



APPROVED 4/16/2025 CH

City of Scottsdale
Scottsdale Environmental Advisory Commission (SEAC)
Regular Meeting Minutes
5:30 p.m. Wednesday, March 19, 2025
Community Design Studio Nave
7506 E. Indian School Road, Scottsdale 85251

Call to Order 5:32 p.m.

PRESENT: Chair Andrew Scheck (virtually), Vice Chair Alisa McMahon; Commission Members: Ute Brady, Alexandra Craig, Tara Iyengar, Siobhan Ulreich-Power (virtually, attendance ended at 6:16 p.m.)

ABSENT: None.

STAFF PRESENT: Tim Conner, Environmental Policy Manager; Cindi Eberhardt, Planning & Development Area Director; Justin Suryanata, Environmental Projects Coordinator; Clayton Hults, Planning Technician

Public Comment: None.

Regular Meeting Agenda

1) Welcome and Recognize the New SEAC Member Judah Waxelbaum

Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

Staff informed the Commission that Mr. Waxelbaum cannot participate in the March meeting because he has not met the formal requirements as a commissioner, but he can observe. Mr. Waxelbaum introduced himself and the SEAC members provided their names and general statement about their work or business.

No Action

2) Presentation by Goodwill of Central and Northern Arizona (GCNA)

Presentation by Goodwill of Central and Northern Arizona (GCNA) related to the organization's waste diversion initiatives focusing on textile and plastic waste. The presentation will include an overview of the circular plastics micro factory (in partnership with ASU, the City of Phoenix, and Hustle PHX), highlight Goodwill's textile reuse and recycling programs, and introduce GCNA's monitored donation containers.

Presenter: Commissioner Alexandra Craig, Sustainability Development Manager, Goodwill of Central and Northern Arizona
Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

Commissioner Craig provided a PowerPoint presentation describing Goodwill of Central and Northern Arizona's (GCNA) role in the community. The presentation included an overview of the national Goodwill brand and GCNA's local sustainability scope to include workforce development, waste diversion, and community reinvestment. While still new to the organization here in Arizona, the Sustainability team at GCNA is working to transform the "Collect >Sell>Salvage" model that has driven the thrift industry for more than a century. The Goodwill mission is to end poverty through the power of work and their primary sustainability goal is to maximize reuse. Currently focusing on plastic and textiles, GCNA has launched innovative pilots through community partnerships such as: The Circular Plastics Microfactory in partnership with Arizona State University, other regional Goodwill's across the United States for textile sorting and grading, and local municipalities on monitored donation containers.

No Action

3) Approve Meeting Minutes for:

Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

- a) **January 15, 2025**
- b) **February 19, 2025**

MOTION & VOTE ITEM 3

Vice Chair McMahon made a motion defer the approval of the January 15, 2025 Meeting Minutes and the February 19, 2025 Meeting Minutes to the April 16, 2025 Regular Meeting. The motion was seconded by Commissioner Brady. The motion carried with a vote of 6-0. Commissioners Scheck, McMahon, Brady, Craig, Iyengar, and Ulreich-Power voted for APPROVAL.

4) Sustainable Scottsdale Awards

Review and discuss the date, time, location, hosting members, and other related details of the award presentation for the Sustainable Scottsdale Awards Program Honoree.

Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

Staff informed the Commission the City will be reaching out to Echo Canyon School to schedule an onsite award presentation. The Mayor and City Council will be invited.

Staff suggested that SEAC vote to appoint a representative to present the award. Staff indicated that it would be best if all SEAC members could attend the presentation.

Due to School Testing, the presentation may not take place until late April or May.

MOTION & VOTE ITEM 4

Chair Scheck made a motion to choose Commissioner Alexandra Craig to represent SEAC when presenting Echo Canyon School with the Sustainable Scottsdale Award, with

Commissioner Brady providing a Second for the motion, which carried 5-0. Commissioners Scheck, McMahon, Brady, Iyengar and Craig voted for APPROVAL.

5) Staff Updates

Staff will present updates pertaining to Scottsdale's sustainability initiatives for commission information only. Arizona State law prohibits the Scottsdale Environmental Advisory Commission from discussing or taking action on an item that is not properly noticed on the posted agenda.

Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

Tim Conner provided the staff update and answered questions from the commission. Vice Chair McMahon asked what are the plans for Bunnanza? OEI will not be having a booth at the Bunnanza event this year. Commissioner Brady asked what was the status of the Shade and Tree Plan? Mr. Conner explained that staff was waiting on the consultant to deliver a full draft of the document.

No Action

6) Identification of Future Agenda Items

The Scottsdale Environmental Advisory Commission may suggest items they wish to be placed on a future agenda. Per Arizona State law, the Commission shall not discuss, deliberate, or take action on any item suggested as a future agenda item, unless the specific item is properly noticed for Commission discussion and action.

Staff Contact: Tim Conner, Environmental Policy Manager, tconner@scottsdaleaz.gov

No Action

Adjournment 6:26 p.m.



Persons with a disability may request a reasonable accommodation by contacting the Office of Environmental Initiatives at 480-312-7833. Requests should be made 24 hours in advance, or as early as possible, to allow time to arrange the accommodation. For TTY users, the Arizona Relay Service (1-800-367-8939) others may contact the Office of Environmental Initiatives at 480-312-7833.



Scottsdale Environmental Advisory Commission

Item 2: Presentation by Goodwill of Central and Northern Arizona (GCNA)

Goodwill of Central & Northern Arizona Sustainability Department

Scottsdale Environmental Advisory Commission
March 19, 2025



*"The Goodwill Industries should not only **save the waste** in men and things but ought also to **use the waste**.
How little we receive from wastepaper, rags, etc., because we collect it only and do not **convert it into useful things**."
- Reverend Edgar J Helms, April 1922*



Transform the model...



Goodwill's Network Reach

5.8

billion pounds of donations were received in 2023

45%

Of the collected donations sell in retail, outlet and ecommerce

30%

Of the collected donations went to salvage/recycling, equaling **1.7** billion pounds 2023



120+

years of helping people build skills for careers and providing support

154

independent regional Goodwill organizations

3,300

stores in the U.S. and Canada

650+

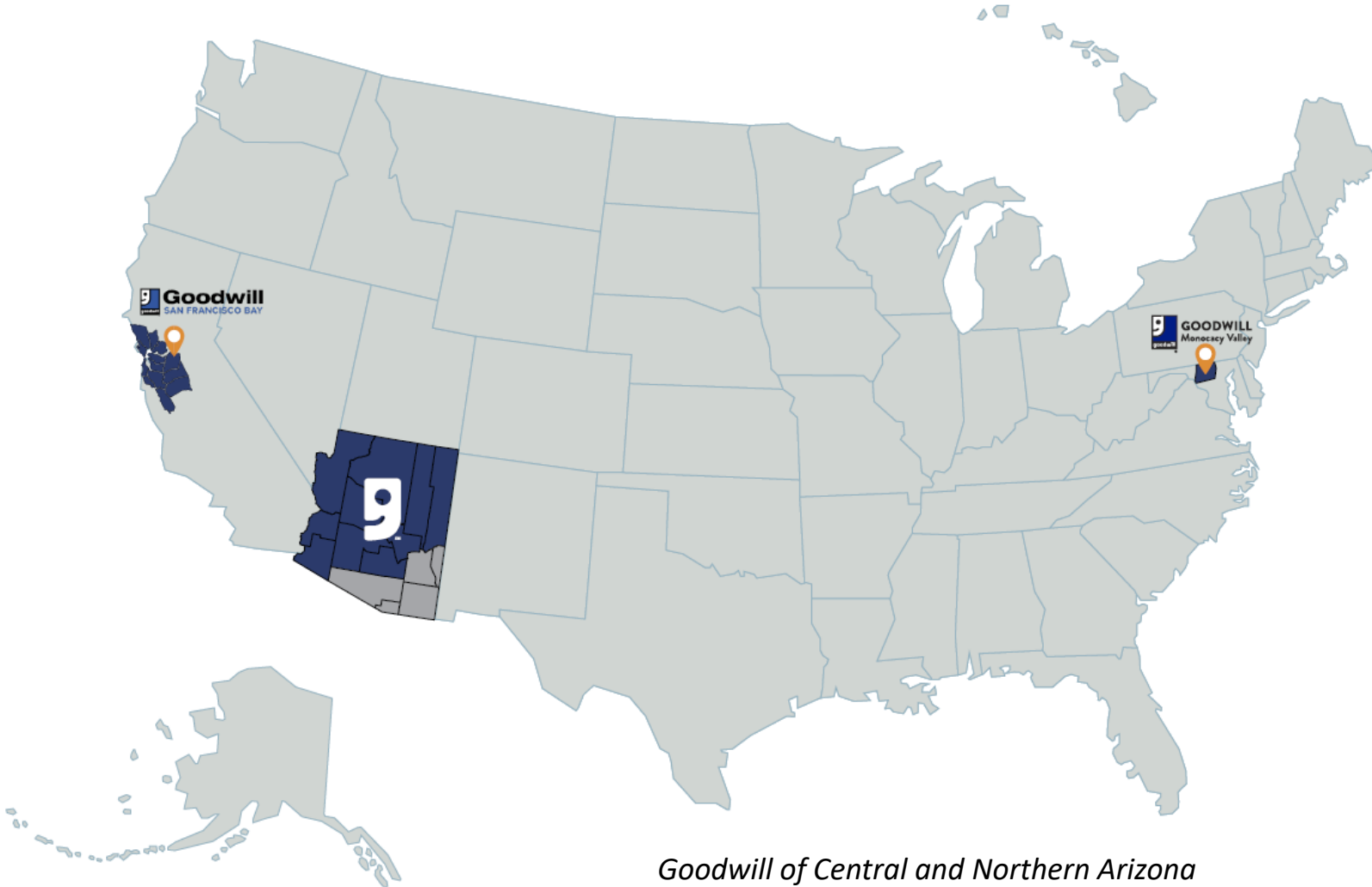
career center in the U.S. and Canada

130,000+

employees

Goodwill Industries International

Goodwill of Central and Northern Arizona Territories



Goodwill of Central and Northern Arizona
Goodwill Industries of Monocacy Valley
Goodwill of San Francisco Bay

Employees: 6,000+
As of September 2024 – Includes GWSFB

Locations: 150+
As of September 2024 – Includes GWSFB

2023 Revenue: \$307,403,707
Excludes GWSFB

2023 Services Provided: 447,029
Excludes GWSFB

2023 Individuals Placed: 1,179
Excludes GWSFB



Millions Use Goodwill Services

87%

have a high school diploma or less

148k+

are youth up to age 24

484k+

are veterans & military family members

55%

represent Black, Indigenous, & persons of color

182k

are older workers Ages 55+

53k+

have been impacted by the justice system

55%

identify as female

155k+

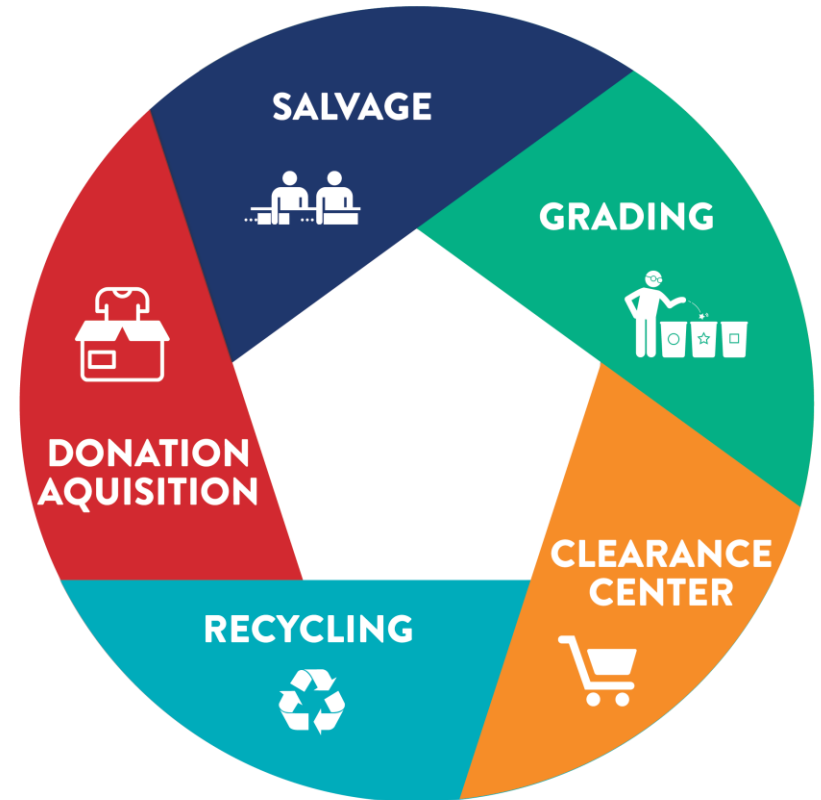
report disabilities

28k+

Identify as being houseless

GCNA Material Impact 2023

- **Goodwill received ~221M lbs. of donations**
 - Only *half* of donations received are retail quality
- **Approx. 28% (62.2M lbs.) of donations are sold as salvage.**
 - Approx. *24.7M lbs.* of textiles were sold as salvage.
 - *5.6M lbs.* of textiles were graded.
 - Other salvage commodities were *31.9M lbs.*
- **Clearance sold 2.4M lbs. of goods**



Less than 1% of the global textile fiber market comes from the recycled textiles

Textile Exchange, 2022

Preferred Fiber & Materials Market report



4 Strategic Growth Areas

Goodwill as a Sustainable Solution

Facilitating job creation and empowering communities while fostering a resilient and equitable value chain



1

Plastic Recycling Solutions

Hyper-local solutions for film and rigid plastics



2

Consulting and Brokerage Services

Customized solutions turning waste diversion from a threat to a business



3

Circular Fashion and Textile Innovation

Reclaiming textiles and transforming the value chain



4

Strategic Partnerships

Brands, Industry, State, Municipalities & Academia

Grading: The Solution

What is Grading?

Why Grade?



Future State of the Aftermarket

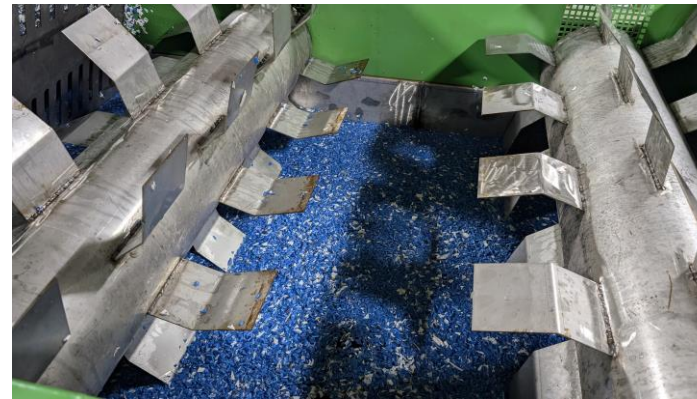


- Future-proof: An alternate aftermarket path that **does not only rely on salvage**
- **Traceable** and **circular** solutions for donations with little to no reuse value
- Waste diversion for **global** landfills
- Textile recycling will **feed more textiles** into the global recovery cycle

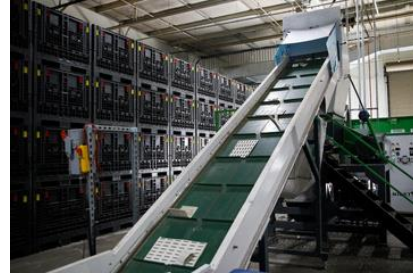
Material Recovery



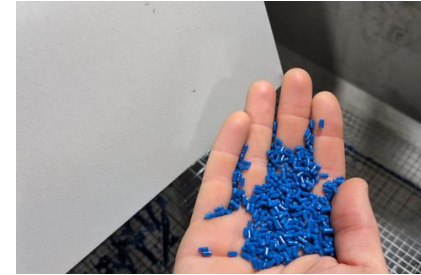
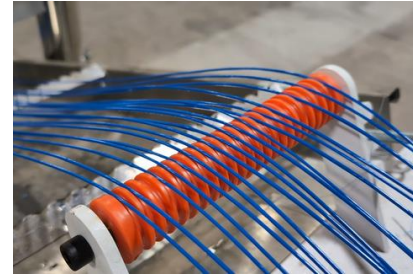
Building the Future: Circular Plastics Microfactory



SHRED, WASH, DRY



PELLETIZE



**PRESS, MOLD,
OR EXTRUDE**



REFACTORY



Our first facility is a 10,000 square foot hub microfactory in Phoenix, Arizona that is designed to remanufacture 500 tons of PP, HDPE and LDPE waste into new products. We are building out a 20 foot containerized mobile model to create spokes around the region in rural settings and urban settings (sporting events, conferences, concerts, etc.) that will connect to the remanufacturing hub.

Monitored Donation Containers



Goal: Increase capacity for collection of materials for diversion from the waste stream.

WHY IT'S UNIQUE

- Sustainable design built with impact in mind
- Messaging opportunity to educate donors
- Portable and able to be moved on demand to maximize collections
- Minimal operating costs

PARTNERSHIPS

- Municipalities
- Colleges
- Other (hospitals, large grocery chains, etc)

FEATURES/BENEFITS

Features

- 20" recycled shipping container
- 3 Collection chutes
- LED Lights/Cameras
- Bin Capacity Sensors
- Powered by Rooftop Solar panels

Benefits

- Small footprint and able to serve "donation drop-off deserts"
- Temporary sites and easy relocation
- Centrally monitored
- Completely solar powered and sustainable
- Minimal operating costs

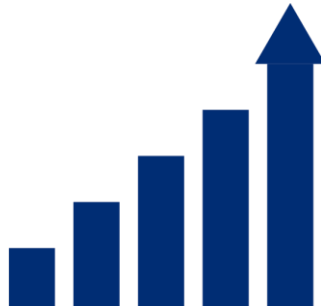
Sustainability: Future Proof



Keep products and materials in use



Regenerate resources



Expand what we already do



Extract value from every donation



Transform aftermarket

A close-up photograph of four hands of diverse skin tones (two lighter, two darker) gently cupping a small, textured globe of the Earth. The globe is covered in green moss and small white patches, symbolizing nature and environmental care. The background is a soft, out-of-focus green. A dark blue horizontal band is overlaid across the center of the image, containing the text.

We Are Better Together!