



## **Pinellas Partners in Recycling**

### **Meeting Notes for May 21<sup>st</sup>, 2025**

Virtual

#### **Overview and Attendance**

Caroline Ogburn, Balcones Resources, SSR Sarasota; Wei-Ting Liu, CDM Smith; Wilfred Holmes, City of Belleair; Jonathan Campbell, City of Clearwater; Bill Pickrum, City of Dunedin; Savannah Bunch, City of Dunedin; Deanna Doss, City of Gulfport; Nick Le, City of Lakeland Solid Waste; Colin Bartholomew, City of Safety Harbor; Louie Neary, City of St. Petersburg; Vicki Fordyce, City of St. Petersburg; Edgar Castro Tello, City of Tampa; Tessa, City of Tampa; Nick Gerakios, Miami-Dade County Solid Waste Management; Jennifer Ciaravella, Florida Dept. of Environmental Protection; Karen S Moore, Florida Dept. of Environmental Protection; Angela Fama, Hillsborough County; Victoria Durand, Hillsborough County; Pat DePlasco, Keep Pinellas Beautiful; Nikki McNew, Kessler Consulting; Eric Morales, Manatee County; John Starke, MyMatR; Kyle Pukylo, NuCycle Energy; Pola Godsey, Pinellas County Property Appraisers Office; Ashley Wyland, Pinellas County Solid Waste; Catherine Eichner, Pinellas County Solid Waste; Emily LeMay, Pinellas County Solid Waste; Jasmine Scott, Pinellas County Solid Waste; Kiana Sladicki, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste; Paul Sacco, Pinellas County Solid Waste; Kaitlyn Roy Nielsen, St. Pete Beach Public Works; Jennifer Angelo, Town of Indian Shores; Diane Daniel, Vacation Donations; Daric Hunt, Waste Pro; Nick Ciancio, ;Robert, ; and vmessers.

Ashley Wyland, Pinellas County Solid Waste, recorded the notes.

#### **Call to Order**

Vicki Fordyce, PPR Chair called the meeting to order at 9:30 a.m.

#### **Review of March 19<sup>th</sup>, PPR Meeting Notes**

No objections to notes as written.

#### **Introductions**

- New members that introductions
  - Pola Godsey, Property Appraisers Office

#### **Presentation**

**John Starke, [MyMatR](#)**

**[Presentation Recording](#)**



MyMatR manufactures and sells automatic sorting public waste containers designed to engage and educate, while ensuring accurate disposal at the source. These smart waste containers include trash and recycling bins (within a single unit) and help gamify the waste disposal process, providing immediate educational feedback to users while collecting detailed and precise waste stream data in real-time. Alongside MyMatR's smart waste receptacle is a waste data dashboard that allows customers to view pictures of deposited waste in real-time and access impact reporting data. MyMatR transforms trash and recycling bins from a cost burden into a source of knowledge and value.

## Updates

### State Updates

- Karen Moore, Florida Department of Environmental Protection (FDEP)
  - [HB 295 – Comprehensive Waste Reduction and Recycling Plan](#) passed, goes into effect July 1, 2025
  - SWIFR grant funding – the state contracted with some universities to develop a capacity study for the State of Florida
    - Will share the report with PPR once it is finalized
- One result from the study: Statewide Class I landfill capacity as of 1/1/2025, 471 million permitted tons remaining

### Regional Updates

#### Pinellas County

- Ashley Wyland
  - Charity Free Program applications will be going out at the end of June
  - Interested in a tour of the Pinellas County Solid Waste Disposal Complex? Email [recycle@pinellas.gov](mailto:recycle@pinellas.gov) to set one up!
- Jasmine Scott



- Communication Plan – HHW Spring Cleaning campaign key message and results
  - We're encouraging residents to include disposing of household hazardous waste like old gasoline and other chemicals in their disaster preparedness plans ahead of hurricane season. We've posted videos and graphics on the County's social media accounts, placed ads in the newspapers, and partnered with Bay News 9 on a news story to promote the campaign. In April 2025, we collected 106,372 pounds of chemicals through the HHW programs, which is 20% more than in April 2024 and 49% more than in April 2023. More information, including accepted materials and drop-off locations, can be found at [Pinellas.gov/hhw](https://www.pinellas.gov/hhw).
  - Spring Cleaning Video: <https://www.youtube.com/watch?v=eIXHfp56jMQ>

**Calling all gas cans!**

**Get rid of your old gas for free before hurricane season**

As you work on your spring cleaning, drop off your old **gasoline** or **diesel** at the Household Hazardous Waste (HHW) program's free drop-off centers.

**Limit:** 2 five-gallon DOT containers. No tanks.

**HHW Center**  
2855 109<sup>th</sup> Ave. N., St. Petersburg  
Open select days 7 a.m. to 5 p.m.

**HHW North**  
29582 U.S. 19 N., Clearwater  
Open select Saturdays 9 a.m. to 2 p.m.

Scan this QR code or visit [Pinellas.gov/hhw](https://www.pinellas.gov/hhw)

**It's spring cleaning time!**

The Household Hazardous Waste (HHW) program is here to help!

**Drop off old gas and household chemicals for FREE before hurricane season.**

**You can drop off:**

- Gasoline\*
- Oil\*
- Paint\*
- Household chemicals
- Rechargeable batteries

\*Quantity limits apply

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- MRG Reminder
  - Pinellas County municipalities – please submit your FY25 Municipal Recycling Grant reimbursement requests by September 15, 2025. The sooner you submit your request, the sooner you get your money.

- Leslie Caplin

- Need more Recycle Guides? Email [recycle@pinellas.gov](mailto:recycle@pinellas.gov) to get some more copies!

**City of Tampa (Edgar Castro Tello and Tessa Coulter)**

- Launching their anti-littering campaign in June



- Previewed the graphics and characters being used. Each character aligns with cultural aspects of the City of Tampa (e.g., Gasparilla, Tampa Theater, Ybor).
- Used Trash Free Waters grant

### **Hillsborough County (Angela Fama)**

- Hillsborough County finalized the 2025 Recycling Guide just in time for Earth Month; in April over 30,000 copies were distributed to science teachers across the county, we received good feedback from teachers about how they used the guides in the classroom. Additionally, the Recycling Guide was inserted in several of Tampa Bay Time's weekend editions. You can view the latest Recycling Guide by visiting [HCFL.gov/RecyclingGuide](https://www.hcfl.gov/RecyclingGuide) and email [Recycling@hcfl.gov](mailto:Recycling@hcfl.gov) with any questions.
- Three Hillsborough County Solid Waste news stories: identifying challenges and solutions within the Solid Waste Management system include, the impact of population on landfill capacity and how businesses and residents can support existing programs by requesting a commercial recycling consultation, or how recycling can help with rising aluminum costs:
  - [Hillsborough County Landfill Quickly Filling Up as Population Grows](#)
  - [Hillsborough County offers free recycling consultation program for businesses](#)
  - [Recycling could help with rising aluminum costs](#)

### **Pinellas County Municipal Updates**

#### **City of St. Petersburg (Vicki Fordyce and Louie)**

- Green Thumb Fest was a success!
- The city has been doing a lot of Touch-a-Truck events and teaching about recycling
- Preparing for hurricane season
- Ribbon cutting for new Solid Waste building on May 30
- Partnering with USF St Pete for composting initiative <https://ilovetheburg.com/usf-st-pete-compost-program-funding/>
  - Giving out 30 composting bins per month

#### **City of Clearwater (Jonathan Campbell)**

- Prepping for hurricane season
  - Hurricane expo on June 21<sup>st</sup> at Coachman Park from 8 a.m. to 12 p.m.

#### **Town of Belleair (Wilfred Holmes)**

- **The town** held a shred event on May 17 and recycled six tons of documents!



## **Community Updates**

### **Keep Pinellas Beautiful (Pat DePlasco)**

- High School Environmental Leadership Workshops have been scheduled
- World Oceans Day Event on June 7<sup>th</sup>, 2025 – Partnering with Clearwater Aquarium
  - 50 different organizations represented
  - 15 speakers during the day
  - <https://www.kpbcares.org/upcoming-events>
- KPB was awarded the Golden Mangrove award for their environmental project with the High Point community. The project included cleanups, education and native landscaping.

## **Work Group Updates**

### **Contract (Jasmine Scott)**

- Jasmine is reaching out to municipalities for updated contracts for recycling collection & processing

### **Contamination (Ashley Wyland)**

- Next meeting is in June, date TBD. We are still working on the key message and will be promoting the battery ads more in the summer—stay tuned!
  - If anyone wants the ad artwork to be shared, please contact me ([awyland@pinellas.gov](mailto:awyland@pinellas.gov)).

### **Low Waste Event Guide (Jasmine Scott)**

- Jasmine is working with Parks to get the LWEG incorporated into events and shelter application requests. The guide has also been added to the Reduce Your Use Tampa Bay website (<https://www.reduceyourusetampabay.org/low-waste-event-guide>).
  - Pinellas County implemented some strategies from the LWEG at our Employee Appreciation Picnic in April. We achieved a 55% diversion rate at the event—this is the first time the county has done something like this, so we can only improve from here!

## **Open Discussion**

- Possum rescue at the Solid Waste facility!
  - Possum mom and her babies found in the engine of our tour vehicle. She then moved to another vehicle.



- Reminder that it is baby season for possums—check your work vehicles before driving.
- Owl's Nest Sanctuary for Wildlife came out and removed the possums, checked them out, rehabbed them and then released back into the wild.
  - <https://www.owlsnestsanctuaryforwildlife.com/>



## Announcements

- Pinellas County Employee Appreciation Event on Wednesday, April 30. Solid Waste Disposal Complex closing at 11:00 a.m. More information to come
- Next Meeting: July 30 @ 9:30 am via Zoom