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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.

<u>GRC</u> 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.

<u>Climate Action Plan</u> strategy: Support circular economies.

City of Chicago · DuPage Mayors and Managers Conference · Lake County Municipal League · McHenry County Council of Governments

Metro West Council of Governments · Northwest Municipal Conference · South Suburban Mayors and Managers Association

Southwest Conference of Mayors · West Central Municipal Conference · Will County Governmental League