



## Minutes of the December 20, 2017 Meeting

The Sonoma County Waste Management Agency met on December 20, 2017, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California.

### Board Members Present:

City of Cloverdale	Melanie Bagby	City of Santa Rosa	John Sawyer
City of Cotati	Susan Harvey	City of Sebastopol	Henry Mikus
City of Healdsburg	Brent Salmi	City of Sonoma	Madolyn Agrimonti
City of Petaluma	Dan St. John	County of Sonoma	Trish Pisenti
City of Rohnert Park	Pam Stafford	Town of Windsor	Deb Fudge

### Staff Present:

Executive Director/Acting Clerk	Patrick Carter	Staff	Thora Collard
Counsel	Ethan Walsh		Kristin Thigpen
			Courtney Scott

### 1. Call to Order Regular Meeting

Closed session was called to order at 8:30 a.m.

### 2. Closed Session:

PUBLIC EMPLOYEE PERFORMANCE EVALUATION

Title: Executive Director

### 3. Adjourn Closed Session at 9:10 a.m.

### Call to Order Regular Meeting

Regular meeting was called to order at 9:15 a.m.

### 4. Agenda Approval

### 5. Public Comments (items not on the agenda)

None

### 6. Consent (w/attachments)

6.1 Minutes of the November 15, 2017 Regular Meeting

6.2 December 2017 and January 2018 Outreach Calendar

6.3 Approval of Second Amendment with ECS Refining for E-Waste Transport and Recycling Services

6.4 Approval of Agreement with California Product Stewardship Council for Grant Partnership

6.5 List of SCWMA Agreements and Expirations

### Public Comments:

None.

**The motion for approval of items on consent calendar was made by Trish Pisenti, County of Sonoma, and seconded by Susan Harvey, City of Cotati.**

**Vote Count:**

City of Cloverdale	AYE	City of Santa Rosa	AYE
City of Cotati	AYE	City of Sebastopol	AYE
City of Healdsburg	AYE	City of Sonoma	AYE
City of Petaluma	AYE	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

AYES -10- NOES -0- ABSENT -0- ABSTAIN -0-

**Motion passed.**

**Regular Calendar**

**7. Discussion and Possible Action on an Agreement for Rebranding and Website Design Services with The Engine is Red.**

Kristin Thigpen, SCWMA staff, presented to the staff the results of the RFP process for rebranding and website design and offered the recommendation to award the contracts to The Engine is Red.

**Board Discussion**

Chris Denny, The Engine is Red, presented to the Board about the company's qualifications and some of their relevance with public entities. He acknowledged the budget and time constraints in the public sector.

Madolyn Agrimonti, City of Sonoma, commented on the planning and implementation of the website. She asked about the schedule for the conversion.

Mr. Denny mentioned the website will be fully autonomous, owned by the client and open sourced. They will include staff during the build and implementation and trained on the entire process. The content management system (CMS) will also be intuitive and easy to use.

Ms. Agrimonti asked if the website will be divided amongst staff.

Patrick Carter, SCWMA Executive Director, responded a staff member will be in charge of the website, but defer to subject matter experts for content.

Henry Mikus, City of Sebastopol, asked if the current website is being supported by the County's ISD.

Mr. Carter responded affirmatively.

Mr. Mikus asked about future costs.

Mr. Carter responded that there are optional costs such as monthly cost for backup and security (\$660/month), hosting fees.

Mr. Denny commented that the annual hosting cost is roughly \$340.

Dan St. John, City of Petaluma, expressed that he does not agree this is the right time to be doing this and does not agree with the price. He stated that the new franchise agreement contractor should be given time to do their own outreach and education. He is concerned about staff bandwidth for new projects. He thinks there are better priorities for the SCWMA.

Melanie Bagby, City of Cloverdale, asked what we are not getting with the current budget and scope.

Mr. Denny stated that a larger budget would allow more complexity of the output in regards to public education or extended content (articles, videos and tutorials). SCWMA staff also requested to streamline the input process. The website will be more focused on photos and text as opposed to expanding into filming of video content.

Deb Fudge, Town of Windsor, stated that she believes by updating the website it will allow much more engagement in the public. The new website allows staff to do actual changes to the web making it more functional and remove dead links. The public is not complaining about us because we are invisible, so rebranding is important. We are also missing the younger generation who only uses mobile devices. This will make our mission clear and our current logo makes no sense.

Ms. Harvey, stated that the website is broken and dependent on the County's ISD. She believes that the cost is small for a process like this and is in favor of staff being self-sufficient. She also acknowledged that we can tap into the new hauler's outreach and information. It is vital that our website be available for mobile devices.

SCWMA Chair John Sawyer, City of Santa Rosa, acknowledged Mr. St. John's concerns about price. Before going through a similar process with the City of Santa Rosa he had the same concerns. He asked if there would be Board participation.

Mr. Denny stated he wanted Board involvement early and often. A subcommittee may be a good option. He likes to create a small group of decision makers. He also has group of stakeholders that participate by speaking from their area of expertise.

Mr. Mikus asked how much traffic we get to our website. He wants to know the relative dollar value of hits to cost.

Mr. Carter reported that there were about 334,000 hits to our website last year.

#### **Public Comments**

None.

**Ms. Fudge, Town of Windsor, motioned to approve the agreement with The Engine is Red for rebranding and website development and Ms. Bagby, City of Cloverdale, seconded the motion.**

**Vote Count:**

City of Cloverdale	AYE	City of Santa Rosa	AYE
City of Cotati	AYE	City of Sebastopol	AYE
City of Healdsburg	AYE	City of Sonoma	AYE
City of Petaluma	NO	County of Sonoma	AYE
City of Rohnert Park	AYE	Town of Windsor	AYE

AYES -9- NOES -1- ABSENT -0- ABSTAIN -0-

**Motion passed.**

**6. Boardmember Comments**

Ms. Bagby commented on the great success of the collection event in Cloverdale and complimented staff on a job well done.

Mr. St. John asked if Santa Rosa was doing an independent composting project as reported in the Press Democrat. Mr. Carter responded in Staff Comments.

**7. Staff Comments**

Mr. Carter - commented about the composting RFP process. The City of Santa Rosa opened an RFP to allow potential responders to enter into an agreement to lease space next to the Laguna Wastewater Treatment facility with City of Santa Rosa. The SCWMA extended our RFP process to allow responders to complete the RFP process with Santa Rosa first. There were 10 responders to the Santa Rosa RFP, 4 were selected to continue. Staff should be receiving proposals January 16th.

Courtney Scott, SCWMA staff, reported on the special CTCs held. The events were advertised as fire hazard awareness and flood preparedness. Normal events are held on Tuesday evenings from 4:00 – 8:00 by appointment only. These four special events were held on the weekend from 8:30 am – 3:30 pm. 706 households participated and 56,000 lbs. of HHW were collected in four days. They were held in Santa Rosa (over 330 participants), Guerneville (85), Sonoma (198) and Cloverdale (86).

**8. Next SCWMA meeting:** January 17, 2018

**9. Adjournment:**

The meeting adjourned at 10:12 a.m.

Submitted by: Patrick Carter