

DRAFT

**MINUTES OF THE JOINT MEETING OF THE  
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY (WMA) BOARD,  
THE ENERGY COUNCIL (EC),  
AND THE SOURCE REDUCTION AND RECYCLING BOARD (RB)**

**Wednesday, April 24, 2019**

**3:00 P.M.**

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

**Teleconference  
Tim Rood  
San Jose City Hall  
3<sup>rd</sup> Floor Tower  
200 East Santa Clara St.  
San Jose, CA 95113  
408-535-8122**

**Tianna Nourout  
Embassy Suites by Hilton  
Houston Downtown  
1515 Dallas Street  
Houston, Texas, 77010  
713-739-9100**

**Melissa Hernandez  
League of California Cities  
1400 K Street  
Redwood Room  
Sacramento, CA 95814  
916-658-8200**

**I. CALL TO ORDER**

President Dave Sadoff, WMA, called the meeting to order at 3:00 p.m.

**II. ROLL CALL OF ATTENDANCE**

City of Alameda	Jim Oddie, WMA, EC, RB
City of Albany	Rochelle Nason, WMA, EC
County of Alameda	Scott Haggerty, WMA, EC
City of Berkeley	Susan Wengraf, WMA, EC
Castro Valley Sanitary District	Dave Sadoff, WMA, RB
City of Dublin	Melissa Hernandez, WMA, EC (teleconference)
City of Emeryville	Ally Medina, WMA, EC
City of Fremont	Jenny Kassan, WMA, EC
City of Hayward	Francisco Zermeño, WMA, EC, RB
City of Livermore	Bob Carling, WMA, EC
City of Newark	Mike Hannon, WMA, EC
City of Oakland	Dan Kalb, WMA, EC
Oro Loma Sanitary District	Shelia Young, WMA
City of Piedmont	Tim Rood, WMA, EC (teleconference)

**DRAFT**

City of Pleasanton  
City of San Leandro  
City of Union City  
Environmental Educator  
Recycling Materials Processing Industry  
Recycling Programs  
Solid Waste Industry Representative

Jerry Pentin, WMA, EC  
Deborah Cox, WMA, EC, RB  
Jamie Patiño, WMA, EC  
Nancy Deming, RB  
Bernie Camara, RB  
Jillian Buckholz, RB  
Tianna Nourot, RB (teleconference)

**Absent:**

Source Reduction Specialist Sarah Vared, RB

**Others Participating:**

AR Boone

**Staff Participating:**

Wendy Sommer, Executive Director  
Pat Cabrera, Administrative Services Director  
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**

Arthur Boone provided public comment on his opposition to the Davis Street OMRF and his opposition to mixed waste processing of materials. Mr. Boone distributed a handout (attached).

**V. CONSENT CALENDAR**

- 1. Approval of the Draft WMA/EC Minutes of March 27, 2019 (Wendy Sommer)**
- 2. Approval of the Draft PC/RB Minutes of March 14, 2019 (Jeff Becerra)**
- 3. Recycling Board Attendance Record (Jeff Becerra)**
- 4. Written Report of Ex Parte Communications (Jeff Becerra)**

There were no public comments for the Consent Calendar. Board member Young made the motion to approve the Consent Calendar. Board member Hannon seconded and the motion carried by the following vote count: WMA/EC 19-0: PC/RB 8-0:

(Ayes: Buckholz, Camara, Carling, Cox, Deming, Haggerty, Hannon, Hernandez, Kalb, Kassan, Nason, Nourot, Oddie, Patiño, Pentin, Rood, Sadoff, Wengraf, Young, Zermeño; Nays: None. Abstained: None. Absent: Medina, Vared).

**VI. REGULAR CALENDAR**

- 1. Draft FY 2019-20 Budget Presentation (Wendy Sommer & Pat Cabrera)**  
This item is for information only.

(Ally Medina, alternate for the City of Emeryville, arrived during the presentation). Wendy Sommer provided an overview of the agency's goals and accomplishments, most essential services, as well as highlights of program activities. The WMA and Energy Council will be asked to consider adopting their Fiscal Year 2019-2020 budget at the May 22 meeting, and the Recycling Board at the June 13 meeting. Pat Cabrera provided an overview of the agency's financial activities. A link to the staff report and the budget presentation is available here: [FY19-20 Budget-Presentation.pdf](#). A link to the FY 2019-2020 budget is available here: [FY19-20-Budget.pdf](#).

Ms. Sommer reminded the Board that the Business Recognition Awards will be held at the May 22 WMA/EC Board meeting. The agency received 14 nominations and six businesses were selected and will be recognized at the event. The awardees are: Semifreddi's Bakery and Honolulu's Barbeque, Alameda; Urban Bloc, San Leandro; Isla Restaurant, Newark; Sodexo, Fremont; and Vericool, Livermore. Ms. Sommer also announced that the grant funding round for FY 18-19 is now open and Board members should have received an email notification from the Clerk of the Board, Arliss Dunn. Ms. Sommer displayed a visual of the updates to the website. Most notably, the Board information page is now a full-service landing page with easy access to agendas and minutes as well as the E-News and Topic Briefs. Ms. Sommer recognized agency staff for their efforts in producing the budget.

Board member Hannon commended staff for a great job on the project descriptions and inquired if there is a summary of specific performance targets for each of the project activities. Ms. Sommer stated that each project lead has a goal with regard to specific targets that they want to meet, e.g. 1,000 technical assistant engagements, etc. Board member Hannon inquired if the FY 18-19 activities that were not accomplished are encapsulated in the FY 19-20 activities. Ms. Sommer stated yes, any prior year activities that were not realized are moved to FY 19-20. President Sadoff stated with respect to single use bags that the data indicates that half of the inspections received violations and inquired if there is a specific sector that is not complying with the ordinance. Elise Lebsack stated that they are finding that the compliance rate is fairly similar between retail and restaurants, however there is a 10% higher rate among restaurants, but the violations are evenly matched. Board member Kalb stated that there is a noticeable increase in vendors using the heavier plastic bags and inquired if we are messaging to retailers to offer paper or cloth bags and not the plastic bags. Ms. Lebsack stated that when the Outreach Assistant engages with the restaurants in person we are encouraging them to use paper bags because they are not charging the customer a fee for the bag and the paper bags can be composted. However, technically, under the ordinance, both and paper and plastic are allowed. Ms. Sommer stated unfortunately there are unintended consequences as there will be with a single-use plastic ordinance. President Sadoff thanked staff for a great presentation.

**2. 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, Thursday, May 9, 2019 at 7:00 pm, Castro Valley Public Library, 3600 Norbridge Ave, Castro Valley, CA 94546.

There were no requests for an interim appointment.

**VII. MEMBER COMMENTS AND COMMUNICATIONS FROM THE EXECUTIVE DIRECTOR**

Board member Zermeño notified the Board that he would be unable to attend the July 24 WMA/EC meeting and the August 8 PC/RB meeting and asked for an interim appointment for the PC/RB meeting. Ms. Sommer informed Board member Zermeño that he would be able to request an interim appointment for the PC/RB meeting at the June WMA/EC meeting. President Sadoff announced that earlier this month, the Castro Valley Sanitary District (CVSan) was honored to receive the California

**DRAFT**

Water Environment Association (CWEA)'s 2018 Collection System of the Year Award for the State of California's Small Collection System Category. Ms. Sommer reminded the Board of the vacancy on the recycling board in the category of Environmental Organization. Board members will have a group picture taken at the May 22 WMA/EC meeting and business awards event that will be posted on the StopWaste website.

**VIII. ADJOURNMENT**

The meeting was adjourned at 3:40 p.m.



*The Resource Recycling portfolio of publications and events has been sold to an industry association, but our staff will maintain full editorial independence.*

## Decades-long recycling ride leaves our founder smiling

*By Jerry Powell, executive editor*

My career trip as an editor started 38 years ago in a small office in Old Sacramento, where my wife and I launched Resource Recycling magazine. I was the only employee.

My joyous adventure as the owner of a recycling publishing and conference company has now ended: In early March 2019, my wife and I sold our firm, Resource Recycling, Inc., to the Association of Plastic Recyclers (APR).

In its early years, Resource Recycling magazine reported on the amazing growth of consumer recycling systems. As materials recovery increased, so did our firm. We eventually added publishing assets in the fields of plastics and electronics recycling, and we launched conferences in all three areas.

As the digital age emerged, we added online stories and e-newsletters to our product line. The firm now is the largest distributor of digital news in recycling, with 63,000 readers each week, and the company's conferences have a total of about 4,000 attendees, 200 sponsors and nearly 400 exhibitors each year. The conferences are the largest in their fields.

When I look back on nearly four decades of reporting, I have several major reasons to be pleased. First, recycling is not dull, as innovation never ceases in this industry. We've seen remarkable advancements, such as optical sorting and the use of post-consumer plastic resin in food-contact applications. We've also seen stupid ideas fail, such as mixed solid waste composting. We now see fewer but larger businesses in this field due to consolidation (this is most noted in the waste management and recycling collection sector).

Also, the workforce is far more diverse than in the past, especially with women now more prevalent in managerial positions. Too, what was originally a domestic industry is now a global enterprise.

With so much seminal change happening, it has been an invigorating experience to report on recycling's formation and maturation. Every day is a fun challenge in terms of trying to get the story correct.

The second major reason why my career has been so enjoyable was the opportunity to work with a remarkable group of employees over the years. Environmental publishing and conference management attracts a unique set of talented people who have a desire to make the Earth a better place to live. They work hard, they play hard, and we have fun. Because of the work they do, my employees are rightfully seen as major recycling experts.

It's been gratifying to see the levels of achievement attained by many of my former employees, with trade groups, businesses and government agencies seeking out these knowledgeable individuals.

I am extremely pleased about the new ownership of our company. We have had a business arrangement with APR for more than a decade, and we have great respect for their staff and board. The association was a natural choice for us, as the organization has guaranteed that all of our current staff will be retained, that the staff will maintain full editorial and conference agenda freedom, and that our office will stay in wonderful Portland, Ore. What's to dislike about such a deal? Nothing.

The only wish I have after all this time is that readers of this editorial have as much enjoyment in their careers as I have had in mine. ■



0406  
FILE 0379  
p. 56

September 15, 2016

Scott Smithline  
Director, CalRecycle  
1001 I Street – PO Box 4025  
Sacramento, CA 95814-4025

RE: Letter of Support – CalRecycle GHG Organics Grant Program

Dear Mr. Smithline:

I am writing in support of Waste Management of Alameda County, Inc's application for grant funding of its innovative, end-of-the-line solution to capture organics before they reach our landfills.

Our current Strategic Plan goal is for landfilled material from Alameda County to be comprised of less than 10 percent "readily recyclable or compostable materials" by 2020. It is an ambitious goal supported by our Mandatory Commercial and Multi-family Recycling Ordinance and the three-stream residential collection system adopted by our 17-member jurisdictions. Diverting recyclables and compostables at the source is the focus of our outreach and enforcement efforts. However, as our 2015 Benchmark Study revealed, significant volumes of food waste are still going to our landfills.

We believe the Organics Material Recovery Facility ("OMRF") proposed by Waste Management for its Davis Street facility in San Leandro can play a vital role in helping Alameda County achieve its resource conservation goals as well as reduce greenhouse gas emissions and extend the life of our in-county landfills. An additional benefit will be the "recovery of last resort" of recyclables from the processed waste stream, bringing us closer to achieving our long-term goals.

Waste Management has long been a valued partner in our campaign to stop waste in Alameda County. We entered into an incentives-based partnership with Waste Management at the Davis Street Transfer Station to build and operate the first and most robust Construction and Demolition mixed debris recycling line in our county back in 2002, and they have been an invaluable partner in our schools outreach efforts, providing space for our Education Center classroom at Davis Street from which we provide hundreds of tours to thousands of elementary school students each year.

We believe the OMRF is an innovative step that will take us closer to reaching our diversion goals, and we heartily support Waste Management's grant application to bring this technology to Alameda County. With CalRecycle's assistance, California will be home to the most technically advanced organics diversion efforts in the country. Thank you for your consideration.

Wendy Sommer  
Executive Director