



Town of Southwest Ranches Advisory Board Meeting Agenda

Tuesday, September 2, 2025
7:00 pm

Town Hall
13400 Griffin Road
Southwest Ranches, FL 33330-2628

Board Members

Harold Gubnitsky
Rick Conrad
Rose Allbritton

Debbie Green
Jessica Hartmann

Council Liaison

Council Member David S. Kuczenski, Esq.

Staff Liaison

Dan Stewart

A. ROLL CALL

B. PLEDGE OF ALLEGIANCE

C. AGENDA AS FOLLOWS

- i. Approval of August 5, 2025 Minutes (pending)
- ii. Election of Vice Chair position

D. NEW BUSINESS

- i. SWA – Executive Committee Update
- ii. Sneaker Impact
- iii. Re-use area at HHW event
- iv. Zero Waste Tile on Website
- v. Farmers Market Compost Drop Off
- vi. WM Recycling Facility Tour Date
- vii. Newsletter Updates

E. OLD BUSINESS

- i. Zero Waste Logo Contest
- ii. Zero Waste Banner
- iii. Zero Waste Advisory Consultant Update

F. ITEMS FOR NEXT MEETING

G. COMMITTEE MEMBER COMMENTS

H. STAFF COMMENTS

- i. Cone of Silence

I. PUBLIC COMMENTS

J. ADJOURNMENT

PURSUANT TO FLORIDA STATUTES 286.0105, THE TOWN HEREBY ADVISES THE PUBLIC THAT IF A PERSON DECIDES TO APPEAL ANY DECISION MADE BY THIS BOARD OR COMMITTEE WITH RESPECT TO ANY MATTER CONSIDERED AT ITS MEETING OR HEARING, HE OR SHE WILL NEED A RECORD OF THE PROCEEDINGS, AND THAT FOR SUCH PURPOSE, THE AFFECTED PERSON MAY NEED TO ENSURE THAT A VERBATIM RECORD OF THE PROCEEDING IS MADE, WHICH RECORD INCLUDES THE TESTIMONY AND EVIDENCE UPON WHICH THE APPEAL IS TO BE BASED. THIS NOTICE DOES NOT CONSTITUTE CONSENT BY THE TOWN FOR THE INTRODUCTION OR ADMISSION OF OTHERWISE INADMISSIBLE OR IRRELEVANT EVIDENCE, NOR DOES IT AUTHORIZE CHALLENGES OR APPEALS NOT OTHERWISE ALLOWED BY LAW.

FOOTWEAR



GIVING SNEAKERS NEW LIFE

SNEAKER  IMPACT

[SNEAKERIMPACT.COM](https://sneakerimpact.com)

ABOUT SNEAKER IMPACT

WHAT WE DO

Sneaker Impact and our parent company Coastal Export International has over 40 years of experience with recycling apparel and shoes globally to create a more sustainable world and keep items out of the landfill while helping create economic opportunities for people in need.

HQ & ROCESSING:

+ Miami 75,000+ sq ft + Los Angeles and Amsterdam offices

OPERATIONS/PROCESSING CENTERS/MICRO PARTNERS:

We know where to place product that doesn't end up in the land fill. These are partners who we have worked with for years and where we move products constantly, including.

+ North America + Central America + South America
+ Asia + Middle East + Europe
+ Caribbean + Africa

Haiti, Honduras, Guatemala, El Salvador, Nicaragua, Chile, Peru, Bolivia, Dubai, Iraq, Lebanon, Jordan, Ivory Coast, Ghana, Senegal, Tanzania, Kenya, Angola, Philipeen, Thailand, Cambodia, Ukraine, Poland, Lithuania, Moldova.

GIVE BACK PROGRAMS USA

+ Big Box Retail
+ Gym Retail Chains - We are are working with Orange Theory, Planet Fitness and others.
+ Sporting Events - Miami, Berlin, LA, Flying Pig, Air Force Marathon and others
+ Boutique Retail - We collect from boutique and independent retailers.
+ Government/Cities - We are working with the City of Miami in 100+ buildings for government.
+ Universities and Schools.
+ DTC Consumer bags

DC, RETAIL, E-COMM, C GRADE PROGRAMS:

+ We work with large brands for garments and shoes both domestic and international. We will also protect brand integrity.

CIRCULAR FOOTWEAR PROGRAM (Currently In R&D testing)

+ Recycle, Grind and Sperate into new material streams at high purity %
+ Rubber, EVA, TPU, PU

Some Impact data

700,00

Pairs of Shoes
recycled per month

2,000,000

Lbs of Apparel
recycled per month

5,000

Micro merchants
we work with over
30 years globally

2,100+

Retail locations
where we have
collection boxes

Some of our partners



200+ stores



500+ stores



500 stores



SNEAKER IMPACT PROCESS



Circular Materials

- 1) Grind post-consumer footwear into small granules
- 2) Clean the dirt, dust and shoddy with vacuum and shaking
- 3) Shoddy gets sorted separately
- 4) Rubber and foams then get sorted
- 5) Optical sort EVA, TPU & PU with air

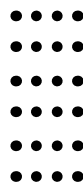
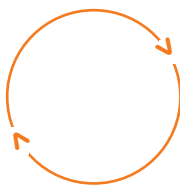
Materials can then be sorted into densities but we have not tested this yet

Patent Pending. Copyright © 2024 Sneaker Impact, All rights reserved.

FOOTWEAR

END OF LIFE

Circular Solutions





SNEAKER IMPACT MATERIALS

At Sneaker Impact, we take all our POST-CONSUMER end of life sneakers and put through our innovated circular material program to create high quality, high purity materials for supply chains. We have hit above 95% purity on recent testing with 3rd party verification. This is currently in R&D with plans to be operating in 2024 in Miami.

POST-CONSUMER GRANULES FROM RECYCLED SNEAKERS



Rubber

Rubber Granules separated
from post-consumer footwear.
SIZES 4–6mm



EVA FOAM

EVA Foam Granules separated
from post-consumer footwear.
SIZES 4–6mm



TPU FOAM

TPU Granules separated from post-con-
sumer footwear.
SIZES 4–6mm



PU FOAM

PU Foam Granules separated
from post-consumer footwear.
SIZES 4–6mm

We will be testing separating leathers, textiles, and metals. We can provide 3rd party testing results per request.

RUBBER

24



RUBBER

Sneaker Impact RUBBER Granules are separated from our post-consumer footwear. We grind the entire sneaker and separate into rubber and foams at a very high purity.

GRANULE SIZES 4–6mm

R&D

Sneaker Impact is currently in R&D having tested and separated Rubber, EVA, TPU and PU at high purity percentages above 95%.

Operating Line in Miami, FL:

Sneaker Impact is building an operating line this year to handle up to 1 ton per hr and will expand upon demand.

APPLICATIONS

There are many possible applications, including footwear, sport surfaces, flooring, construction and other industries we are exploring.

The Sneaker Impact process is Patent Pending



EVA

24

EVA FOAM (Ethylene-vinyl acetate)

Sneaker Impact EVA Foam Granules are separated from our post-consumer footwear. We grind the entire sneaker and separate into rubber and foams, then we separate the foams of EVA, TPU and PU at a very high purity.

GRANULE SIZES 4–6mm

R&D

Sneaker Impact is currently in R&D having tested and separated Rubber, EVA, TPU and PU at high purity percentages above 95%.

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SERVICES



COLLECTION PROGRAM



2,100+ RETAIL DOORS IN USA+ 50+ DOORS IN NETHERLANDS

GYM RETAIL CHAINS

we are working with 500+ orange theory gyms, planet fitness and others

BIG BOX RETAIL

we have collections at 500 rack room stores across the country

UNIVERSITIES

we are work with high school to the top universities.

GOVERNMENT/CITIES

we are working with the city of miami-dade county in 100+ buildings for government employees and partners.

EVENTS

we have been in the miami, la and flying pig, and chicago marathon as a partner to collect footwear



GRADING & SORTING



01

PROCESSING LOCATION

All truckloads and bags shipped to 7455 NE 2nd Avenue Miami, FL 33138. Corporate clients are welcome to come to the location to review and inspect.



02

SORTING STATION

Grading & Sorting. Once landed on our dock, all products go to specific stations.



03

SHIPPING

We handle all shipping logistics from anywhere in the U.S. Any international requirements to be discussed, but we operate globally



04

REPORTING

Types: Shoes, Apparel, Accessories
All truckloads are weighed, counted and graded per example below. The same grading applies to apparel and accessories. Our software automates CO2e kg reporting for each client and totals..



GRADING TIERS

01



TIER 1 (A)

Almost new product. Look and feel new.

02



TIER 2 (B)

Used but great condition.

03



TIER 3 (C)

Used and good condition. Wearable with minor repair for up cycling. All product that require repairs are done by the micro partners to extend the life.

04



TIER 4 (D)

End of Life products. Can not be used or resold. Currently all end of life sneakers go through our circular program for new material streams.



DISTRIBUTION

Once sorted and passed inspection, the export pack is made specific to regions based on sort. These are shipped to one of our approved 5,000 micro business relationships that have been developed over 30+ years.

» Per client request we will work with any black listed requirements needed.

SNEAKER IMPACT PROVIDES STORE/E-COM RETURNS

CUSTOMER RETURN

We work with large brands with C-Grade product and your DC's both in North America and International

KEY BENEFITS

Discover the unique advantages that set us apart



01

We safeguard brand integrity.



02

We operate globally.



03

We are highly competitive.



04

We handle large volumes.



05

We track everything and provide detailed reports.



Tracking Carbon Emissions CO2e Landfill Diversion

Support your Net Zero goals. Divert estimated Kg of CO2e from going into the landfill by supporting Reuse.



1 PAIR OF SNEAKERS = 8.538 KG CO2e

Sneaker Impact provides different level of reports for your Net Zero goals with our Sneaker Impact Credit.



CONSUMERS GIVE BACK BAG

Join the thousands of people giving back sneakers and get as many bags as you want. Invite your friends, families and colleagues. Thank you for reducing landfills and helping people in need!

1 bag = 7 pairs of sneakers

1 bag = Estimated 59.766 CO2e kg

[I NEED BAG](#)

BUSINESS GIVE BACK BOXES

Partner with us and create incentives for your customers, employees and partners. Thank you for reducing landfills and helping those in need!

1 box = 35 pairs of sneakers

1 box = Estimated 298.837 CO2e kg

[I NEED BOXES](#)





LEADERSHIP TEAM

A combined 100 years of expertise in footwear, reverse logistics, recycling, sustainability, design, branding, marketing both domestic and internationally.



MOE HACHEM
FOUNDER AND CEO



MAGGIE ECHENIQUE
PARTNERSHIPS & OUTREACH DIRECTOR



MATEO NERI
CSO & US GM



CHARLES VAN SCHAIK
EUROPE GM



FANNIE ELVIR
LOGISTICS & OPERATIONS



BRYAN HUBERTY
DIRECTOR OF RUN SPECIALTY



LEEZA JARRAR
HEAD OF SOCIAL



FRANKIE RUIZ
COMMUNITY LEADER



J.L. MORRISON
CANADIAN AMBASSADOR

