

APPROVED

**MINUTES OF THE MEETING
OF THE
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA)
AND
THE ENERGY COUNCIL (EC)**

Wednesday, November 15, 2017

3:00 P.M.

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

I. CALL TO ORDER

President Mike Hannon, WMA, called the meeting to order at 3:01 p.m.

II. ROLL CALL OF ATTENDANCE

WMA & EC:

City of Alameda	Jim Oddie, WMA, EC
County of Alameda	Keith Carson, WMA, EC
City of Albany	Peter Maass, WMA, EC
Castro Valley Sanitary District	Dave Sadoff, WMA
City of Dublin	Don Biddle, WMA, EC
City of Emeryville	Dianne Martinez, WMA, EC
City of Hayward	Sara Lamnin, WMA, EC
City of Livermore	Bob Carling, WMA, EC
City of Oakland	Dan Kalb, WMA, EC
Oro Loma Sanitary District	Shelia Young, WMA
City of Piedmont	Tim Rood, WMA, EC
City of San Leandro	Pauline Cutter, WMA, EC
City of Newark	Mike Hannon, WMA, EC

ABSENT:

City of Berkeley	Jesse Arreguin, WMA, EC
City of Fremont	Vinnie Bacon, WMA, EC
City of Pleasanton	Jerry Pentin, WMA, EC
City of Union City	Lorrin Ellis, WMA, EC

Staff Participating:

Wendy Sommer, Executive Director
Tom Padia, Deputy Executive Director
Jeanne Nader, Program Manager
Maricelle Cardenas, Program Services Specialist
Jeff Becerra, Communications Manager
Richard Taylor, WMA Legal Counsel
Arliss Dunn, Clerk of the Board

III. ANNOUNCEMENTS BY PRESIDENTS

There were none.

IV. OPEN PUBLIC DISCUSSION FROM THE FLOOR

There was none.

V. CONSENT CALENDAR

1. Approval of the Draft Minutes of October 25, 2017 (Wendy Sommer)

There was no public comment for the consent calendar. Board member Biddle made the motion to approve the consent calendar. Board member Young seconded and the motion carried 15-0: (Ayes: Biddle, Carling, Carson, Cutter, Hannon, Kalb, Lamnin, Maass, Martinez, Oddie, Sadoff, Young. Nays: None. Abstain: None. Absent: Arreguin, Bacon, Ellis, Pentin, Rood).

VI. REGULAR CALENDAR

1. Stop Food Waste Campaign (Maricelle Cardenas for Cassie Bartholomew)

This item is for information only.

Wendy Sommer introduced Maricelle Cardenas who would present the item on behalf of Cassie Bartholomew. Ms. Sommer stated that as part of the priority setting process last year, the Board adopted guiding principles supporting projects that focus on upstream and organics. The Stop Food Waste program fits both criteria. The project will be one of the key projects for the current and subsequent fiscal years. Ms. Cardenas provided an overview of the staff report and presented a PowerPoint presentation. A link to the report and the presentation is available here: [StopFoodWaste presentation-11-15-17.pdf](#).

Ms. Cardenas also showed a video of the Stop Food Waste holiday campaign, available here: [Holiday-Campaign-Video](#)

Board member Sadoff inquired about the liquids, oils and grease listed in the presentation. Ms. Cardenas stated that these items were listed in a report from the Natural Resource Defense Council and that she would provide a link to the report (available here: [NRDC-Wasted-2017.pdf](#)).

2. Community Based Outreach Project (Jeanne Nader)

This item is for information only.

Jeanne Nader provided a brief overview of the Agency's Community Based Outreach Project and led Board members through an interactive food storage game and invited Board members to share tips via social media using the hashtags: #StopFoodWaste #FoodWaste, tagging StopWaste on Facebook or Twitter: @stopwasteorg, and linking to the tools and resources page: [Tools & Resources | Stop Food Waste](#). A link to the staff report and presentation is available here: [Community-Based-Outreach-presentation-11-15-17.pdf](#)

President Hannon inquired if there is a laundry list of presentations online on specific topics that are available to communities if they wanted to request a presentation. Ms. Nader stated that currently requests for presentations must be made via telephone; however, staff is working on creating an online intake form for presentation requests or event appearances. President Hannon recommended that staff work with non-profit organizations with respect to the community outreach grants. Ms. Nader stated that staff is reaching out to non-profits and asked that the Board submit any such organizations in their respective jurisdictions. President Hannon inquired if staff tabulates the number of visits to the Stop Food Waste site. Ms. Nader stated yes, staff does analytics on a regular basis for agency media buys as well as back end analytics to measure how many people visit the website and download the tool kits, etc. Jeff Becerra, Communications Manager, distributed a publication featuring Community Outreach Highlights.

APPROVED

Mr. Becerra stated that staff will be producing this information quarterly to inform the Board about activities that StopWaste is doing in their respective jurisdictions. Mr. Becerra added we have put on 32 events and reached close to 4000 people. We will also be putting together monthly topic briefs on different projects that StopWaste is doing and on the industries that we follow. Mr. Becerra informed the Board that Rachel Balsley, Senior Program Manager had provided an update to the committees on mandatory recycling and technical assistance, and staff produced a monthly topic brief summarizing those activities. Mr. Becerra invited the Board to submit any topics that may be of interest to them. Board member Oddie recommended that staff produce a topic brief on the Stop Food Waste campaign. Ms. Sommer stated that it is important that we start measuring the success of our programs and including the metrics is a good way to help Board members cite numbers when sharing our stories.

President Hannon thanked Ms. Cardenas and Ms. Nader for an excellent presentation.

3. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (Wendy Sommer)

(Planning Committee and Recycling Board meeting, December 14, 2017 at 4:00 pm, StopWaste Offices, 1537 Webster Street, Oakland, CA)

There were no requests for an interim appointment.

The Board adjourned to closed session at 3:35 and returned to open session at 4:11 p.m.

4. CLOSED SESSION

CONFERENCE WITH LEGAL COUNSEL—EXISTING LITIGATION – 2 Cases (Government Code section 54956.9(d)(1))

Name of case: A.W. Stein & A.R. Boone v. Alameda County Waste Management Authority (Alameda County Superior Court Case No. RG17858423)

Name of case: Waste Connections, Inc. v. Alameda County Waste Management Authority (Kings County Superior Court Case No. 16-C0022)

There was nothing to report from the closed session.

VII. COMMUNICATION/MEMBER COMMENTS

President Hannon invited Board members to submit any items that they would like to hear about for a future agenda topic. Board member Tim Rood arrived during the closed session.

VIII. ADJOURNMENT

The meeting was adjourned at 4:12 p.m.