

APPROVED

**MINUTES OF THE ALAMEDA COUNTY WASTE
MANAGEMENT AUTHORITY MEETING
OF THE
PROGRAMS AND ADMINISTRATION COMMITTEE**

Thursday, December 13, 2018

9:00 A.M.

**StopWaste Offices
1537 Webster Street
Oakland, CA 94612
510-891-6500**

Members Present:

County of Alameda	Keith Carson
City of Fremont	Vinnie Bacon
City of Livermore	Bob Carling
City of Newark	Mike Hannon
City of Oakland	Dan Kalb
Oro Loma Sanitary District	Shelia Young

Absent:

City of Albany	Peter Maass
City of Berkeley	Vacant
City of Dublin	Melissa Hernandez
City of Piedmont	Tim Rood
City of Pleasanton	Jerry Pentin
City of Union City	Lorrin Ellis

Staff Present:

Pat Cabrera, Administrative Services Director
Tom Padia, Deputy Executive Director
Jeff Becerra, Communications Manager
Jeanne Nader, Program Manager
Elese Lebsack, Program Manager
Arliss Dunn, Clerk of the Board

1. Convene Meeting

Chair Shelia Young called the meeting to order at 9:02 a.m. Item #6 was presented first until a quorum was established.

2. Public Comments

There were none.

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3. Approval of the Draft Minutes of October 11, 2018 (Pat Cabrera)

Board member Carling made the motion to approve the draft minutes of October 11, 2018. Board member Carson seconded and the motion carried 6-0 (Ayes: Bacon, Carling, Carson, Hannon, Kalb, Young. Nays: None. Abstain: None. Absent: Ellis, Hernandez, Maass, Pentin, Rood, Berkeley-vacant).

4. Contract/Vendor Authorization (Pat Cabrera)

That the Programs and Administration Committee recommend that the WMA Board approve the contracts, vendors and/or spending authority as listed in the staff report.

Ms. Cabrera provided a brief summary of the staff report. A link to the report is available here: [Contract-Vendor-Authorization.pdf](#)

Board member Carling inquired with respect to the Accounting and Budgeting line item if the positions are filled, will the requested amount be allocated toward those salaries. Ms. Cabrera stated yes. Board member Carson inquired about the process for the lobbyist contract. Mr. Becerra stated that he was not involved in the process directly, but staff reached out to partners in Sacramento and interviewed five lobbying firms. Mr. Becerra added staff can provide additional information on the process at the December WMA meeting.

Board member Carling asked for clarification regarding the MRO Stealth Marketing contract with respect to how the additional funding will be implemented. Elise Lebsack stated that this is a specific fund that is designated towards hiring an additional inspector that will conduct inspections solely in Oakland and we will be able to report out specifically on inspections conducted in Oakland. The funding will also be used to cover the additional staff resources to manage the process.

Chair Young inquired if the lobbyist selected was a firm or an individual. Ms. Cabrera stated that it is a firm. Chair Young inquired about the process for selecting the firm. Ms. Cabrera stated that there was an RFP process. Mr. Becerra added that the firm works closely with the CA Product Stewardship Council and we also worked in conjunction with ReThink Waste (San Mateo County JPA) during the recruitment and interview process. The advantage in selecting this firm is that they have experience in the work that we do specifically with the Product Stewardship Council as well as other partners in Sacramento. Mr. Becerra added a representative from the firm will appear before the Board at the December WMA Board meeting to discuss the legislative priorities for the upcoming legislative session. Board member Carson inquired about the term of the contract. Ms. Cabrera stated that the contract is for two years. Board member Hannon inquired if the Board will receive direction on legislative priorities from Anu Natarajan or the lobbyist. Mr. Becerra stated that Anu Natarajan will come before the Board at the December WMA meeting to discuss the process. Chair Young inquired about location for Stealth Marketing. Ms. Lebsack stated that they are headquartered in Southern CA. Chair Young stated that she prefers that we work with local companies. Mr. Padia added Stealth Marketing has a presence in the Bay Area working for local haulers around the county and have a core group of employees that live in the area. Board member Carson stated that he concurs with Chair Young's philosophy on working with local companies.

There were no public comments on this item. Board member Hannon made the motion to approve the staff recommendation. Board member Carson seconded and the motion carried 6-0 (Ayes: Bacon, Carling, Carson, Hannon, Kalb, Young. Nays: None. Abstain: None. Absent: Ellis, Hernandez, Maass, Pentin, Rood, Berkeley-vacant).

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5. **2019 Meeting Schedule (Pat Cabrera)**

It is recommended that the Programs and Administration Committee adopt the regular meeting schedule for 2019.

Board member Carling made the motion to approve the staff recommendation. Board member Bacon seconded and the motion carried 6-0 (Ayes: Bacon, Carling, Carson, Hannon, Kalb, Young. Nays: None. Abstain: None. Absent: Ellis, Hernandez, Maass, Pentin, Rood, Berkeley-vacant).

6. **StopWaste Environmental Educator Training – SWEET (Jeanne Nader)**

This item is for information only.

Jeanne Nader provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [SWEET-Presentation.pdf](#). Ms. Nader acknowledged the outreach team; Maricelle Cardenas, Jeannie Pham, and Tommy Fenster.

Chair Young inquired about how long the program has been in progress and the reach of the program. Ms. Nader stated that the program has been in progress for three years and added the most recent class had 24 people that conducted outreach projects and they reached approximately 179 people through those projects. Chair Young inquired if the trainers can continue to do the work or choose to stop. Ms. Nader stated yes, they can continue or stop. However, we discovered through exit interviews that this current class indicated that they wanted to continue to do the work.

Ms. Nader conducted two interactive activities with the Committee. In the first activity entitled “True Confessions,” committee members were asked to share a not-so-proud food waste experience. The second activity entitled “Leftover Cookbook” required the committee members to pair together and create a recipe from sample cookbooks and photos of leftover food.

Chair Young thanked Ms. Nader for her report and presentation.

7. **Member Comments**

Board member Hannon extended congratulations to the members that were re-elected to office and stated that he is looking forward to another productive year with StopWaste. Board member Kalb announced that the League of California Cities would be hosting the Annual Holiday party at 5:00 pm. at the Beer Baron Bar & Kitchen at 5900 College Ave., Berkeley. Board member Bacon stated that his work schedule does not permit him to continue to serve and he will be stepping down as the city of Fremont representative to StopWaste and his last meeting will be at the December WMA meeting. He added that possibly, Councilmember Jenny Kassan, will be the new representative but he is unsure of the alternate.

Chair Young extended happy holidays to all.

8. **Adjournment**

The meeting adjourned at 9:41 a.m.