



MEMO TO: Board of Directors

FROM: Solid Waste Specialist, Michelle Wu

SUBJECT: June 17, 2013 Solid Waste Committee Meeting Minutes

DATE: June 20, 2013

On Monday, June 17, 2013, CVSan Directors Dave Sadoff and Melody Appleton met as the Solid Waste Committee. CVSan General Manager Roland Williams and Solid Waste Specialist (SWS) Michelle Wu were in attendance.

1. ***[Call to Order]***

The meeting was called to order by Chair Sadoff at 4:35 p.m.

2. ***[Items from the Public]***

There were no items from the public.

3. ***[CVSan Scholarship Application Review]***

Manager Williams presented a draft scholarship application and corresponding timeline for the 2013/2014 school year. He noted the eligibility requirements on page 2 of the application, specifically the requirement that the scholarship applicant must live within CVSan District boundaries. The Committee discussed the possibility that a student who lives outside of CVSan boundaries but attends a Castro Valley Unified School District high school would not be eligible for the scholarship. The Committee recommended that this scenario be discussed by the full board during the scholarship application review agenda item.

Member Appleton recommended that each essay topic on page 7 of the application have a corresponding word count maximum to assist potential applicants with organizing their essay. She noted that the fifth essay topic in the draft application is the most important and should have a higher word count maximum, such as 500 words.

Chair Sadoff discussed the proposed schedule for the scholarship and stated his concern regarding the cost of the three proposed Castro Valley Forum advertisements. The Committee discussed the potential venues of advertising the scholarship to eligible students and agreed that this topic should be discussed at the next Public Relations Committee meeting.

Chair Sadoff suggested that item #4, 5, 7, and 9 in the scoring criteria on page 8 of the draft scholarship application should be weighted. The Committee agreed.

4. ***[Recycles Day Report]***

Manager Williams presented the April 2013 Recycles Day event report to the committee. He noted the event was well attended and event expenses have

stabilized over the last few years. Chair Sadoff commented that he is pleased to see a decreasing trend in CVSan non-reimbursable costs. Member Appleton asked about the 500 boxes of shredding and how that corresponded with resident participation. Manager Williams stated he would find out if that type of data is collected at the event.

Chair Sadoff asked staff about the increase in publicity costs. Staff explained that advertising for Recycles Day and Earth Day Clean-Up events are combined and the Recycles Day event budget covers these advertisements entirely. Member Appleton noted that event labor included temporary workers and asked if CVSan has considered utilizing volunteers for this work. Manager Williams responded that CVSan has used volunteer groups in the past, but the temporary workers have been the best fit for the job and are also part of a job training program.

The Committee discussed the compost program recommendation. The Committee instructed staff to research how labor intensive and/or costly it would be to attach stickers to each compost bag. The Committee agreed that information on the origin of the compost should be added as publicity to A-frames at each compost station.

Chair Sadoff asked why cost per bag of compost increased from \$3.68 to \$5.00. Member Appleton asked for more information on the email campaign publicity. SWS Wu stated that she would ask these questions to the event lead, Administrative Assistant Pat Krevey, and provide the Committee members with the requested information.

5. [Earth Day Clean-Up Report]

SWS Wu presented the Earth Day Clean-Up report to the Committee. Member Appleton stated she enjoyed participating in the event and asked if individual school could be considered to receive the \$5 charity donation in future events. Chair Sadoff commented that CVSan already provides donations to schools in the form of Green Ribbon awards, containers, signs, and compost/mulch. Manager Williams recommended that staff prepare a report detailing the annual compilation of school donations for Board information. The Committee agreed.

Chair Sadoff recommended that staff ask the Community Advisory Committee to consider choosing only three or four charities to select for the Earth Day Clean-Up event next year. The Committee agreed.

6. [Rowell Ranch Rodeo Parade Report]

Manager Williams presented the Rowell Ranch Rodeo Parade report. He noted that staff and Board members enjoy participating in the parade each year, and congratulated former Solid Waste Program Intern, Brianna Glanzman, for a job well done. The Committee was pleased with CVSan's second place award in the commercial float division. Member Appleton noted a correction to page 3 of the report under the heading "float design". The message should read "Used Motor

Oil Gets Dirty, But It Never Wears Out.”

7. [Review of Draft May Solid Waste Department Report]

The Committee reviewed the Draft May Solid Waste Department report. SWS Wu provided an update on the status of the Delinquent Accounts process. Chair Sadoff noted duplicate rows in the donation request table that should be removed. Member Appleton stated that she would like to see a sentence added to item #3 in the report that CVSsan is looking into separating reporting requirements to CalRecycle. Chair Sadoff asked staff for an update on Canyonlands Recycling. Manager Williams stated that WMAC is currently reviewing the Memorandum of Understanding.

Chair Sadoff commented on item #12, Street Cans, stating that he noticed the acrylic plates on some street cans are no longer readable. SWS Wu stated that staff is aware and has a plan to replace acrylic plates in late summer, early fall of this year. SWS Wu commented that staff surveyed the acrylic plates on street cans last month and is looking into possible volunteer assistance for this project.

8. [ACWMA Board Meeting agenda review]

Chair Sadoff provided an overview of the last ACWMA Board Meeting to the Committee. The Committee discussed upcoming local and state legislative updates. Chair Sadoff noted that many of the proposed Extended Producer Responsibility bills were dead. Chair Sadoff also provided the Committee with an update on the Household Hazardous Waste Service Level Options memo from StopWaste.Org.

9. [Miscellaneous items from Committee members and staff]

a. Custodian Recognition Lunch

Chair Sadoff and Member Appleton inquired about the upcoming Custodian Recognition Lunch. SWS Wu thanked both members for signing up for the event and provided day-of-event reminders.

10. [Adjournment of Meeting]

The meeting was adjourned at 5:45 p.m. by Chair Sadoff.