Environmental Affairs Committee Emergency Meeting Minute for March, 14th, 2012

I. Call to order: Chair Christine calls meeting to order at 4:42pm.

II. ROLL CALL
Members Present  Absent Members  Guests
Corrie Christine  Laurel O’Brien  
Jeremy Dutra  Christopher Prado  
Jerry Chang  
Johnny Fuentes  
Danielle Anderson  
Mark Allen T. Laluan  

III. ACTION ITEM - Approval of the Agenda
Motion: (Dutra) to approve the agenda
Motion Carries.

IV. ACTION ITEM- Approval of February 27th, 2012 Minutes
Motion: (Chang) to approve the February 27th, 2012 Minutes.
Motion Carries.

V. PUBLIC COMMENT
Public Comment is intended as a time for any member of the public to address the Board on any issues affecting ASI and/or the California State University, East Bay.

VI. INFORMATION ITEM – Earth Day Update
Chair Christine states that there is a lockdown of events that will take place Monday, Tuesday, and Thursday. Most of the events are set in stone, but we will make changes if things come up. The main event we have the video of Lauren Valentino. She will present her video and it will be shown in the Union. We are going to have an information table about recycling to give out information to students. This will take place from 12:00pm to 12:45; her video is about thirty minutes long. From 1:00pm to 2:00pm there will be two professors that will speak about sustainability. Raffle tickets will be distributed to students and the raffle will be held at the end of the week for students to win prizes. We are doing this event with RAW center and they will be there as well. We will have re-usable bags and other things pending as the giveaways. Tuesday’s event will take place in the quad, and there will be multiple games. A couple things are still pending; one being the recycled art installation. This is still pending because I’m still waiting to hear back from the art department if whether or not there are willing to participate. We will be doing the

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clothing drive. There will be a Facebook page for all these things; the clothing drive will have its own page. We are going to donate all the clothes to FESCO; it is the local shelter in Hayward. We are going to have Pledge Tree. Pledge Tree is when people take recycled paper and write down what they pledge to do for a week. These will be the leaves of the tree. Hopefully we can post the tree in the quad or somewhere that’s very visible. The kettle corn stand still needs to be locked down. I spoke with the distributor and he is willing to use paper bags instead of the plastic. We plan on having a Chico bag fundraising table, but it’s still being worked out. I have to figure out who will be fundraising. We’re going to have a picnic theme. On the Facebook page will be inviting people to bring blankets to sit out on the grass and eat. The presentation is the only thing locked in as of right now. Chang asks if students will have time after the film for people to discuss it and meet the film maker. People may want to speak with the film maker before they listen to the other speakers, and maybe there could be a longer break between the two. Chair Christine states that there shouldn’t be a longer break in between because there is enough time after the film for students to interact before the listen to the other speakers. If the film takes longer than needed, we can adjust the speaking time of the professors. Both events will take place in the same building. Chang asks if the right paper bags have been found to replace the plastic bags that the kettle corn normally comes in. Chair Christine states that the vendor will be providing little bags that are $1.00. Chang asks if there should be a stamp included on the paper bags. Chair Christine states that we do not own the bags; therefore she does not want to pay extra. Chang states that we can work with the vendor on the sizes of the bags. From a marketing perspective, we can use a rubber stamp for the bags and other things too such as clothing. Fuentes asks what the purpose of the stamp is for. Chang states that it is for marketing. In the future the stamp can be used to tag anything from environmental affairs, and I think there should be a logo design for CSUEB sustainability. Anderson states that there has still been debate on whether or not shirts will be made with a logo. If there is a logo, it can easily be transformed into a stamp. Chair Christine states that we can look into getting a rubber stamp. Chang states that he met with the president of the service fraternity to get volunteers to help with the events. The president of the fraternity was very receptive to the idea. We can bring this to the Board to see how they would feel about it. We would probably recruit people to volunteer and work for us during these events. Chair Christine states that we will need people to help with the clothing drive and direct people during the events to do things such as recycle. Chang suggests that the volunteers could also help with the pledge tree to post the things up. In general, the more people we have on board during earth week the more people will be directed to do the right thing and recycle. It would be much easier. I would like to invite the president or members of the fraternity to the next Board meeting. Fuentes suggests the idea of offering volunteer hours to those who help with the events. It would increase the volunteer rate, and there are people who need volunteer hours for school and other things. There is a document with a letterhead in which people can fill.
out for doing volunteer work. Chair Christine states that she can ask ED Saffold for guidance as to what he thinks would be best. Anderson states that when students on campus are on academic probation, they have to do volunteer hours. The volunteer hours can be expanded towards those people to help with events. VP Laluan states that person to report to would be Carol Nowicki; the head person in charge of judicial affairs. Chair Christine states that her only concern is that there would be training for volunteering for events, but I can send her an email to ask about this. The volunteers could be called the “green team”. I have a meeting with marketing tomorrow, and I will ask about sending out and email or advertisement on Facebook to look for recruits. On Thursday, we wanted to do something within housing to have an event to paint the recycling bins, but it could be moved to Tuesday. We’ll have to find the bins and figure out the paint situation. That is currently being worked out. I wanted Evelyn Munoz to talk to the students as housing. There was an event last year that took place in housing where people bought recycled items in order to get a free shirt. There is a budget for that; therefore we wouldn’t have to worry about a budget for that. We’ll just have to coordinate with someone to order shirts and figure out what kind logo we’d want to put on it; whether it is the same, something based off of earth week. If it’s based on something of earth week, it can keep the momentum going and motivate people. That’s something we will work on. The RAW is also getting the raffle tickets that we will be passing out for the giveaways. Everyone who comes to the event and participates will get a raffle ticket and at the end we will do the drawing. People will have the opportunity to get more than one raffle ticket. Chang asks if the raffle tickets will be for sale, and chair Christine confirms that they will not be for sale. If we had a sustainability club, we can do fundraising. I’m hoping that earth week will be promoted enough so that we can get people interested in starting a sustainability club. Our marketing team will be designing the t-shirts. Chang asks if the marketing team can design a logo and incorporate that into the t-shirt design. Chair Christine states that the design they have as of right now includes a world with the continents surrounding it at certain designs. Dutra asks what the shirts are going to be made of. Chair Christine states there are no shirts being made as of right now. Chang suggests the idea of creating a bracelet or arm band. It’s something you can wear all the time and it can be a reminder to be sustainable. Chair Christine asks the committee if they would prefer shirts or bags.

Dutra prefers bags, Anderson prefers shirts, and Fuentes prefers shirts. Chang states that he would like to see more people carry and use bags; everyone has t-shirts. Personally I would get more use out of a t-shirt, but it would heavily depend on the design. A bag would have a function, and it’s useful. Anderson states it would help to inspire people to use a bag, but it’s important to have a great design. We wouldn’t want people to throw the bags away. I was in support of the shirts simply because the RAW is doing bags in the spirit of Earth Day. People can have a shirt and a bag instead of two bags. Fuentes states he is in support of having the t-shirts; if we were to have bags the design would
have to be bold. Anderson states that the idea of bracelets is interesting. In regards to Earth Day, maybe the bracelets can be woven or weaved. They can be a mix and match of colors for males or females. Maybe we can have a charm or something of that sort to represent our title and Earth Day. Bracelets would be another creative edge other than the t-shirts and the bags. Dutra suggests the idea of having a specific area during the Earth Week event where people can make a bracelet for themselves out of some type of recycled material; therefore you wouldn’t have to buy supplies. Chang states that his original idea for the bracelets was to have an arm band that would go around the wrist. They are usually made out of cotton or spandex. It’s really simple; it is just fabric rolled into a tube and that tube is rolled into a bracelet. It can be used as a sweatband. It’s great for running or going to the gym. In terms of cost, it is a piece of fabric with one stitch. There is a sewing class on campus as well, and that is one of the multiple options we have in making them. Also, if we have a stamp made, it can be put on the wrist or arm band. The band does not have to be fancy; we can make it out of any material. I agree that we do not compete against the RAW with their bag and I like the idea of the t-shirt. Anderson states that t-shirts will always be a classic item. Even if we don’t incorporate the bracelets, at least we know for sure that they would be another option. Chang states that it may be easy to do both the t-shirts and bracelets. The bracelets would be really easy to make and that can actually be an activity, whereas the t-shirts would go more with the raffle. Chair Christine asks what would be needed in order to have a station for people to make bracelets. Chang asks if students should sew the bracelets, but chair Christine states that it would not be a good idea since it may be dangerous. Anderson states that if we do not have those types of bracelets, we can have ones that are made by hand. Fuentes states that he has a friend who makes and sells hand-made bracelets; that can be a resource for us to use. Chair Christine states that we can contact her. Chang suggests that she can volunteer to help with making the bracelets. Anderson states we can get instructions online as to how to make the bracelets that people can look at. We can also have examples. Chair Christine states that we can promote the bracelets and the shirts. I like the idea of the making the shirts because I see people wearing the shirts from last year’s event. The shirts said “We Hella Recycle”. Chang states that we can bring that design back for this event. Chair Christine states that it would be cheaper if we did that. Dutra states that the students would have to do something like recycle to get the t-shirt, we aren’t going to just hand them out. Chair Christine states that it would be a big decision to use the shirts from last year. Anderson states that she would like to see the shirt before she can have an opinion. Chair Christine states that she will post the idea of last year’s design and the new idea; then we will go from there. I like the idea of the bracelets and that will be added.

VII. INFORMATION ITEM – Student Housing Recycling Update
Chair Christine states that she spoke Heather, the previous director Environmental Af.
fairs Committee. Chair Christine states that a technique that worked well last year for the housing recycling was bringing the big bins out for people to recycle. We also talked about having Eco Thrift come at the end of the school year to help us facilitate and set up a thrift store drive for people to bring things that they do not want anymore. They can also shop while they are there and take whatever they want. When there is stuff left over Eco Thrift has the right to take the remainder of things. Instead of students throwing away their things in the trash, they can recycle it. The problem in the dorms is that students are throwing bottles away in the trash instead of the recycle bins. Anderson suggests the idea of placing a sticker on the bins that can be a personal reminder. People will see it and it will point them in the right direction to recycle. If we have a little note that is comical, people may respond to that too. Curiosity gets the best of people, and I’m sure people will read it. Dutra states that another important thing would be to promote the use of re-usable water bottles instead of the plastic ones. To do this, we can make a presentation of some kind. Chair Christine states the issue with that is that there are not many spots for people to refill their bottles. One of the long term goals we can work on is getting those bottle refill stations. Chang states that he likes the idea of a message being sent out to the people about recycling. If the right procedures aren’t followed, the recycling would all go to waste. This is something that can be added to the recycling bin painting. If we inform them with the three major problems with recycling and those could be the themes that they can incorporate into the paintings. We can make it a competition. Every building can design a painting, or every floor of a building can design one. Anderson states that something that is hands on will capture people’s attention and the message will be delivered. If people get a reminder, we will be one step closer to making a difference. Chang states if students are involved in coming up with how to get that message across, chances are they will continue to do that. That might even promote other people to recycle. Chair Christine states that it would be best if students can educate each other on recycling. Dutra suggests the idea of posting a picture of the big trash island in the pacific to make them students more aware of where their trash is going. Anderson states that she proposed a question to her friends about if they knew where all the trash goes. When people become informed or see examples, it’s really eye-opening. Chair Christine states that Anderson’s idea is similar to the waste circle concept. We would draw a circle, and all of the garbage that is used will be put into it. Other schools use this idea, and we can talk to janitorial to see if it would be possible. People will see the circle and realize how much trash is being produced. It will make people more aware. Anderson states that students need that motivation and extra push from someone else. Fuentes asks if there is any movement in expanding the recycling in the spring. There is a lack of recycling bins throughout the campus. Chair Christine states there is a grant that has been applied for to get more recycle bins. Our recycling rates are not bad, but most of the wastes come from the unions and housing. I spoke with Parris Moore, director of the University Union and she said she will work on having bins put into the restrooms of the Unions for poorer
towels to be disposed in. Chang states we can keep working on Earth Week, and after that we can focus on changing policy and start working with janitorial staff. Chair Christine states that the only thing that is time sensitive as of right now is figuring out t-shirt, bag, and bracelet that we are planning on passing out. I will send the committee the two image ideas. We would like to promote our logo before Earth Week. The logo will be called “CSU East Bay’s sustainability logo”. We will work on creating a logo, but if we like the two image ideas; we can decide on that during the next meetings. Chang states that he likes the idea of the logo having a tree. The tree itself can be earthy. This will work with our school logo seal. We can incorporate those two concepts together and work on them being updated. Dutra asks what types of bags the RAW will be using. Chair Christine states that the bags will be a cotton material, similar to totes.

VIII. ROUNDTABLE REMARKS

Dutra: I was talking with Professor Lee this morning, and I really do want to push creating a sustainability webpage for the school so that people can go on there and look at links, view environmental programs we have on campus, classes they can take, and what the school is actively doing. I found a couple of webpages from different CSU’s. Chair Christine states when I was at Chico there were posts everywhere. You can tell that they are very sustainable. Compost bins and recycling bins were everywhere. There were more of those than regular trash cans. Hopefully we can move into that direction. It would be nice to get the website up so we can promote, but if not, we can reform to the Facebook page. When the Earth event page goes live on Facebook, we make the announcement on there. We should also have a table set up where people can get a raffle ticket if they like our Facebook page. We did that at the last meet the Dean event.

Fuentes: no comment.

Chang: I want to speak mostly on the Facebook page and what we’re trying to do. Do please check your Facebook pages. Check the group; share your ideas. Ideas come anytime, anywhere. If we can get discussion or comments early, when the ideas are still fresh; we can go immediately as information items and action items on the agenda when we do have meetings. We don’t have meeting that often. Do check it twice a week; that’s probably a good amount of time. Whenever you have an idea, post it on the group page. The sustainability page that we are trying to get people to like is a way to send information out to anyone who likes it. It will show up on people’s newsfeeds. As soon as the page goes live, I want to have a post everyday informing people of things that have already taken place on campus. Some of the things that Dutra posted on the page were fantastic. That will go with having a sustainability page on our school website. A lot of people want to be sustainable they just don’t want to change their lifestyle. We need to generate about fifty to eighty posts. Be prepared to have that many posts lined up, so that every day we can send something out. Right after Earth Day, we are going to have a lot

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of people liking our page because of the raffle tickets. If we hit them with a lot of
information and we sustain that, the numbers will go up. Hopefully by our next meeting
everyone can do some research and be prepared to contribute. Chair Christine states that
we are also going to post out to the entire school a sustainability poll to see what students
would like to see and what their interests are. It will be more than ten questions of things
that they want to see or care about. Dutra states that another thing her talked about with
Professor Lee was the sustainability fund that was brought up at the last meeting. He ex-
plained to me that there is a website that gives instructions on how to set up a sustainabil-
ity fun for your campus. I recently found the Berkeley webpage and it discusses how they
impose it. Something that can be a part of the questionnaire would be to ask people are
willing to pay an extra fee for student fees. It’s important to be transparent of what the fee
is going towards because a lot of people don’t realize that you’re student fees are going
towards student clubs and organizations that you are not a part of anyway. This fee would
go towards something improving the school. VP Laluan asks if the committee is propos-
ing to lobby the administration for a localized fee on campus. Chair Christine states that
it was a discussion that was brought up last year about adding a fee. Anderson states the
committee talked a little about this at the last meeting. Although it has a good purpose
behind it; trying to lobby a fee towards students isn’t going to get us any support. Dutra
states that it might be important to include in the questionnaire to see what students think
about it. Chang states that if we have many people liking our Facebook sustainability
page, which means they care about sustainability; one or two dollars won’t matter. VP
Laluan states that he thinks it is a non-starter if you are trying to promote sustainability
on campus and trying to get students to get on board with that message. My recommenda-
tion would be to not add an additional proposal that students would reject. If a minority
of students want to pay more, that would be something, but at the same time that’s a mi-
nority of students. The Board took as stand on a CSSA stability fee; a resolution passed
out of my External Affairs Committee. That is a one to two dollar fee as well. If you want
to create a new pot of money, I just don’t see how feasible that is in the near future. Dut-
tra states that this is something that we may want to research more. VP Laluan recom-
mands looking at ASI existing money then creates a line item within the budget for next
year about a green initiative and do it that way. You won’t have a pushback from students
who still want to accomplish this sustainability. Anderson states that even if we can’t es-
-establish that, we can make it voluntary or find a way to propose it to students. VP Laluan
states that if the committee wants a sustainability scholarship to bring the idea to External
Affairs. 1:01:54
IX. ADJOURNMENT
Motion: () to adjourn meeting at 5:44pm.

Environmental Affairs Committee Chair
Name: Corrie Christine

Minutes approved on:
04-16-12

Date: