

APPROVED

**MINUTES OF THE REGULAR MEETING OF THE  
PLANNING & ORGANIZATION COMMITTEE  
AND  
ALAMEDA COUNTY RECYCLING BOARD**

**Thursday, December 11, 2014  
4:00 p.m.**

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

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days notice to 510-891-6500.

**I. CALL TO ORDER**

1st Vice President, Daniel O'Donnell, called the meeting to order at 4:00 p.m.

**II. ROLL CALL**

Don Biddle for Jerry Pentin

Greg Jones

Peter Maass

Daniel O'Donnell

Michael Peltz

Tim Rood

Dave Sadoff for Lorrin Ellis

Steve Sherman

Toni Stein (arrived 4:10 p.m.)

Minna Tao

**Staff Present:**

Gary Wolff, Executive Director

Wendy Sommer, Deputy Executive Director

Pat Cabrera, Administrative Services Director

Meri Soll, Senior Program Manager

Roberta Miller, Program Manager

Tommy Fenster, Community Outreach Associate

Audrey Beaman, County Counsel

Arliss Dunn, Clerk of the Board

**Others Participating:**

Bruce Buckelew, Oakland Technology Exchange and OTX West

Jeff Kirschner, Litterati

**III. ANNOUNCEMENTS BY THE PRESIDENT**

Board member O'Donnell suggested the Board consider an activity for Make a Difference Day in September 2015.

**IV. CONSENT CALENDAR**

- |   |                    |
|---|--------------------|
| <b>1. Approval of the Draft Minutes of November 13, 2014 (Wendy Sommer)</b> | <b>Action</b>      |
| <b>2. Board Attendance Record (Wendy Sommer)</b>                            | <b>Information</b> |

**3. Written Report of Ex Parte Communications (Wendy Sommer) Information**

Board member Tao made the motion to approve the Consent Calendar. Board member Jones seconded and the motion carried 9-0 (Stein absent).

**V. OPEN PUBLIC DISCUSSION**

There was none.

**VI. REGULAR CALENDAR**

**1. Mid-Year Budget Adjustments (P&O & RB) Action  
(Wendy Sommer, Pat Cabrera & Gina Peters)**

Staff recommends that the Recycling Board adopt the proposed mid-year budget revisions as they pertain to the Recycling Board operations and as outlined in the attached resolution.

Ms. Cabrera provided a brief overview of the staff report. The report is available here:  
[http://www.stopwaste.org/sites/default/files/meeting/Mid-year%20packet\\_0.pdf](http://www.stopwaste.org/sites/default/files/meeting/Mid-year%20packet_0.pdf)

Board member Sadoff inquired about items included in the budget for project 3510: General Agency Communications. Mr. Wolff stated that the budget includes the Communications staff salary and related costs to operate the Agency's website and hotline. Board member Biddle stated the positive and significant increase of overall Agency funding attributed to the countywide Household Hazardous Waste program and the Energy Council's success in obtaining grant funding.

Board member Sadoff made the motion to approve the staff recommendation. Board member Stein seconded and the motion carried 10-0.

**2. Election of Officers for 2015 (RB only) (Wendy Sommer) Action**  
Elect Officers for 2015.

Ms. Sommer provided a brief overview of the staff report. The report is available here:  
<http://www.stopwaste.org/sites/default/files/Election%20of%20Officers%202015.pdf>

Board member Stein made the motion to elect Board member O'Donnell as President. Board member Biddle seconded and the motion carried 10-0. Board member Maass made the motion to elect Board member Rood as 1st Vice President. Board member Jones seconded and the motion carried 10-0. Board member Sadoff made the motion to elect Board member Stein as the 2nd Vice President. Board member Rood seconded and the motion carried 10-0.

**3. 2015 Meeting Schedule (P&O & RB) (Wendy Sommer) Action**  
Adopt the meeting schedule for 2015.

Ms. Sommer provided a brief overview of the staff report. The report is available here:  
[http://www.stopwaste.org/sites/default/files/Mtg%20%26%20Hldy%20Sch%202015\\_0.pdf](http://www.stopwaste.org/sites/default/files/Mtg%20%26%20Hldy%20Sch%202015_0.pdf)

Board member Maass made the motion to adopt the meeting schedule for 2015. Board member Stein seconded and the motion carried 10-0.

**4. Grants to Nonprofits Program - Review and Focus Areas (RB only) Information  
(Wendy Sommer & Meri Soll)**

This item is for information only.

Ms. Soll provided an overview of the staff report and a PowerPoint presentation. The report is available here:

<http://www.stopwaste.org/sites/default/files/RB%20Annual%20Update%202012.14%20Dec%20board%20mtg.pdf>.

The presentation is available here:

<http://www.stopwaste.org/sites/default/files/12%202012%2014%20GNP%20presentation.pdf>.

Mr. Wolff informed the Board that the new focus area for community outreach grants was influenced by several members on the Recycling Board, most notably former RB member Treva Reid.

Board member Rood inquired if the community outreach grant recipients are required to utilize the funding for a specific activity. Ms. Soll responded that the grant can be used for operations to support their mission, as long as they deliver a comprehensive outreach campaign to their membership and community using our provided ReadySetRecycle materials. Board member Biddle inquired if there are any types of organizations missing from the focus areas. Ms. Soll replied that the agency would like to increase the number of low-income, non-English speaking organizations.

Board member Peltz inquired about the types of non-profits that are not eligible for the mini-grant program. Ms. Soll stated that all 501(c)'s located in Alameda County that divert waste or work with our target communities are eligible. Public schools or cities are not eligible, but school PTAs are if they have a 501(c) status. Board member Stein stated that she would like the grant requirements to include a commitment from the applicant to understand their area's waste characterization and diversion numbers. Ms. Soll stated that this information can be included in the outreach presentations conducted by Tommy Fenster, Community Outreach Associate. Board member Sherman inquired about the decrease in funding for the grants program over the years. Ms. Soll stated that several grants are now funded by other Agency projects. The \$7 million figure only reflects grants distributed through the competitive program, and does not include all of the various funding awarded to non-profits by the Agency. Mr. Wolff added that we have not turned down grant applicants due to lack of funds, but rather as a result of lack of organizational capacity or inability to meet our insurance and reporting requirements. Board member O'Donnell asked if we limit the number of times a grantee can apply for funds. Ms. Soll responded that they are limited to one grant per year and that we also recommend loans to grantees that have been funded for multiple years and have established a solid organizational capacity. Board member Sherman suggested that staff convene a meeting of recent grant recipients to receive feedback and for grantees to exchange ideas. Ms. Soll stated that we recently held a community outreach grantee stakeholder meeting in December to solicit ideas on ways to improve the program and outreach activities.

Board member O'Donnell thanked Ms. Soll and Mr. Fenster for their report.

**5. Oakland Technology Exchange and OTX-West - Non Profit Update (RB only) Information  
(Wendy Sommer & Meri Soll)**

This item is for information only.

Ms. Soll provided a brief overview of the staff report.

<http://www.stopwaste.org/sites/default/files/RB%20Grant%20OTX%202012.14.pdf>.

Bruce Buckelew, OTX Founder and Director, provided a brief update on grant activities. Due to technical difficulties Mr. Buckelew was unable to present a PowerPoint presentation. The presentation is available here: <http://www.stopwaste.org/sites/default/files/Stopwaste%20presentation%20OTX%202012-11-14.pdf>.

Board member Sherman inquired about the effectiveness of the program in helping to bridge the digital divide among income levels. Mr. Buckelew stated that OTX has been in operations for 20 years and there remains a 50% gap in low-income households with home computers. He plans to work with Oakland Housing Authority in an attempt to reach out to over 7,000 households residing in public housing. Board member Peltz asked how to source the e-waste and Board member Stein inquired about how OTX

collaborates with other refurbishers. Mr. Buckelew stated that he relies on local and national organizations such as Tech Soup.

Board member O'Donnell thanked Mr. Buckelew for his presentation.

**6. Litterati Exhibit (P&O & RB) (Wendy Sommer & Roberta Miller)**

**Information**

This item is for information only.

Ms. Miller provided a brief overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/Litterati%2012-11-14%20memo.pdf>

Jeff Kirschner, Litterati Founder, provided a brief overview of the Litterati exhibit and the mission of the organization. A link to the Litterati website is available here: <http://www.litterati.org/index.php>.

Board member Sherman inquired if Litterati has information of waste characterization based on brand profiles. Mr. Kirschner stated no, the only waste characterization data that he's aware of is from the 2009 Keep America Beautiful report, which does not include brand data. Board member Peltz inquired about the possibility of photographing larger items, to help with illegal dumping. Mr. Kirschner stated that this issue is outside of their purview, as the intent of Litterati's project is for individuals to photograph items that can be picked up easily and recycled/disposed of properly. Mr. Rood stated that the City of Oakland subscribes to an app called SeeClickFix where a user can photograph an item that will be geo tagged and assigned a case number for the City to take care of. The user can then follow up to see if the item has been removed. Board member Stein inquired if Mr. Kirschner would consider providing a report of the findings to localities. Mr. Wolff suggested that Mr. Kirschner approach the Alameda County Clean Water Program for a potential partnership.

Board member O'Donnell thanked Mr. Kirschner for his presentation.

**VII. OTHER PUBLIC INPUT**

There was none.

**VIII. COMMUNICATIONS/MEMBER COMMENTS**

There was none.

**IX. ADJOURNMENT**

The meeting adjourned at 5:42 p.m.