



Agenda Item # 4.1

Minutes of July 18, 2012

The Sonoma County Waste Management Agency (SCWMA) met on July 18, 2012, at the City of Santa Rosa Council Chambers, 100 Santa Rosa Avenue, Santa Rosa, California

Present:

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| City of Cloverdale | Nina Regor, Chair |
| City of Cotati | Susan Harvey |
| City of Petaluma | Dan St. John |
| City of Rohnert Park | John McArthur |
| City of Santa Rosa | Jennifer Phillips |
| City of Sebastopol | Sue Kelly |
| City of Sonoma | Steve Barbose |
| County of Sonoma | Susan Klassen |
| Town of Windsor | Matt Mullan |

Absent:

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| City of Healdsburg | Mike Kirn |
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Staff Present:

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| Counsel | Janet Coleson |
| Staff | Patrick Carter |
| | Karina Chilcott |
| | Henry Mikus |
| | Lisa Steinman |
| Clerk | Debra Dowdell |

1. Call to Order/Introductions

The meeting was called to order at 9:04 a.m.

2. Agenda Approval

Chair Regor requested Item, 4.2 Spud Point Oil Collection be pulled from the agenda. Susan Harvey, City of Cotati, moved to approve the amended agenda. Susan Klassen, County of Sonoma, seconded. Agenda approved.

3. Public Comments (items not on the agenda)

None.

Consent (w/attachments)

- 4.1 Minutes of June 20, 2012
- 4.2 Spud Point Oil Collection Project
- 4.3 Amendment to ESA Agreement

Susan Harvey, City of Sonoma, moved to approve the consent calendar excluding Item 4.2. Steve Barbose, City of Sonoma, seconded. City of Healdsburg, City of Petaluma and City of Sebastopol absent. Consent calendar approved.

Lisa Steinman gave a brief overview on the Spud Point Oil Collection Project. SCWMA proposed using oil grant funds to purchase an oil holding tank to help develop a public drop off site for used oil and filter collection at Spud Point.

Chair Regor said she pulled the item because she had questions and concerns about liability. Ms. Steinman will do some research to address the liability concerns, make necessary changes to the anticipated project contract and bring the item back to the board.

Sue Kelly, City of Sebastopol arrived at 9:10 a.m.

Dan St. John, City of Petaluma arrived at 9:13 a.m.

Regular Calendar

4. Final Report on Mandatory Commercial Recycling Project

Patrick Carter reported that the SCWMA hired four temporary staff through Manpower to educate the commercial sector on the new Mandatory Commercial Recycling (MCR) requirements. They created a comprehensive database of businesses throughout Sonoma County then mailed postcards to them. A 17% response rate was received. The project was bigger than anticipated but still came in slightly under budget.

Board Discussion

Susan Klassen, County of Sonoma, congratulated the SCWMA on the success of the project and asked if there would be any follow up with the businesses that hadn't been recycling. Mr. Carter responded that six of the businesses that didn't have a recycling program were revisited and hopes to do more follow-up under the MCR 2 project.

Matt Mullan, Town of Windsor, said that outreach to schools is a tremendous opportunity to help reach diversion goals and asked what practices were found at the schools. Mr. Carter replied that many schools did not respond but some requested resources such as recycling posters and bins. Mr. Mullan wanted to know how the Windsor Schools were doing with recycling and if the franchise haulers were doing a good job of educating. Mr. Carter advised he would need to get back to Mr. Mullan on the Windsor Schools and that it was difficult to determine if businesses received their education through North Bay (the franchise hauler) or the SCWMA. Mr. Mullan urged each jurisdiction to evaluate the delivery of the recycling education required of the franchise hauler.

Henry Mikus, Executive Director, added that he had met with the Superintendent of the Sonoma County Office of Education. SCWMA staff is hoping to speak at an upcoming meeting. In the beginning of this project there was some issue with businesses adding green waste or recycling services to their existing garbage services. It appeared the businesses were not receiving proper service information. Through discussions with North Bay, staff was able to determine the source of the misinformation and the issues were resolved. The SCWMA staff was also given better contact information.

Jennifer Phillips, City of Santa Rosa, asked about enforcement behind the new recycling law. Mr. Carter advised the state is responsible for enforcement.

Susan Harvey, City of Cotati, feels there is a need to connect with the 80% that did not respond to the MCR postcards and suggested the SCWMA go to each school board with a presentation.

Public Comment

None.

Board Comments

Chair Regor thanked staff for their work.

6. Multi-Family Recycling Education Project Grant Cycle 2

Henry Mikus, Executive Director, explained that through the original MCR project it was determined that additional outreach is needed for multi-family complex residents, hotels and schools. Grant funds are available for the new fiscal year which would allow for additional outreach to these groups. The Board was presented with a basic plan and budget for a second MCR project. Mr. Mikus asked to revise the contract labor from \$56,160 to \$49,900.

Board Discussion

Matt Mullan, Town of Windsor, asked how SCWMA staff is coordinating this program with the local franchises. Mr. Mikus said the haulers would be contacted so they could give their input just as they did on the previous project. Mr. Mullan said he believes they have a greater obligation as part of their contract to do education and outreach to all customers.

Susan Klassen, County of Sonoma, commented that there is an anticipation of grant funds but wanted to know when they would actually be received and also if it was in the budget as an expenditure. Mr. Carter answered that it is in the budget and that some cities had already paid. Ms. Klassen commented that she would like to see some type of follow up and measurement of impact on this education project.

Susan Harvey, City of Cotati, stated she wants to see the haulers step up to the plate. It's their responsibility to do education.

Public Comment

None.

Board Comment

Chair Regor remarked that the SCWMA is here today to get Board direction to proceed with the grant. The Board still had outstanding questions about the scope of services and Mr. Mikus replied he would come back with more information in September after meeting with the franchise haulers.

Steve Barbose, City of Sonoma, moved to authorize staff to invoice the cities and proceed with the grant project. Susan Harvey, City of Cotati, seconded. Motion carried.

7. Styrofoam Recycling Opportunity

Karina Chilcott gave a brief report on the opportunity to contract with Dart Container Corporation (Dart) for collection of polystyrene foam (PS) also known as styrofoam at E-waste events as a pilot project. Dart would contribute \$250 per event to advertising and supply the bags to collect the PS at no cost. Goodwill Industries of the Redwood Empire would transport the bagged PS back to its facility and Dart would arrange to pick it up. SCWMA staff recommended awarding a two-year agreement with Dart for collection of PS and authorizing SCWMA's Executive Director to sign the agreement.

Board Discussion

Steve Barbose, City of Sonoma, asked if that included the PS packing that comes with televisions and computers. Ms. Chilcott replied yes.

Public Comment

Leslye Choate, Sonoma County LEA, asked if the PS would be source-separated. Ms. Chilcott advised that Dart has experience with these collections and people tend to bring the PS in clean and therefore feel there would be no issue with comingling the PS.

Board Comment

Matt Mullan, Town of Windsor, asked if the program comes in as a pilot would there be an opportunity to work with the hauler and individual homeowners to put it in the blue bins. Ms. Chilcott replied Dart has been pursuing the haulers on that very concept.

Matt Mullan, Town of Windsor moved to approve the item. Sue Kelly, City of Sebastopol, seconded. Healdsburg absent. Motion carried.

8. Attachments/Correspondence

Chair Regor called attention to the Director's Agenda Notes, Reports by Staff and Others; July, August and September 2012 Outreach Events, Final Report on Extra Oil Grant Expenditures and the 2012 Local Agency Biennial Notice.

9. On File with Clerk

Chair Regor noted resolutions approved in June 2012, on file with the Clerk.

10. Boardmember Comments

None.

11. Staff Comments

Henry Mikus, Executive Director, gave a special "thank you" to SCWMA Staff for their work on the MCR project. It was their idea and they made it come to fruition. He announced that recently CalRecycle held up the SCWMA several times as an example of how to do this which is a positive reflection of our staff. An update was given on which cities have had the bag ban presentation so far.

Lisa Steinman thanked the Boardmembers who had sent in the letters of authorization for the Oil Payment Program and said she would be sending out reminder emails to those who hadn't sent their letters.

12. Next SCWMA Meeting – September 19, 2012**13. Adjournment**

Meeting adjourned at 9:47a.m.

Respectfully submitted,
Debra Dowdell