



MINUTES OF FEBRUARY 18, 2009

The Sonoma County Waste Management Agency met on February 18, 2009, at the City of Santa Rosa Utilities Department's Subregional Water Reclamation System Laguna Plant, 4300 Llano Road, Santa Rosa, California.

**PRESENT:**

City of Petaluma	Vince Marengo, Chair
City of Cloverdale	Gus Wolter
City of Cotati	Marsha Sue Lustig
City of Healdsburg	Mike Kirn
City of Santa Rosa	Dell Tredinnick
City of Sebastopol	Jack Griffin
City of Sonoma	Steve Barbose
Town of Windsor	Christa Johnson
County of Sonoma	Phil Demery

**STAFF PRESENT:**

Executive Director	Mollie Mangerich
Counsel	Janet Coleson
Staff	Patrick Carter
	Karina Chilcott
	Charlotte Fisher
	Lisa Steinman
Recorder	Elizabeth Koetke

**ABSENT:**

City of Rohnert Park

**1. CALL TO ORDER/INTRODUCTIONS**

The regular meeting was called to order at 9:05 a.m.

**2. ATTACHMENTS/CORRESPONDENCE**

Chair Marengo, called attention to the Director's Agenda Notes, the Community Toxics Collections Schedule for 2009/2010, monthly reports from Sonoma Compost Company for September, October and November 2008, and a letter addressed to the Board from Cold Creek Compost Company.

**3. ON FILE WITH CLERK**

Chair Marengo noted the resolutions from the January 21, 2009 meeting on file with the clerk.

**4. PUBLIC COMMENTS (items not on the agenda)**

There were no public comments.

CONSENT

- 5.1 Minutes of January 21, 2009
- 5.2 Compost Relocation Update
- 5.3 FY 08-09 Mid-Year Financial Report
- 5.4 Beverage Container Purchase
- 5.5 Plastic Bag Update

**Dell Tredinnick requested that Item #5.1, the minutes from the January meeting be pulled for clarification.**

**Chairman Marengo called for a motion to approve Consent items 5.2 and 5.5; Marsha Sue Lustig, Cotati, moved to approve those two items. Steve Barbose, Sonoma, seconded. Rohnert Park absent.**

**Item 5.1** - Dell Tredinnick referred to page 11 in the January 21, 2009 SCWMA minutes and asked for clarification of the first sentence in paragraph 3 which read *'Janet Coleson, Agency Counsel, said in regards to the issue about recyclables not being in the definition of solid waste, in the Public Resources Code the definition of solid waste includes recyclables and in the Public Resources Code there's direct statutory authority for charging a fee to cover the costs of doing the planning documents and implementing the planning documents so an Agency fee.*

The word **so** should have been **for**. The minutes from the January 21, 2009 meeting will be amended.

**Dell Tredinnick, Santa Rosa, moved to approve the minutes (item 5.1) as amended. Gus Wolter, Cloverdale, seconded. Minutes approved. Rohnert Park absent.**

**Christa Johnson requested that items 5.3 and 5.4 be pulled from the consent calendar.**

**Item 5.3** - Christa Johnson requested that staff add an informational paragraph that includes a summary on the Mid-year Financial Report.

Chairman Marengo asked about the long-term projections for closure costs and funding source for the HHW Facility Closure.

Ms. Fisher said updated anticipated closure costs were brought before the Board this past year. By law, the Household Toxics Facility is a permit-by-rule facility and anticipated closure funds are required to be reserved when it's time to close. The Agency is on track with collecting the closure funds; and could possibly be funded ahead of the anticipated closure. Chair Marengo asked staff to email the Board with additional information about the long-term projections and the amount of appropriate funds available.

**Christa Johnson, Town of Windsor, moved to approve item 5.3. Marsha Sue Lustig, Cotati, seconded. Rohnert Park absent.**

**Item 5.4** - Christa Johnson, Town of Windsor, asked what time of year staff contacts the cities about the money that's available from the Department of Conservation.

Mr. Carter responded that every year in April the Department of Conservation issues a funding request notification; Agency staff has historically applied for that money for the cities. The amount of money is around \$130,000, the majority of which goes to the Probation collection contract.

**Christa Johnson, Town of Windsor, moved to approved item 5.4. Marsha Sue Lustig, Cotati, seconded.**

## REGULAR CALENDAR

### ADMINISTRATION

#### **6.1 FY 09-10 WORK PLAN**

Ms. Mangerich said the draft budget and draft work plan that was presented at the January Agency meeting showed a deficit. Staff was directed to prioritize programs and identify programs that are one-time use.

Staff also examined contractual costs such as the HHW Facility, and grant monies that could reimburse staff time.

Staff returned with a balanced budget after closely reviewing the programs and services that the Agency provides. Per Board direction staff looked at the inclusion of the Recycle Guide bound in the AT&T phone book and recommends foregoing that inclusion to save money and instead pursue web-based promotion. A limited number of Recycle Guides would still be printed for outreach programs.

Staff looked at prioritization of educational partnerships that the Agency historically contributed to in the past and reduced contributions by about \$15,000 leaving \$5,000 for the Business Environmental Alliance. The Agency will also provide some staff support to the EDB to assist in coordinating the Green Business Program and the Recycling Market Development Zone. Other cost saving measures include downsizing from two fleet vehicles to one. Staff looked carefully at the actual cost of operations and disposal of the HHW Contractor. There is enough historical data to project forward and in so doing \$60k was saved.

The outline of the work plan was updated to show different revenue centers based on the source of funds.

Steve Barbose, Sonoma, asked the amount of the Agency's share of the revenue from the composting program.

Ms. Fisher said it depends on the volume of sales from SCC's finished compost products. An estimated figure is \$100,000 for the year.

Phil Demery, County of Sonoma, asked if there are external auditing requirements in the current e-waste collection events contract regarding where the material is processed and marketed.

Ms. Mangerich said one question included in the RFP is where the collected materials will be processed. Staff has been careful to ensure that the electronic waste collected is not going abroad or to Third World countries.

Ms. Steinman added that ASL, the contractor, keeps staff informed of any changes to their downstream vendors.

Mr. Demery asked if staff does external checks, or depends on the recording function of the contract.

Ms. Mangerich said staff has access to documentation of that chain of custody.

Dell Tredinnick, Santa Rosa, said the Recycling Guide is beautiful but it is part of such a huge waste stream. He said it would be beneficial to put the tab in the phone book with a direction to the [www.recyclenow.org](http://www.recyclenow.org) website to help promote it.

Marsha Sue Lustig, Cotati, said the history of the Recycling Guide is stellar. She asked for further discussion before a decision to discontinue the inclusion of the Recycling Guide in the phone book was made.

**Chairman Marengo requested approval to table this item and bringing item 8.1 forward.**

## EDUCATION

### **8.1 RECYCLING GUIDE HISTORY AND THE ROLE OF AT&T**

Ms. Chilcott remarked that in response to direction from Agency Boardmembers at the January 21 Board meeting, staff prepared a report on the history of the Recycling Guide. Since that report was written, preliminary marketing research was obtained from the Press Democrat.

The PD contracted with a private company, Scarborough Research which collected local and national marketing data between February 2007 and January 2008. While the complete report is not yet finalized, excerpts about Yellow Pages usage were obtained for this presentation. Unlike, the AT&T marketing data provided in the agenda packet which shows that the print usage of the phone book is stable, the Scarborough report shows that only 43% of people nationally reference their printed phone book the same now as previously. Not surprisingly, the data shows that when shopping for a product or service, 73% of consumers nationally say they use internet search engines to find a local business. The second most common method, or 65%, is the Yellow Pages telephone directory. Only 44% use their daily local newspaper.

The Agency's current work plan for FY 09-10, budgets \$30,000 for web-based marketing of the Agency's new web site at [www.recyclenow.org](http://www.recyclenow.org). Boardmembers could consider sharing some of that budget with another project not yet in the work plan which is translating, printing and distributing the Recycling Guide into Spanish.

According to the Economic Development Board, 20% of the population in Sonoma County is Hispanic and the population is expected to increase to 37% by 2015. Currently, the Agency has a contract for Spanish Language Outreach with C<sup>2</sup> Alternative Services working with Hugo Mata. There is a need for Spanish translation of the Guide. Downloadable pdf versions of the Spanish language pages could also be made available from the Agency's web site. Distribution and budget details for Spanish Recycling Guide project have not yet been developed.

Much discussion ensued about the many attributes of the Recycling Guide, the pros and cons of removing it from the phone book, and pursuing a web-based marketing approach.

Chairman Marengo called for public comments.

Susan Klassen suggested the inclusion of the tab in the phone book the first year the Recycling Guide is not included in the phone book. Calls to the eco-desk could be tracked to see if there is a dramatic increase in calls once the Recycling Guide is not included in the phone book.

**Steve Barbose, Sonoma, moved to go forward with the web-based Recycling Guide, the inclusion of the tab in the AT&T phone book with the direction to the [www.recyclenow.org](http://www.recyclenow.org) website the first year the Recycling Guide is not included in the phone book, and with the Spanish outreach, with an evaluation of the effectiveness so it can be revisited. Marsha Sue Lustig, Cotati, seconded. Motion approved. Rohnert Park absent.**

## **CONTINUATION OF ITEM #6.1 FY 09-10 WORK PLAN**

**Marsha Sue Lustig, Cotati, moved to approve the FY 09-10 Work Plan, Steve Barbose, Sonoma, seconded. Rohnert Park absent. Work Plan approved.**

*Gus Wolter left the meeting at 9:55 a.m. (ek)*

### HOUSEHOLD HAZARDOUS WASTE

#### **7.1 HHW BUILDING ENCLOSURE EXPANSION PROJECT**

Lisa Steinman recounted at the June 20, 2007 Agency Board meeting, the Board approved executing an Agreement with VBN Architects for the HHW Building Enclosure Expansion. The project drawings were submitted to PRMD for review and the outcome is the requirement for a new soils analysis report.

Three quotes for the geotechnical study were received. Staff reviewed the quotes and chose Taber, the lowest bidder, to conduct the soils report.

It is estimated by VBN Architects that the project will cost approximately \$240,000. In regards to funding the HHW Building Expansion Project, there is a possibility of using grant funds available through the California Integrated Waste Management Board (CIWMB). The HD 16 F grant, an infrastructure grant for satellite facilities, was awarded to the SCWMA. After consideration of disposal costs associated with additional facilities, the Board directed staff to contact the CIWMB grant manager and discuss using grant funds for the planned enclosure expansion of the existing HHW facility. The CIWMB grant manager indicated this use would better match the original scope of the grant and may be allowed if more information was provided by SCWMA staff.

Taber's fee estimate for the soils report analysis is not to exceed \$6,500.

Staff requests the Board's approval to accept Taber's quote and move forward with the soils report. In addition, staff requests approval to submit a new Scope of Work for the HD16 F grant to fund the HHW Building Enclosure Expansion Project.

**Marsha Sue Lustig, Cotati, moved to approve the motion. Phil Demery, County of Sonoma, seconded. Cloverdale and Rohnert Park absent.**

#### **7.2 EPR VOLUNTARY TAKE-BACK UPDATE**

Ms. Steinman explained that Extended Producer Responsibility (EPR) is a waste management approach that will assist and enhance efforts to manage waste products by shifting responsibility for collection, transportation and management for discarded products away from local government to the manufacturers. At the June 18, 2008 SCWMA meeting, the Board directed staff to develop a Scope of Work for a voluntary take-back program where sellers of household batteries, mercury-containing lamps and thermostats would set up collection and recycling programs for these end-of-life products and pay for the associated costs. Staff applied for the 17<sup>th</sup> Cycle HHW Discretionary grant to help fund the voluntary EPR program and was not recommended for the HD 17 Grant funding. Staff provided Boardmembers with a list of the scores the SCWMA received by category.

At the January 21 meeting staff was directed to return to the February meeting with a summary of options available to move forward with a plan of action for the voluntary take-back program.

Staff anticipates the introduction of new EPR legislation at the State level. Bills for sharps, pharmaceuticals, fluorescent lamps, and paint which will all have EPR

components are in the works. In addition, an EPR Framework Bill has also been introduced. Staff will present an update to the Board at the March 2009 Agency meeting.

Staff recommends deferring development of a voluntary take-back program until such a time when future funding opportunities become available while continuing to monitor and support active statewide EPR legislation, observing other jurisdictions EPR related programs and continuing to seek out funding opportunities to support a take-back program.

**Steve Barbose, Sonoma, moved to approve. Dell Tredinnick, Santa Rosa, seconded. Cloverdale and Rohnert Park absent.**

**9. BOARDMEMBER COMMENTS**

Christa Johnson, Town of Windsor, said Agency staff is an incredible resource. She encouraged other jurisdictions to utilize Agency staff.

Phil Demery, County of Sonoma, commented that recycling follows the economy and the recyclable market is depressed right now. As a result if the recyclables can't be marketed there's a cost to process it or it gets landfilled.

Phil recommended that either staff or North Bay Corporation conduct a check-in on the amount of recyclable product collected versus how much is marketable.

Chairman Marengo welcomed new Boardmember Jack Griffin, City Manager of Sebastopol.

Chairman Marengo mentioned an editorial he saw in the San Jose Business Journal about plastic bag fees. An ordinance was proposed by Santa Clara County Waste Reduction Commission with each city in the county being asked to take an active position. He asked staff to return with comments.

**10. STAFF COMMENTS**

Janet Coleson, Agency Counsel, remarked that she brought an updated 2009 Brown Act guide which was available for Boardmembers.

Mr. Carter introduced Krysty Emery, who was visiting from the CIWMB Office of Local Assistance and Market Development.

Mr. Carter said staff is in the process of updating contact information with the State and volunteered to be an alternate representative for each of the Cities and the County so when the State sends out updates on waste issues he can ensure that the information gets to the Boardmembers.

Mr. Carter added that there is a Recycling Market Development Zone that the County of Sonoma is a participant of. The Economic Development Board/BEA is going to be the Zone Administrator for a low interest loan program from the state for businesses that encourage recycling.

Ms. Steinman said the next e-waste collection event is in Cloverdale on February 28<sup>th</sup> and March 1<sup>st</sup>. There will also be an event on March 28<sup>th</sup> and March 29<sup>th</sup> at the Wells Fargo Center. A list of the e-waste collection events for 2009 will be printed on the back cover of the 2009 Recycle Guide.

**11. ADJOURNMENT**

Meeting adjourned at 10:20 a.m.

**Copies of the following were distributed and/or submitted at this meeting:**

Letter from Cold Creek Compost dated 2/9/2009

Monthly Reports from Sonoma Compost Company for September, October, November 2008

2009 Brown Act Handbook

E-waste Recycling Event Flyer and Mail Insert

Respectfully submitted,  
Elizabeth Koetke