



## **Pinellas Partners in Recycling Meeting Notes for November 5<sup>th</sup>, 2025**

Virtual

### **Overview and Attendance**

Mark Steadman, Call2Recycle; Wei-Ting Liu, CDM Smith; Wilfred Holmes, City of Belleair; Jonathan Campbell, City of Clearwater; Austin Smith, City of Gainesville; Deanna Doss, City of Gulfport; Keely Kessler, City of Key West; Nick Le, City of Lakeland Solid Waste; Calley Pate, City of Oldsmar; Colin Bartholomew, City of Safety Harbor; Louie Neary, City of St. Petersburg; Vicki Fordyce, City of St. Petersburg; Tessa Coulter, City of Tampa; Christina Cole, City of Tarpon Springs; Marco Villagomez, City of Tarpon Springs; Tony Selvaggio, eSmartRecycling; Jennifer Ciaravella, Florida Dept. of Environmental Protection; Karen S Moore, Florida Dept. of Environmental Protection; Sommer Turner, Florida Dept. of Environmental Protection; Allen Starr, Goodwill Industries- Suncoast, Inc.; Tessa Jones, Goodwill Industries- Suncoast, Inc.; Timothy Felder, Goodwill Industries- Suncoast, Inc.; Lisa Leseigneur, Hillsborough County; Stephanie Watson, Hillsborough County; Lael Giebel, KnowBe4; Eric Morales, Manatee County Solid Waste; Jeanne Detweiler, Manatee County; Mary Oquendo, Manatee County; Melody Tuschel, Monroe County; Rachelle Dobbs, Pasco County; Pola Godsey, Pinellas County Property Appraisers Office; Ashley Wyland, Pinellas County Solid Waste; Emily LeMay, Pinellas County Solid Waste; Jasmine Scott, Pinellas County Solid Waste; Leslie Caplin, Pinellas County Solid Waste; Paul Sacco, Pinellas County Solid Waste; Tyler J Ward, Recycling Services of Florida; Shelby Lewis, RRS; Shawn Clark, St. Pete Beach Public Works; Diane Daniel, Vacation Donations; Brenna Haggard, Waste Management; and Daric Hunt, Waste Pro

Daric Hunt, Waste Pro, recorded the notes.

### **Call to Order**

Vicki Fordyce, PPR Chair, called the meeting to order at 9:31 a.m.

### **Review of September 17<sup>th</sup>, 2025, PPR Meeting Notes**

Please email [recycle@pinellas.gov](mailto:recycle@pinellas.gov) with any questions about the last meeting's notes.

### **Introductions**

- New member introductions
  - Shawn Clark – Operations Manager, City of St. Pete Beach
  - Calley Pate – Environmental Management Supervisor, City of Oldsmar
  - Christina Cole – Sustainability Intern, City of Tarpon Springs



- Tessa Jones – Director of Business Development, Goodwill Industries Suncoast

## Presentation

### Mark Steadman, Call2Recycle

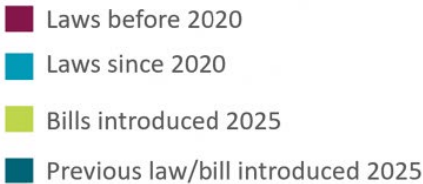
Mark "Steady" Steadman is a highly respected leader with more than 25 years of expertise in battery recycling, hazardous and solid waste management, and commodities recycling. His extensive career spans business development, sales, marketing, and operational support, making him a trusted advisor in the industry.

Recognized for his ability to forge meaningful, long-term relationships, Mark provides invaluable insights and solutions to customers navigating the complex logistical challenges in battery recycling. From the C-suite to the production floor, he delivers strategic guidance on collection and transportation, end-site recycling, and sustainability initiatives—helping businesses optimize efficiency while driving environmental responsibility.

Beyond his professional achievements, Mark is deeply committed to his community. A proud advocate for Detroit, he actively mentors and leads various outreach programs, dedicating his time to fostering growth and positive change.

#### Presentation Notes

- What materials can recycled batteries be turned into?
  - Sunscreen
  - Golf clubs
  - Appliances
  - Road pavement
  - Eco-friendly fire logs
  - Enrichment for commercial fertilizer
- Battery Safety
  - Avoid overcharging batteries
    - A lot of products have automatic shutoffs when something is fully charged
    - Charges items in a safe place
    - For battery longevity, plugging in something when current charge is between 8 – 10% is the "sweet spot"



- Mark Steadman Contact Info
  - [Msteadman@call2recycle.org](mailto:Msteadman@call2recycle.org)
  - (586) 214-8366

## Updates

## State Updates

- Karen Moore - FDEP
  - America Recycles Day events in Florida
    - Florida Recycles Day w/ the Florida Recycling Partnership – 11/13
      - <https://www.eventbrite.com/e/florida-recycles-day-tickets-1704125327729?aff=oddttdtcreator>
    - Hillsborough River State Park – 11/14
      - <https://floridadep.gov/waste/waste-reduction/content/recycling>

## Regional Updates

## Pinellas County

- Ashley Wyland



- With the holidays approaching, a reminder that Pinellas County has a holiday and gift-giving guide with helpful tips: <https://pinellas.gov/holiday-and-gift-giving-guide/>
- Jasmine Scott
  - [Commercial Recycling Awareness Survey – available online](#)
    - This study assesses the recycling awareness of businesses in Pinellas County and aims to identify pain points and barriers to recycling.
    - Survey over 350 businesses across Pinellas County of all industry types and sizes via phone call.
    - Findings:
      - Participation: 51% of businesses reported recycling—down from 70% in 2023, but consistent with 2019 and 2021.
      - Improper Battery Disposal: Rechargeable batteries continue to be the problem child... 28% of businesses reported placing rechargeable batteries in a recycling or garbage bin. 52% reported not having or using them, which we know to be untrue. Instead, this suggests that people are unaware of the rechargeable batteries they already have.
  - WDIG Search Tool – new toggle
    - <https://pinellas.gov/where-does-it-go-search-tool/>
    - If interested in linking the tool on your municipality's website – let us know!
- Leslie Caplin
  - Municipal Partners! We'd love your help spreading the word about our in-person tours to your residents. These tours offer a fantastic opportunity for residents to learn firsthand about proper garbage disposal and how to recycle right. Feedback from past participants suggests that they leave with a renewed sense of environmental responsibility, and many report making changes to their waste and recycling habits. They can sign up for a tour using this link: [Pinellas County Solid Waste Disposal Complex Tours](#). Want to schedule a private tour for your group? Please email [Recycle@pinellas.gov](mailto:Recycle@pinellas.gov). We kindly request that group tours have at least eight (8) participants to help us utilize our resources efficiently.

### City of Tampa

- None

### Hillsborough County

- Stephanie Watson
  - Hillsborough County's new Recyclables Processing Contract & WM's new MRF



- Hillsborough County is excited to partner with WM, who plans to open a new MRF by November 1, 2027.
- The contract was signed in September for a 15-year operation with two five-year extensions.
- The new MRF will be located next to WM's current MRF in Ybor City/Tampa
- Favorable rate and revenue share for the county
- The Hillsborough County team will be creating a new campaign in 2026 to improve quality of collected recyclables.
- Hillsborough County is pleased to share that the *Battery Education & Fire Prevention* campaign is in effect. As of October 28<sup>th</sup>, over 50 billboards went live across the county. Other paid Ads include TV, radio, podcast, and social media and will run for six months. The purpose of the campaign is to increase awareness about fires caused by improper battery disposal and to promote proper disposal of batteries to keep workers, equipment, and the community safe. If your organization is interested in broadening the reach of the campaign, please contact us at [Recycling@HCFL.gov](mailto:Recycling@HCFL.gov). Our team member Danny Gallagher is presenting at Florida Recycles Day on November 13<sup>th</sup> on Battery Recovery and Disposal w/ Trademark Metals and FDEP's Karen Moore.
- Be on the lookout for a battery education and fire prevention billboard near you



- Visit the County newsroom story for information on the battery campaign
  - [Battery Fires Make Safe Disposal a Growing Concern | Hillsborough County, FL](#)
- Hillsborough County has a new Recycling Education webpage, which features the new waste-to-energy facility virtual experience, where you can tour the County's Resource Recovery Facility, any time. Additionally, our Recycle Life-Cycle video,



which explains the recycling sorting process at the MRF, has been updated with new video footage and simpler language.

- Explore the WTE virtual experience and more on the Recycling Education webpage
  - [www.HCFL.gov/RecyclingEducation](http://www.HCFL.gov/RecyclingEducation)
  - Visit the County newsroom story for information on the WTE virtual experience
  - [New Virtual Experience Showcases Hillsborough County's Waste-to-Energy Facility | Hillsborough County, FL](#)

## **Pinellas County Municipal Updates**

### **City of St. Petersburg**

- Vicki Fordyce and Louis Neary
  - Community Outreach
    - Great American Teach-In event – going to four schools (New Heights, Lakeview Fundamental, Mount Vernon, St. Pete Gibbs HS) to talk to students, recycling trucks – November 12<sup>th</sup>
    - November 15 – St. Pete Garden Club event “Recycled Christmas” annual sale (used items) and plant sale, St. Pete will have a table set up to talk about the mulch and composting programs  
<https://ilovetheburg.com/event/christmas-recycle-sale-by-st-pete-garden-club/>
  - Sanitation Driver position open for City of St. Petersburg  
[https://erp.stpete.org/OA\\_HTML/OA.jsp?OAFunc=IRC\\_VIS\\_VAC\\_DISPLAY&p\\_svid=65784&p\\_spid=2464603](https://erp.stpete.org/OA_HTML/OA.jsp?OAFunc=IRC_VIS_VAC_DISPLAY&p_svid=65784&p_spid=2464603)
  - City of St Pete partnering with USF St Pete to get a composter for their campus – hiring for that
    - Green Mountain Technologies
      - <https://compostingtechnology.com/in-vessel-systems/earth-flow/>

### **City of Clearwater**

- Jonathan Campbell
  - Recycled 14,000 tons of paper at recent shred event
  - Participating in GATI on November 12 – bringing trucks to schools



## **Community Updates**

### **Keep Pinellas Beautiful**

- Megan Jackson
  - Big Cleanup Clearwater is taking place Nov. 14<sup>th</sup> – Nov. 22<sup>nd</sup> at sites throughout the city. We will be kicking off this event on Nov. 14<sup>th</sup> at Clearwater Beach. All event details and registration can be found on our website at [www.kpbcares.org/upcoming-events](http://www.kpbcares.org/upcoming-events).
  - KPB Holiday Open House – Dec. 12<sup>th</sup> – [Register here!](#)
  - Resilient Roots Projects in Pinellas County Parks (Invasive Removals, Cleanups, and Tree Plantings) – Next event is Dec. 13<sup>th</sup> at Lake Seminole Park. Tree plantings will start in January and will be announced soon!
  - Save the date for the KPB Awards Luncheon on Feb. 12, 2026. Details will be announced soon!

### **Munroe County FL**

- Melody Tuschel
  - Conducting a food waste pilot program beginning 11/17/25 and ending 2/6/2026
    - Three community collection sites

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# Food Waste Drop-off Stations

Free!

Monroe County residents are invited to participate in this pilot program to drop off food waste at 3 locations in the Upper Keys to be composted. Let's keep waste out of landfills!

**Nov 17<sup>th</sup>, 2025 – Feb 6<sup>th</sup>, 2026**

**Atlantic Trash & Transfer**  
**300 Atlantic Dr, Key**  
**Largo**

**Coral Isles Church**  
**90001 Overseas Hwy, Tavernier**  
(behind fellowship hall)

**Ocean Studies Charter School**  
**11-27 Rock Harbor Dr, Key Largo** (behind playground)

Register at: [your-soilmate.com/pages/monroe](https://your-soilmate.com/pages/monroe)  
or scan the QR:



- America Recycles Day – managing a booth at a Winn-Dixie location in Marathon, FL. Focusing on plastic bags and soft packaging and Winn-Dixie's recycling program.
- Holiday Light Recycling
  - Partnering with Home Depot and the county's electronics recycler
  - 11/14/25 – 1/15/26





### Goodwill Industries Suncoast

- Tessa Jones
  - Continuing partnership with Dell for electronics recycling
  - July – October 2025, recycled 15,000 pounds of soft plastics
  - Working on creating a green team within organization

### Work Group Updates

#### Contract

- No updates at this time

#### Contamination

- Ashley Wyland
  - Hillsborough began their 6-month battery campaign in October – includes radio ads, TV ads, billboards, and social media. Pinellas is working on promotion strategies now and creating a battery landing page on the website. Next meeting TBD.



### Low Waste Event Guide

- No updates at this time

### Open Discussion

- N/A

### Announcements

- **Proposed 2026 Meeting Dates:** January 14, March 18, May 20, July 29, September 16, November 4

### Adjournment

Next Meeting: January 14, 2026, @ 9:30 am via Zoom