

## **Environment and Energy Committee Meeting**

Feed the Cart – Recycling Education Campaign

November 18, 2025, 9:30-11 a.m.

Please register in advance for the Zoom meeting with the link sent to Committee members.

### **1. Opening Comments**

**Kevin Burns**, Mayor, City of Geneva; Environment and Energy Committee Chairman,  
Metropolitan Mayors Caucus

### **2. Recycling Education and Outreach (REO) Update & Introduction to Feed The Cart**

**Juliet Mathey**, Recycling Education and Outreach Specialist, Metropolitan Mayors Caucus  
**Spencer LaBelle**, Senior Project Professional, SCS Engineers

### **3. Feed The Cart Marketing Campaign**

**Lauren Abbott**, Account Manager, GÜD Marketing  
**Mike Nowlin**, Senior Public Relations & Policy Manager, GÜD Marketing  
**Chelsea Maupin**, Senior Strategist & Research Manager, GÜD Marketing

### **4. REO Partners Amplifying Feed The Cart**

**Pete Adrian**, Recycling Coordinator, Solid Waste Agency of Lake County (SWALCO)  
**Marta Keane**, Recycling Program Specialist, Will County

### **5. How You Can Help**

**Juliet Mathey**, Recycling Education and Outreach Specialist, Metropolitan Mayors Caucus

### **6. Breakout Session - What's Next for Feed The Cart?**

### **7. Closing**

**Kevin Burns**, Mayor, City of Geneva; Environment and Energy Committee Chairman,  
Metropolitan Mayors Caucus

**Next Environment and Energy Committee meeting:** Sustainability Social, Thursday, Dec. 4, 3-6 p.m.

[GRC](#) goal and objectives: Engage the community in waste reduction and recycling. Educate the community to reduce waste by consuming less and reusing. Encourage residents and businesses to contribute their time and resources to sustain the community. Utilize strategic partnerships with other community organizations to promote sustainability.

[Climate Action Plan](#) strategy: Support circular economies.