



Minutes of the September 20, 2017 Meeting

The Sonoma County Waste Management Agency met on September 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 | Absent |
| City of Petaluma | Absent | County of Sonoma | Susan Gorin |
| City of Rohnert Park | Absent | Town of Windsor | Deb Fudge |

Staff Present:

| | | | |
|---------------------------------|----------------|-------|-----------------|
| Executive Director/Acting Clerk | Patrick Carter | Staff | Thora Collard |
| Counsel | Ethan Walsh | | Kristin Thigpen |

1. Call to Order Regular Meeting

Regular meeting was called to order at 8:35 a.m.

2. Agenda Approval

3. Public Comments (items not on the agenda)

None

4. Consent (w/attachments)

- 4.1 Minutes of the August 16, 2017 Regular Meeting
- 4.2 September and October 2017 Outreach Calendar
- 4.3 SCWMA FY 2015-16 Audit of Financial Statements
- 4.4 Fiscal Year 2016-17 Year End Financial Report

Public Comments:

None.

The motion for approval of items on the consent calendar was made by Susan Harvey, City of Cotati, and seconded by Henry Mikus, City of Sebastopol.

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 | Absent |
| City of Petaluma | Absent | County of Sonoma | AYE |
| City of Rohnert Park | Absent | Town of Windsor | AYE |

AYES -7- NOES -0- ABSENT -3- ABSTAIN -0-

Motion passed.

Regular Calendar

5. Approval of Scope of Work for Brand Evaluation and Design Services RFP

Kristin Thigpen, SCWMA staff, presented to the Board the recommendation to issue an RFP for Brand Evaluation and Design Services.

Board Discussion

Chairman John Sawyer, City of Santa Rosa, asked about the estimate for the hidden costs of a rebrand.

Patrick Carter, SCWMA Executive Director, responded that the majority of our documents are used in an electronic format, but there will be some costs, several thousand dollars, related to printing of items like envelopes, labels and business cards.

Chairman Sawyer commented that this is an appropriate time for the SCWMA to rebrand.

Susan Gorin, County of Sonoma, asked if the JPA needs to be amended.

Mr. Carter responded that the new brand would be similar to a Doing Business As (DBA).

Public Comments

None.

Susan Harvey, City of Cotati motioned to approve the RFP for Brand Evaluation and Design Services and Susan Gorin, County of Sonoma, 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 | Absent |
| City of Petaluma | Absent | County of Sonoma | AYE |
| City of Rohnert Park | Absent | Town of Windsor | AYE |

AYES -7- NOES -0- ABSENT -3- ABSTAIN -0-

Motion passed.

6. Approval of Scope of Work for Website Design and Implementation RFP

Ms. Thigpen recommend the Board approve an RFP for the website redesign and implementation.

Board Discussion

Deb Fudge, Town of Windsor, commented on her excitement for the new website. She mentioned her frustration with finding broken links and the order of posting for Agenda items. She inquired about the list of vendors that would be used.

Ms. Thigpen responded that the list of potential vendors would be large.

Henry Mikus, City of Sebastopol, commented that the website redesign is needed due to the lack of accessibility for mobile usage.

Ms. Gorin asked about ongoing administrative costs for the website.

Mr. Carter responded that approximately \$20,000 is allocated to ISD for the existing site. It is anticipated that some of that funding may not be necessary in the future by establishing a site that can be managed by staff internally.

Chairman Sawyer commented that information regarding disposal details are important items for our website. Details on minimums and maximums for household hazardous waste items should be communicated.

Melanie Bagby, City of Cloverdale, inquired if we would be implementing an Instagram account.

Mr. Carter responded that one was recently established (recyclenowsonomacounty)

Public Comments

None.

Deb Fudge, Town of Windsor motioned to approve the RFP for Website Design and Implementation and Brent Salmi, City of Healdsburg, 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 | Absent |
| City of Petaluma | Absent | County of Sonoma | AYE |
| City of Rohnert Park | Absent | Town of Windsor | AYE |

AYES -7- NOES -0- ABSENT -3- ABSTAIN -0-

Motion passed.

7. Boardmember Comments

None.

8. Staff Comments

Ms. Thigpen reported on the survey for our Recycle Guide. The survey was well responded to on Facebook and answered questions on usage and contained user comments on the guide.

Mr. Carter commented that a full report will happen at a future board meeting on the Recycle Guide feedback. Mr. Carter reported that we have partnered with Goodwill to have mattress recycling at our e-waste events. 149 mattresses were collected an event in Petaluma and 89 mattresses in Santa Rosa. Efforts have begun to look for a northern county HHW site and a consultant to help evaluate the existing facility and look at more options has been hired. The cost is under \$25,000, so was executed under Executive Director signing authority. The compost RFP

deadlines have been extended to accommodate Santa Rosa's need for more time to evaluate their RFP. Question deadline is extended to November 13, 2017 and the deadline for submittal will be moved to January 16, 2018.

9. Next SCWMA meeting: November 15, 2017

10. Adjournment:

The meeting adjourned at 9:21 a.m.

Submitted by: Patrick Carter