

Draft**MARIN COUNTY HAZARDOUS & SOLID WASTE
MANAGEMENT JOINT POWERS AUTHORITY**

AB 939 Local Task Force Meeting
 Wednesday, April 6, 2011
 Tamalpais Community Room
 203 Marin Avenue, Mill Valley

MINUTES**MEMBERS PRESENT**

Joe Garbarino, Marin Sanitary
 Jon Elam, Tamalpais CSD
 Loretta Figueroa, Almonte Sanitary District
 Steve McCaffrey, Redwood Empire Disposal
 Renee Goddard, Ross Valley Cities
 Tania Levy, Unincorporated Area
 Elissa Giambastiani, San Rafael
 Joan Irwin, Southern Marin Cities
 Jennie Pardi, Conservation Corps
 Delyn Kies, Sustainable Novato
 Matt McCarron, Novato

MEMBERS ABSENT

Ramin Khany, Redwood Landfill
 Greg Christie, Bay Cities
 Judy Schriebman, LGVSD
 Tamara Hull, Sustainable San Rafael
 David Haskell, Sustainable Marin

STAFF PRESENT

Alex Soulard, JPA Staff
 Kiel Gillis, JPA Staff

OTHERS PRESENT

Dee Johnson, Novato Sanitary District
 Madeline Hope, West Marin Ed. Coord.
 Lauren Schiller, The Hive Advertising
 DeeAnn Budney, The Hive Advertising
 Russ Greenfield, LGVSD
 Roger Roberts, Marin Conserv. League
 Barbara Rothkrug, Resident
 Casey Mazzoni, Marin Builders Assn.
 Katie Garrison, CalRecycle

Call to Order. The Local Task Force (LTF) meeting came to order at 8:35 AM.

1. Open Time for Public Comment. The Hive Advertising, the firm hired to develop the JPA's Zero Waste Outreach, made a strategy presentation to the LTF on the direction the program will take in the coming months. The presentation consisted of an overview of the Zero Waste Goal by 2025, existing grass roots and waste reduction programs occurring locally and nationally, and consumers reactions to different message types. The Hive concluded with the overall strategy of "Know Your Trash" then fielded feedback from members regarding the information presented. Feedback included the need to address food waste and plastics, multi-family recycling, keeping the message simple, identify the target audience and ensure the largest wasters be targeted, and that the program be designed around the community rather than top-down. Members noted satisfaction with the "Know your Trash" slogan as presented. Elissa Giambastiani stated the public relations aspect should include mailers and pamphlets. Jon Elam requested that The Hive provide an outline on what specific types of media will be used during this campaign. The Hive identified that adding a

PR component to this campaign would be beneficial to the programs success and suggested that LTF members would be able to help.

2. Approval of the March 2, 2011 JPA Local Task Force Minutes. M/s Figueroa, McCaffrey to approve the minutes from the March 2, 2011 LTF meeting. Motion passed unanimously.
3. County Single-Use Carry-Out Bag Regulated Businesses. Staff reported on the Single-use Carry-Out Bag ban and provided a list of businesses effected by the ban. Staff also identified that the lawsuit will likely be heard in the Fall. Roger Roberts reported that the County has been tasked with developing a reusability standard for reusable bags and that the LTF Members may want to be involved in that process. Joan Irwin suggested that someone is sent to interact with the large number of effected businesses located in the Strawberry on this issue. No action was necessary.
4. Urgency Executive Committee and JPA Board Meeting Update
Jon Elam provided an update on the Executive Committee Urgency Meeting held on March 18, 2011 to address the cost overrun at the San Rafael HHW Facility. Mr. Elam identified a reduction in operating hours in order to address costs. Joe Garbarino identified his dissatisfaction with the decision made and expressed that the facility will continue to serve residents and will not be turning people away. Tania Levy proposed the idea of having a use fee assessed for the HHW Facility. No action was necessary
5. Conflict of Interest – Form 700 Reminder
Staff reported on the progress made in collecting the required Conflict of Interest Forms from LTF Members. Jon Elam requested a list from Staff of members who have not provided the required information. No action was necessary.
6. Other Possible Meeting Times for Location
Staff identified that a new location for LTF meetings needs to be established and asked members on their preference on meeting time and location. It was determined that Members prefer the same time, and that if members know of a suitable meeting location that they please contact Staff.
7. Open Time for Member Comment
Madeline Hope reported the Recycle Circus is occurring April 17, 2011 from 10am-4pm in West Marin. Jon Elam stated that the Phonebook Recycle Guide is currently being updated and that if Members have any additions to ad that they advise Staff.
8. Adjourn.