

DRAFT

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

**Thursday, August 10, 2017**

**4:00 P.M.**

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

**Teleconference  
Tim Rood  
San Jose City Hall  
3rd Floor Tower  
200 East Santa Clara St  
San Jose CA 95113  
(408) 535-8122**

**I. CALL TO ORDER**

Steve Sherman, First Vice President, called the meeting to order at 4:00 p.m.

**II. ROLL CALL**

Adan Alonzo, Recycling Programs  
Don Biddle, ACWMA for Jerry Pentin, ACWMA  
Peter Maass, ACWMA  
John Moore, Environmental Organization  
Jim Oddie, ACWMA  
Michael Peltz, Solid Waste Industry Representative  
Tim Rood, ACWMA (via teleconference)  
Steve Sherman, Source Reduction Specialist  
Toni Stein, Environmental Educator  
Shelia Young for Dianne Martinez, ACWMA

**Absent:**

Bernie Camara, Recycling Materials Processing Industry

**Staff Present:**

Wendy Sommer, Executive Director  
Tom Padia, Deputy Executive Director  
Meri Soll, Senior Program Manager  
Justin Lehrer, Senior Program Manager  
Farand Kan, Deputy County Counsel  
Arliss Dunn, Clerk of the Board

**Others Present:**

Ian Coats MacColl, Green Toys, Inc.  
Peter Mui, Fix It Clinic  
Arthur Boone

**III. ANNOUNCEMENTS BY THE PRESIDENT**

There were none.

**IV. CONSENT CALENDAR**

- 1. Approval of the Draft Minutes of July 13, 2017 (Tom Padia)**
- 2. Board Attendance Record (Tom Padia)**
- 3. Written Report of Ex Parte Communications (Tom Padia)**

Board member Biddle made the motion to approve the Consent Calendar. Board member Maass seconded and the motion carried 8-0-1. The Clerk called the roll:

(Ayes: Biddle, Maass, Moore, Oddie, Peltz, Rood, Sherman, Stein. Nays: None. Abstain: Young. Absent: Alonzo, Camara).

**V. OPEN PUBLIC DISCUSSION**

There was none

**VI. REGULAR CALENDAR**

- 1. Recycled Content Manufacturing – Green Toys**

Tom Padia provided a brief overview of the staff report and introduced Ian Coats MacColl of Green Toys, Inc. Mr. MacColl presented an overview of the design process, product development, marketing, and benefits of producing toys from recycled content. A link to the video “The Green Toys Story” is available here: [Green-Toys-Story](#)

Board member Young inquired if the playdoh remains pliable while using natural products. Mr. MacColl stated he is not sure of all of the ingredients in the product but the consistency is extremely similar to the playdoh currently on the market. Board member Young stated that she is excited to hear about the company. Board member Biddle inquired about the size of the company and how the company is able to compete in large toy manufacturing market. Mr. MacColl stated that the company has 17 employees with annual sales between \$15-\$20 million and low overhead. The company has a different story that resonates with certain consumers. Board member Moore inquired about how the product is brought to market and how the story is communicated to consumers. Mr. MacColl stated that the product is mostly in mom and pop stores, specialty stores, and mid-tier stores such as Whole Foods that cater to consumers that appreciate the message of sustainable products. Board member Stein inquired if the company is seeking FDA approval or certifications and if so what are the difficulties. Mr. MacColl stated that FDA approval is not necessary and all of the materials are tested in a safe lab and are “A” rated according to guidelines for children. Mr. MacColl added that they are looking into becoming a benefit corporation that includes a positive impact on society, workers, the community and the environment in addition to profit as its legally defined goals. Board member Peltz stated that a lot of toys are not recovered for recycling as they are in a stream called rigid plastics and the end users are looking for high density polyethylene as it is the most widely recycled form of plastic. Board member Peltz added that because this product is made of polyethylene it can be recovered on the domestic market if it is optically sorted. Board member Alonzo stated that he concurred with Board member Peltz’ comments. Mr. Padia stated that many residential single stream curbside recycling programs collect what are called “small mixed rigid” plastics such as tubs, cups, trays and other non-bottle food packaging. A different grade, called “bulky mixed rigid plastics” includes crates, buckets, carts, toys, totes, lawn furniture, etc. This bulky grade is normally not generated from curbside collection but from drop-off recycling centers and commercial/industrial/C&D sort lines

Vice President Sherman opened the floor for public comment. Arthur Boone inquired if the drool from the molding machine is reused and stated that he is aware of a company in Fremont that buys drool for reuse. Mr. MacColl stated yes the drool is reused. Mr. Boone added he had attended a seminar at the Ecology Center in Berkeley and Dr. Arlene Blum, biophysical chemist, author, and mountaineer was speaking about her interest in the way a variety of colorants and additives are migrating out of plastics and her group is trying to elevate the discussion.

Justin Lehrer stated that as a consumer of this product he can attest to the durability of Green Toys. Mr. Lehrer asked if they do any product take-back to recycle their own products. Mr. MacColl responded yes but it is a challenge to collect the products at end-of-life. Mr. Lehrer commented about how their packaging reduces waste by having large windows cut out of the paperboard so that the customers can see and even feel the toy due to no cellophane barrier. Mr. MacColl responded that unfortunately their biggest customer, Amazon, has required that the product be completely enclosed, as their distribution centers get dusty. Their current packaging is completely enclosed in a corrugated package, which does offer the benefit of more space to show product play suggestions. They are also looking at company take back from consumers and analyzing how to do that and forwarding on to next family.

Vice President Sherman inquired about the key considerations for establishing the company in Marin and establishing the distribution center in Hayward, and going forward, as the company expands, what are the key considerations for moving operations fully to Alameda County. Mr. MacColl stated that the company manufacturing is located in San Leandro and the distribution center is located in Hayward which is due to a large emphasis on their carbon footprint. Mr. MacColl added in order to diversify their manufacturing resources they work with a factory in Chicago but they are looking to work with companies that are closer in California and Oregon.

Vice President Sherman thanked Mr. MacColl for his presentation.

## **2. Grantee Presentation: Fix It Clinic (Meri Soll)**

Meri Soll provided a brief overview of the staff report and introduced Peter Mui from Fix It Clinic. Mr. Mui provided an overview of the organization's programs and provided a presentation on their grant funded activities to date. A link to the presentation is available here: [Fixit-Clinic-Presentation-08-10-17.pdf](#)

Fixit Clinic was featured on PBS television. A link to the video is available here: [PBS-Fixit-Clinic](#)

Board member Oddie stated that he enjoyed the presentation and inquired about a one page summary of the program to share as Council communication. Staff stated that they would provide a one page summary to share with Council.

Board member Peltz inquired about why Mr. Mui established Fix It Clinic and what are some of the notoriously unfixable items. Mr. Mui stated that his interest in repairing items piqued as a teenager. The most common unfixable items are electrical items such as toasters, hair dryers, curling irons, etc. with a one-time thermal fuse as opposed to a resettable fuse. Mr. Mui added that he is currently working as a tech consultant and trying to encourage companies to make available service manuals or provide schematics so that consumers can purchase the materials and repair these items, and he is interacting with the EPA and CalEPA around how to incorporate repair and reuse as an integral element of recycling and policy going forward. Vice Chair Sherman encouraged Mr. Mui to provide any policy recommendations that he may have and if appropriate that staff would look at any model resolutions on repair and reuse that could be useful at the State and Federal level with respect to the EPA or CalEPA. Board member Young stated that she is very impressed with the program and offered her assistance in helping them to connect to Chabot Library and other libraries around the San Leandro area.

Vice President Sherman thanked Mr. Mui for his presentation.

**VII. OTHER PUBLIC INPUT**

Arthur Boone provided public comments. Mr. Boone stated that the East Bay Depot’s monthly rent will increase from \$6,500 to \$10,000 effective 9-1-17. Mr. Boone encouraged the Board to provide any assistance should the Depot come before the Board.

Mr. Boone commented on CEQA. He stated that “It is the policy of the state to require governmental agencies at all levels to consider qualitative factors as well as economic and technical factors and long-term benefits and costs, in addition to short-term benefits and costs and to consider alternatives to proposed actions affecting the environment,” and at no point was this done in the consideration of the proposal now being challenged in the court.

Mr. Boone commented regarding the Local Task Force. Mr. Boone stated that there was a challenge to the formation of the Local task force in his and Dr. Stein’s original complaint which has since been deleted and revised. Mr. Boone stated that he has been researching the State law (section 40950 (b) with respect to how they define the purpose and need for a Local Task Force. Mr. Boone added Measure D permits the combining of the Local Task Force with the Recycle Board, however in reviewing a copy of the 1989 report from the State Senate Task Force on Waste Management known as “CALIFORNIA’S WASTE MANAGEMENT CRISIS,” this state task force among its 35 members had only 3 elected officials: two from the state level, one each from the Assembly and the Senate and one from a county. All other member were from the disposal and recycling field, and he feels that the Recycling Board needs better representation in the recycling industry.

**VIII. COMMUNICATIONS/MEMBER COMMENTS**

There were none.

**IX. ADJOURNMENT**

The meeting adjourned at 5:15 p.m.