

Minutes

AB 939 LOCAL TASK FORCE SPECIAL MEETING

Tuesday, November 22, 2022

3:00 - 4:00 PM

Public Zoom Video Meeting and Call-in Option

Recording: https://sonomacounty.zoom.us/rec/share/k3YoiMo-meWmTzJLK7jj96uY5BJQF0fD-Wbd0D60079QC6-WNUf1LXUwx_3dWcml.O8D-txLAUpXhOgGx?startTime=1669158192000

Passcode: g8.rY2U5

Item I – Welcome and Introductions

Alyssa Messer – 3rd District Representative

Alissa Johnson - SCRR

Arthur Dieke – Science Representative

Aryam Blanco – Sonoma County LEA

Brian Bauer - Resynergi

Cole Yoxall – SCRR

Emily Harris – Recology

Gary Hochman – Facilitator/speaker

Greg Carr – 1st District

Hugo Mata – Soluna Outreach Solutions

Glenn Morelli – TPW

Joey Hejnowicz – Santa Rosa

Kyle Larue – CCNB

Leslie Lukacs – ZWS

Liz Bortolotto – Chair, LTF

Michael Siminitus – WasteBusters, Sebastopol Climate Action Committee

Samantha Stevens – Sonoma County LEA

Sloane Pagal - ZWS

Stu Clark – 4th District

Tasha Wright – Santa Rosa Water

Terry Taylor – Town of Windsor

Todd Sutton - Wastesleuth

Xinci Tan – ZWS

Item II - Presentation of Zero Waste Sonoma Draft 5-Year Plan, Mission, Vision updates - Leslie Lukacs & Gary Hochman

The purpose of this presentation is to share where the agency/board is as in the 5 year strategic planning process, so that participants here today can share their input. Routine work is not captured in this content, but it encompasses more of the strategic initiatives and broader goals, and what type of discretionary efforts should be addressed.

Strategic planning ad hoc committee was formed after board approval of the strategic planning process. Participants include:

- Board members: Susan Harvey, Joey Hejnowicz, Diana Rich
- Staff: Thora Collard, Leslie Lukacs, Katie Cushwa

Greg: Wants to know if the Board of Supervisors is going to look at this?

Gary: Not necessarily, the Board we are referring to is the Agency Board.

Greg: Has the Agency Board been part of the process up until now?

Gary: Yes – the product you see today has board and staff input, all participants joined together for a SWOT analysis and retreat to work on this. The Strategic Plan will be on the agenda at the ZWS December Board meeting.

Liz: If we want to share input, do you want us to focus on tasks or overall goals?

Gary: Focus on goals – put ideas in an email. We're not looking at tasks so much at this point.

Terry: Are you getting input from other stakeholders?

Gary: No, we haven't cast that wide a net. Just getting feedback from the staff, board, and LTF.

Stu: When you say you're looking for feedback on goals – is it the headings or the pillars? Wondering what the best way to provide feedback on this?

Gary: Send them to Leslie in an email. We're trying to stay out of the action planning focus. This will be re-reviewed by the Ad Hoc and staff.

Structure of the Mission and Vision statements:

Mission: Why does this organization exist?

Vision: If the organization is successful, what will it have achieved looking back from the future?

Draft Mission: ZWS's mission is to empower personal action in waste reduction and materials management by implementing practical solutions to protect our natural resources

Draft Vision: An engaged and informed community with the shared goal of thriving in a sustainable region without waste

Item III – Member Comments, Ideas, Suggestions

Art Deicke: The term waste here is being used in an isolated manner, and what we are really talking about is material or solid waste (not waste water, energy waste, etc). Nothing in the plan about electric trucks, alternate waste recovery, EPR, or source control.

Leslie: there's a pillar for funding that is where EPR lives.

Greg: Two things: education for the community – mission says that. The part that's missing is recommending that the solid waste board take action on the policy, programs, etc. → feels like this is the most important thing that the agency works on. Would like to see "Recommend action by the solid waste board on) In his experience, the board doesn't prefer to hear what the LTF members wants to say. Worried that action won't happen

Leslie: Hopefully some of that has changed since I've been with the Agency – came from the LTF. Some is being addressed through ZW Resolution, and thinks the board is listening.

Greg: Improve permitting (fix zoning code and general plan) to make it easier for communities to support recycling activities. Next thing was siting a replacement landfill facility has been ongoing for a long time.

Stu: When he looks at the pillars, sees the top boxes as goal, subheading, and then below that are tasks. He is supportive of the work the Agency is doing, and respects the idea of this plan. He and Greg presented to the board on agencies goals, but it seemed to not go anywhere due to covid. He is excited to have the LTF and Agency collaborate more frequently. Infrastructure is a very important priority for Stu. Not sure how to put that comment into context of strategic plan but he will try.

Gary: Some of the tasks are significant, broader, and more long term, than others. If folks here see pieces that haven't been captured, please send them. We don't know if all of them are possible, but these are big bites of the apple. Severe capacity constraints with 7 FTE.

Terry: Thinking about a paradox – he views us as an agency committed to collaboration, good will, and yet at his time, there needs to be a stake in the ground about uncovering issues of corporate responsibility.

Gary: some of it is part of the ongoing work with the agency

Todd Sutton: One small community isn't going to stop a global corporation. You can put corporate responsibility on a paper, but it has to be within the realm of possibility

Greg: Add annual report, work plan, and setting priorities into this- to include CSR activities.

Leslie: we do an annual outreach report (November), and work plan early on in the calendar.

Liz: We could be a exemplary demonstration city; sees opportunity to address organizational compliance

Brian Bauer: We can really be a model for the rest of the state or even nation. As far as corporate responsibility, we need to take a firm position. Each technology needs to be evaluated individually, and this helps with communication with the larger corporations.

Terry: Revisit corporate responsibility – thinks the LTF should talk about this. Good goal would be to have the agency grow. A staff of 7 people isn't going to cut it. Suggestion is around creative thinking about how we begin to partner with other groups to take on the work the Agency doesn't have the capacity for.

Todd: Are state or local recycling markets and grant opportunities being considered?

Leslie: Yes – I am the RMDZ manager for Lake and Mendo counties, and these pillars represent work that is above and beyond that is not represented.

Brian: seems to be a significant amount of energy in schools and youth.

Stu: Resource issue – hats off to the Agency staff – amazing amount of work completed with a small and talented staff. Thank you for including the LTF on this workshop and providing input on the strategic plan. Overall the agency is doing a terrific job.

Leslie and Gary: thank you for being here today to provide comments in the next week, for consideration.

IV – Public Comments

None

V – Member Announcements

None

VI – Next Regular Meeting Date / Suggestions for Agenda Items

Please send comments on the Strategic Plan to Leslie by November 29th. The next regular meeting of the LTF on December 8, 2022.

VII – Adjournment

Meeting was adjourned at 3:58pm