. Two volunteers helped with park wide recycling to work with staff in the field to discover best methods, driving out to see distances, finding how much do you end up picking up a bag or a truckload, what’s the volume in the campground (full every week or every 6 months), a big recycle bin or something tiny; talking to team leads, camp hosts, maintenance staff, concessioners.

*BLM* Three upcoming clean up events Nov 5-6 with NDOT in Sloane trying to get shooting community; November 13th in Mountains Edge. The NCC crews went out in the Sunrise area.

*USFS* – slower time working on the annual report for litter program. The USFS Round 6 money was mostly spent and they are starting on their Round 7 money.

*USFWS* – construction projects getting ready to start so cleaning up the office. There are no high priority sites at this point. The Jeep club adopted Mormon Well and 30 people showed up for the trail to make their milestone.

**Action Items**

- Send event profiles for spring to Nancy now
- 60 cubic yards of concrete Beth will ask Heather to call about recycling
- Great American Clean Up will be with the shooting groups at Mud Dunes
- The USFS winter report will be ready for next meeting
- The Jeep club will ask about doing Gas Peak Rd

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Agenda Item: America Recycles Day

At Sam Boyd Stadium with 50 recycling ambassadors encouraging tailgaters to recycle and collecting recyclable materials to put in recycling roll offs. The ambassadors will collect recyclable materials during the 3rd quarter. Jumbotron advertisements and half page RJ ad on November 15th.

Team thoughts: any other events around town that this could also be done at? There’s an opportunity to help out at rodeo and concerts.

Amy has heard the ads on the radio stations so the campaign seems to be going well.

Bob suggested that litter clean ups could tie into Halloween by marketing them with the angle that people are cleaning up places that are like graveyards.
Agenda Item: Smart Phone App

Fon Duke came to UNLV to speak with the high school students about the project. Things are progressing well on the project. UNLV will be merging the BLM GIS database info into the GIS database developed for inventory and monitoring.

Action Items

• Start working with Fon on the scope of the work for the smart phone app
Anti Litter Team Meeting Minutes

Date: December 7, 2010
Location: Interagency Office Conference Room B
Meeting Called by: Erika Schumacker
Attendees: Beth Barrie, Nancy Bernard, Bob Loudon, Amy Sprunger, Gordon Gilbert
Guests: Kate Hanson, Sarah Clark, LaNelda Rolley

**Agenda Item: Recycling Logo**
*Overview: The team reviewed the process of developing a recycling decal with Kate and Sarah to avoid misunderstanding in the future.*

Kate passed out DTN and SNAP style guides – Team didn’t keep Sarah and Kate involved in the discussion about whether or not to have the logo developed in house or with B&P

Concept is the discussion which happened in February; when the team saw the creative B&P came up with Sarah and Kate should have seen it as well

Confusion about the difference between what a logo and a decal are; the thing designed for ARD was a decal

Decision is that base decal should just have the DTN logo in the triangle and sponsorship info should go beneath the triangle (this can be either words or logo of sponsors)

For website redesign a review needs to happen at the usability phase

**Action Items**
- Beth will make sure Sarah and Kate are involved in the usability testing for the new website

**Agenda Item: Website Redesign**
*Overview: The team reviewed a scope of work and quote provided by B&P to do the website redesign.*

For government area – staffing may be reduced in the future so need to look at how it would work to keep it up to date.

Springs Preserve Youth Advisory Council could be the facebookers if area high schools can’t participate

Spanish speakers need to be in navigation

We should look into how we can link it to other websites like civics and things for the educators area;

Community service groups are another target audience

Accomplishments should be included perhaps in the about us area.

Teen tab might not be the best name for it since this may alienate teens. Check with the high school usability testers.

Report an area on the navigation – would have apps here and mirror app format; Perhaps there could be something like litter 4 square account; someone reports a litter site and wants others to join in to clean up would sign up on 4 square; match reports with opportunities to clean up; you expressed interest in this site here’s an email on a clean up in the area

The team should see the initial design and again after high schoolers tweak it
Anti Litter Team Meeting Minutes

**Action Items**

- *Beth will pass along the info about navigation ideas to B&P*
- *Beth will work with LaNelda to clarify and finalize the scope of work*

**Agenda Item: Smart Phone App**

Could include an email response that has info on owner of land/this doesn’t mean it’s going to be cleaned up, would you like to help organize this and info on cleaning up (either the GON url to see clean up events)

B&P will need to help us design look and feel and students give feedback and suggestions

For inventory and monitoring will make things easier for Nancy b/c her volunteers can use it to report

The current process for dealing with reports is as follows:

1. report comes in
2. registered into database
3. someone goes and looks at it to determine level of dumping and set priority
4. at NPS Nancy will organize a volunteer clean up or get trail watchers or resource stewards to pick up small areas, sometimes get LE involved; at BLM the desert clean up crew will send in an event profile to PLI, clean it themselves or get an NCC crew

One idea is that the email could say Thank you it’s registered here’s your tracking code

Types of updates that would be provided:
- We’ve looked at it and immediate action will be taken
- coordination w/other land owners needed
- NEPA analysis needed;
- We’re organizing a clean up: would you like to help organize, can you participate

On website it can be tracked by code number

Boston’s pothole app used code numbers for tracking and also has a Twitter feed of current reports

It will be important to enter the info into one place which populates the government site and the public site

**Action Items**

- *Beth will share this info with Fon and discuss the issues related to using the app just for inventory & monitoring versus opening it up for the public to report sites*

**Agenda Item: State Affiliate**

**Initial Thoughts**

A little concerned some board members might still be concerned about giving up control; The Virginia model is a tried and true process though; The agencies will still have their fingers in it and the strength is that it gets the messaging to more people; for sustainability we’ll have to be letting go of control
**Anti Litter Team Meeting Minutes**

**State versus regional affiliate issue**
this is an opportunity to take it state wide; doing it regionally would slow a state level thing in developing; southern Nevada economy is slow but northern is doing fine; if only have time to do one, it’d be better to put our efforts statewide; other side is that regionally would give you more control of the process, we’d know the players already; Beth will put together talking points about why it’s important to go statewide (listing the pros and cons of both a state affiliate and a regional affiliate)

**Steering Committee Brainstorming**
Southern Nevada Health District, County Commissioner, Nevada Power, Republic, Recycling entity, NDOT, City of Las Vegas, CCSD, City of Henderson, North Las Vegas, Waste Management, Keep Truckee Meadows Beautiful (ask them who to bring to the table), Friends of Red Rock, Friends of NV wilderness, Friends of DNWRC, OHV/4 wheel drive group, concessioners (Forever Resorts), GBI, Lions Club, Rotary Club (try to find a community service club that will take this on at the state level and organize their chapters), Sierra Club; Beth will check with Harry Reid and Ensign’s office,

Beth will ask Nathan for private citizens that may want to be involved
Beth will ask KAB about 2 steering committees (north and south) and then bringing them together or if it’s better to have just one

Facilitator ideas: Tim Schneider, Deb Reardon, Deb someone else that Erika knows (used to be part of Outside Las Vegas), Bill Southworth (too expensive), Bobby from NPS, find out who Keep Truckee Beautiful would recommend,

**Facilitator KSAs**
Need to have knowledge of how government entities work, community partnerships, connections between govt/private/non profit; past experience in developing partnerships

Avoid internal person, excitement that this person is going to be facilitating; they have a great reputation

**Graphic Recording**
creates excitement/energy because art is on walls; provides record of what is being talked about, helps people be on the page; provides emotional connection to the effort; like having Christmas party w/o Christmas decorations; Bob has someone that he can recommend

**Action Items**
- *Beth will put together talking points about why it’s important to go statewide (listing the pros and cons of both a state affiliate and a regional affiliate)*
- *Beth will ask Nathan for private citizens that may want to be involved*
- *Beth will ask KAB about 2 steering committees (north and south) and then bringing them together or if it’s better to have just one*

**Agenda Item: America Recycles Day Report**
Overview: The team heard the accomplishments of the day and discussed if this type of event should be done again.
Accomplishments
UNLV Homecoming: 16,111 people in attendance at the game heard the announcement twice and saw the ambassadors collecting recycling at the beginning of the third quarter. 24 volunteers served as recycling ambassadors.

Callville recycling event: Filled up 40 yds w/flood trash and 40 yds of metal debris; 32 volunteers at LV boat harbor; 45 volunteers at Callville and the volunteers were very receptive to collecting recyclable litter; NPS has blue bags that can be used; in families mom can have blue bag and dad can white bag so each small group is doing both.

Discussion
UNLV sporting event recycling – good to continue doing this as long as it’s not staff intensive; it generates interest and build supporters; is there a way to connect the effort back to public lands; volunteers should be wearing DTN shirts; volunteers have talking points; little cards w/GON or DTN url to recruit volunteers; could the recycling ambassadors as a team do a public lands clean up before hand and talk that up as they recycle at the sporting event; maybe work w/more professors to have it be a classroom thing; We should be consistent, need to do it for an entire season. Beth will get with Tara about the feasibility of these ideas.

For road side stuff USFS needs the ability for one person to collect both recycling and trash; Nancy suggests arcoa.com. They have a bag that goes over your shoulder that could be used for recyclables. Bob will look into this.

Beth will start collecting amount of recycling collected; Beth will ask Dan to put it in GON accomplishments

If event organizers were required to recycle in their special use permits, numbers could be added to agency totals

**ACTION ITEMS**
- Beth will get with Tara about the feasibility of having DTN recycling ambassadors for the entire season
- Bob will look into getting bags from arcoa.com that go over your shoulder and could be used to collect recyclable material
- Beth will start getting amount of recycling collected for each event;
- Beth will ask Dan to put it in GON accomplishments

Agenda Item: SNAP updates
Mary Jo, Jennifer Haley, Kevin DesRoberts, Kate Hanson were in attendance – all seemed fine with the concept of state affiliate and willing to share control with other partners; info presented will be put into SNAP strategic plan

Sustainability survey – response rate was low but question 13 shows support for work with SNAP

**ACTION ITEMS**
- Beth will get the strategic plan signed
Anti Litter Team Meeting Minutes

Agenda Item: Round Table

BLM – disposal boundary updates shared; desert dumping crew is going to select a parcel and try restoration instead of post and cable; working w/Lauren Brown on planting buckwheat and other grasses to reduce re-dumping

FWS – post and cable already compromised which is very disheartening

USFS – no updates

NPS – Placer Cove still a major problem; probably won’t be closed; but considering putting in Superintendents Compendium ban on alcohol instead of open containers and banning spray cans; Erika called and left a message that Desert Managers Group could store surveillance data

Action Items

• Beth will send out 2011 team meeting schedule right away
You Are Cordially Invited To
West Career & Technical Academy’s

“Go Green and Clean”

- View Project Based Learning in Action
- Vote for Student Marketing Campaigns
- Volunteer for Desert Clean Up
- Adopt a Desert Parcel

Date: December 14th

Time:
  Showing 1: 1:30 PM to 3:30 PM
  Showing 2: 5:00 PM to 7:00 PM

Place: West CTA Cafeteria
11945 West Charleston Blvd.
Las Vegas NV 89135