ZERO WASTE MARIN

MARIN COUNTY HAZARDOUS AND SOLID WASTE MANAGEMENT JOINT POWERS AUTHORITY

Belvedere Corte Madera County of Marin Fairfax Larkspur Mill Valley
Novato Ross San Anselmo San Rafael Sausalito Tiburon

AGENDA: TECHNICAL ADVISORY COUNCIL MEETING

DATE Tuesday, November 17th, 2026

TIME 9:00 – 10:00am

LOCATION 1600 Los Gamos Drive, Suite 210b, San Rafael CA 94903

CALL TO ORDER

1. Open Time for Public Comment (Information Only) 5 Minutes.

CONSENT CALENDAR

2. Approval of 10/27/2026 Meeting Minutes – 2 Minutes
    a. Recommendation: Action Item

REGULAR AGENDA

3. Approval of Draft TAC Procedures – 10 Minutes
    a. Recommendation: Information Only
4. Discussion of Holiday Posts – 10 Minutes
    a. Recommendation: Information Only
5. SB 1383 Inspection Strategy – 10 Minutes
    a. Recommendation: Action Item
6. Suggested Agenda Items - 2 Minutes.
    a. Recommendation: Information Only
7. Adjournment

Agendas & Staff Reports also available at https://zerowastemarin.org/

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STAFF REPORT – ITEM 1

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Open Time for Public Comment

DATE Tuesday, November 17th, 2026

The public is welcome to address the Technical Advisory Council at this time on matters not on the agenda that are within its jurisdiction.

Please be advised that pursuant to Government Code Section 54954.2, the Technical Advisory Council is not permitted to discuss or act on any matter not on the agenda unless it determines that an emergency exists, or that there is a need to take immediate action which arose following posting of the agenda.

RECOMMENDATION
Receive public comment. Information Only.

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STAFF REPORT – ITEM 2

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Approval of 10/27/2026 Meeting Minutes

DATE Tuesday, November 17th, 2026

Please find attached the Draft Action Minutes from the last meeting on October 27th, 2026.

RECOMMENDATION
Adopt a motion to receive and file the Action Minutes.

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Belvedere Corte Madera County of Marin Fairfax Larkspur Mill Valley
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AGENDA: TECHNICAL ADVISORY COUNCIL MEETING

DATE Tuesday, October 27th, 2026

TIME 9:00am – 10:00am

LOCATION 1600 Los Gamos Drive, Suite 210b, San Rafael CA 94903

Technical Advisory Council Members Present

Kaylyn Turnil, City of San Rafael
Catie Thow Garcia, City of Sausalito
Sarah Thacher, County of Marin Sustainability
Julie Bryant, County of Marin Waste Management Division
Bridget Wipfler, Town of Fairfax & Town of San Anselmo
Gretchen Schubeck, City of Novato
Grace Ledwith, City of Mill Valley & Town of Tiburon
Casey Poldino, Novato Sanitary District
Phoebe Goulden, Town of Corte Madera

Staff Present

Amy Kolnes (Staff)
Casey Fritz (Staff)
Ellie Vendegna (Staff)

CALL TO ORDER

Regular session was called to order at 9:04 a.m.

1. Open Time for Public Comment (Items not on the agenda)

No public comments.

2. Race to Zero Waste Support Update

Staff member Casey Fritz provided an update on the contract with Race to Zero Waste. This contract was renewed after its first year during FY 2025/26. The purpose of the contract is to provide member agencies with waste separation and management support at an event of their choosing. Staff Fritz recapped the events that were supported in FY 2025/26, and reminded member agencies to consider which event they may like to request support for during FY 2026/27. Staff Fritz let attendees know that the new contract also allows for pre-event vendor education by Race to Zero Waste.

Kaylyn Turnil asked for guidance on which events may be best to choose for support. Staff Fritz mentioned that events where food is served are a high-value opportunity to keep food out of landfills, and that events do not necessarily need to be sustainability-focused.

Catie Thow Garcia mentioned that Sausalito may be interested in support for the Souper Bowl event in February. Gretchen Schubeck thought supporting the first Farmer's Market in Novato would be her preference.

Staff Fritz also let member agencies know that ZWM has approximately $450 available per jurisdiction to support event greening, including purchase of fiber compostables for use at events.

3. Update on Most Likely To contracts

Staff Fritz provided an update on the two contracts that Zero Waste Marin has with contractor Most Likely To for the 2026/27 Fiscal Year. The first contract is for County-wide marketing and communications support, which continues the partnership with Most Likely To from FY 2024/25 and 2025/26. This contract focuses primarily on the implementation of an annual County-wide education campaign. For spring 2027, ZWM staff plan to work with Most Likely To to implement in-person education at multi-family apartment complexes which will complement the messaging of the campaign.

The second contract is dedicated to the implementation of focus groups and surveys to gather data that will help inform messaging and program offerings.

Gretchen Schubeck suggested utilizing existing community-based organizations to assist with the in-person education aspect of the annual campaign. Grace Ledwith and Kaylyn Turnil supported this suggestion.

Julie Bryant mentioned that her team will also be conducting focus groups and surveys in Unincorporated County focused on franchised waste services, and will share any applicable learnings.

Gretchen Schubeck commented that in addition to messaging on compost, residents may benefit from education on waste reduction and reuse.

4. Review Draft SB 54 CMC Exemption Justifications

As a follow-up to the September 23rd workshop on SB 54, Staff Fritz shared the draft exemption justifications for SB 54 Covered Material Categories (CMCs). These justifications were written based on opinions from the jurisdictions and waste haulers on whether CMCs should be added to collections or exempted. Staff noted that some waste haulers wanted to exempt more materials than the jurisdictions did.

Julie Bryant commented that there are some categories where some common materials are accepted, but we are exempting the whole category. Julie wants to make it clear to CalRecycle that some materials are being successfully captured.

Phoebe Goulden asked about fiber products that are lined with a compostable or bioplastic lining. Do these products fall under the paper and fiber categories, or under the "polymers designed for compostability" category? Staff stated that they will try to get clarity.

Gretchen Schubeck asked about the process for submittal of these exemption justifications. Staff Fritz stated that exemption requests are due no later than December 28, 2026. Currently Staff Fritz has requested feedback from all jurisdictions and waste haulers. After this she will bring the exemptions to the Local Task Force meeting on November 5th, 2026 for their review and approval. After this Staff Fritz will bring the exemptions to the November 17th, 2026 JPA Board meeting for their review and approval.

Staff Fritz will confirm whether an official Resolution will also go to the Board at this time.

5. Scheduling of Future TAC Meetings

Staff Fritz explained that for public, agendized meetings members need to either attend in person, or include their remote-joining location in the agenda packet and make that location accessible to the public to join as well. Staff Fritz asked TAC members what meeting schedule they would prefer.

Phoebe Goulden asked whether the Technical Advisory Council should be recognized before the JPA Board. Staff Fritz will confirm.

Motion to align the meetings of the Technical Advisory Council with the schedule of the JPA Board meetings.
First Gretchen Schubeck, City of Novato
Second Bridget Wipfler, Town of Fairfax & Town of San Anselmo

Vote Count

Kaylyn Turnil: Aye
Catie Thow Garcia: Aye
Sarah Thacher: Aye
Julie Bryant: Aye
Bridget Wipfler: Aye
Gretchen Schubeck: Aye
Grace Ledwith: Aye
Casey Poldino: Aye
Phoebe Goulden: Aye
Shannon O'Hare: Absent

Ayes: 9 Noes: 0 Absent: 1 Abstain: 0

6. Suggested Agenda Items

No items reported.

7. Adjournment

Staff Fritz adjourned the meeting at 9:59 a.m.

Board Chair: Please confirm the vote on this item by reading the following items out aloud after the vote.

Motion: _____ Second: _____

Ayes: _____

_____

Noes: _____

_____

Abstentions: _____

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STAFF REPORT – ITEM 3

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Approval of Draft TAC Procedures

DATE Tuesday, November 17th, 2026

While the Technical Advisory Council (TAC) has been meeting informally for several years, it is a newly-formed public Council. Due to this change in status, ZWM staff have drafted Procedures similar to those written for the Local Task Force. These Procedures are meant to guide how the TAC is run.

RECOMMENDATION
Action: provide feedback, comments, and/or edits on the draft TAC Procedures as necessary. Approve the TAC Procedures.

Technical Advisory Council Procedures

SECTION 1 – SUMMARY OF PURPOSES AND RESPONSIBILITIES

- Coordinate with and provide feedback or direction to Joint Powers Authority staff on the County-wide implementation of relevant waste laws and Ordinances.
- Communicate how JPA staff may best meet the needs of the member agencies to reduce waste through programming, education, outreach, or through other methods.

SECTION 2 – MEMBERSHIP

The Technical Advisory Council shall be comprised of City and Town Sustainability staff or a designee chosen by the Member Agency to represent the jurisdiction. A jurisdiction may direct more than one employee to attend the meetings, but each jurisdiction will only receive one vote.

SECTION 3 – MEETINGS

TAC regular meetings will be held regularly, at least quarterly, with a schedule adopted by the TAC at its first meeting of each year. Meetings will be held in the offices of Zero Waste Marin or other available locations. While scheduling meetings, the TAC will prioritize scheduling meetings that align with the timing of the Joint Powers Authority Board.

All regular meetings shall comply with the noticing, agenda, and comment requirements of the Brown Act (Government Code §54950 et seq.). Special meetings may be called by the Chair or by a majority of the members, and held in accordance with the requirements of the Brown Act.

SECTION 4 – QUORUM, VOTING, AND RULES OF ORDER

A quorum for the transaction of business shall exist when a majority of the appointed members are present. When a quorum is present, action may be taken by the Technical Advisory Council upon the affirmative vote of a majority of the members present, unless a greater voting requirement is prescribed by statute. Meetings may still be held to exchange information if a quorum is not present. Meetings of the Technical Advisory Council shall be governed by Robert's Rules of Order.

Staff will help facilitate meetings to ensure compliance with Robert's Rules of Order and to maintain the timing of each agenda item.

SECTION 5 – ELECTION OF OFFICERS, TERM, AND DUTIES

The officers of the Technical Advisory Council shall be the Chair and Vice-Chair. Elections will be held at the first meeting of the fiscal year and the Chair and Vice-Chair will assume responsibilities immediately. The term of the Chair and Vice-Chair shall be one year.

DRAFT

If at any time the Chair vacates this position, the Vice-Chair shall assume the role of Chair for the remainder of the elected term and is authorized to appoint a new Vice-Chair to serve the remainder of that elected term.

CHAIR'S DUTIES

1. Conduct meetings (with support from staff)
2. Sign correspondence and documentation that represents the Technical Advisory Council, including but not limited to signatures on agenda packets or minutes.
3. Make reports to the Joint Powers Authority Executive Committee and Board of Directors
4. Other duties as requested by Technical Advisory Council membership

VICE-CHAIR'S DUTIES

1. Acting Chair in the absence of Chair
2. Other duties as requested by Technical Advisory Council membership, including assumption of duties listed for the Chair

SECTION 6 – AMENDMENTS TO PROCEDURES

The Technical Advisory Council may adopt, amend, or repeal its Procedures in any meetings with a two-thirds vote of the members present. Any amendment shall be approved and confirmed by the JPA Board.

DRAFT

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STAFF REPORT – ITEM 4

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Discussion of Holiday Posts

DATE Tuesday, November 17th, 2026

Most Likely To, ZWM's marketing and communications contractor, has provided ZWM staff with updated social media posts for the holiday season. These posts are in alignment with previous holiday messaging centered on giving "the gift of great memories".

Staff would like to receive feedback from member agencies on these drafts posts before finalizing.

ATTACHMENTS:

1. Draft holiday social media posts

RECOMMENDATION

Information only. Make comments or provide feedback on the holiday posts.

MOST LIKELY TO

NEW HOLIDAY STATICS

ZERO WASTE MARIN

NOV 2, 2026

MLT

2025 HOLIDAY

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GIVE THE GIFT OF: Music Lessons



Post Copy:

This year, why not give a gift that's totally in tune with the planet? Music lessons are just one example of gifts that require no wrapping and no delivery — which means no waste!

GIVE THE GIFT OF: Cooking Classes



Post Copy:

Cooking lessons – or music lessons or pottery lessons or any lessons at all – are a great gift for both your friends and your planet! Find more sustainable holiday gift ideas on our website.

GIVE THE GIFT OF: Show Tickets



Post Copy:

Need a unique, sustainable holiday gift idea? How about tickets to a great show? No wrapping. No shipping. No waste. Just pure joy. Find more sustainable holiday gift ideas on our website.

GIVE THE GIFT OF: Carousel Post







Post Copy:

This holiday season, consider giving gifts that don’t need packaging or create waste. You’ll bring joy to friends and loved ones while showing goodwill toward our planet!

MLT

NEW!
2026 HOLIDAY

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Improv Stand Up Lessons

More expressive, festive font



Brand font



Post Copy:

This year, why not give a gift that's both unexpected and undeniably good for the planet? A stand-up comedy class is just one example of gifts that require no wrapping and no delivery — which means no waste!

Hiking App Subscription





Post Copy:

This year, why not give a gift that the planet will love as much as they do? A subscription to a hiking app is just one example of gifts that require no wrapping and no delivery — which means no waste!

Redwood Nights Storytelling Event





Potential local partnership: tag Redwood Nights in the post, subject to their approval and permission to use the event photo.

Post Copy:

This year, why not give a gift that's fun and environmentally friendly? Tickets to the Redwood Nights Storytelling Event are just one example of gifts that require no wrapping and no delivery — which means no waste!

Art/Craft Classes





Post Copy:

This year, why not give a gift that's creative and environmentally sound? A gift certificate for an art class is just one example of gifts that require no wrapping and no delivery — which means no waste!

Wine Tasting





Post Copy:

This year, why not give a gift that's both celebratory and environmentally minded? A gift certificate for a wine tasting is just one example of gifts that require no wrapping and no delivery — which means no waste!

Yoga/Workout Classes





Post Copy:

This year, why not give a gift that keeps them – and the planet – healthy? Yoga and exercise studio memberships are just one example of gifts that require no wrapping and no delivery — which means no waste!

Museum Membership





Potential local museum partnership: Bay Area Discovery Museum or MarinMOCA, subject to partner approval.

Post Copy:

This year, why not give a gift that inspires the recipient and saves the planet? A membership to a local museum is just one example of gifts that require no wrapping and no delivery — which means no waste!

Restaurant Gift Card





Post Copy:

This year, why not give a gift that will make them AND the planet happier? A gift certificate to a Marin restaurant is just one example of gifts that require no wrapping and no delivery — which means no waste!

Audiobooks/Streaming Music





Post Copy:

This year, why not give a gift that's totally in tune with the planet? An audiobook or music streaming subscription is just one example of gifts that require no wrapping and no delivery — which means no waste!

Carousel Post















Post Copy:

This holiday season, why not give gifts they will love without all that wasteful packaging? You'll bring joy to friends and loved ones while showing goodwill to our planet!

MOST LIKELY TO

THANK YOU

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STAFF REPORT – ITEM 5

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Discussion of SB 1383 Inspection Strategy

DATE Tuesday, November 17th, 2026

In the October 27, 2026 Joint Powers Authority Board meeting ZWM staff presented a version of the Work Plan that had been adjusted to reflect limited staff capacity. Part of this adjustment was for staff to focus less on proactive SB 1383 technical assistance, and more on SB 1383 inspections.

Staff would like to discuss the strategy for inspections and enforcement with the TAC. A summary of recent efforts can be found below for context.

Inspections:

- ✓ Northgate Mall
- ✓ Town Center Mall
- ✓ Village Mall
- ✓ Vintage Oaks
- ✓ Per request, complaint, or follow-up:
  - Elk's Lodge in San Rafael
  - Shake Shack at Marin Country Mart
  - Target in San Rafael
  - Cardenas in San Rafael

Technical Assistance:

- ✓ Bolinas + Stinson
- ✓ San Anselmo
- ✓ Fairfax
- ✓ Bon Air Center
- ✓ Downtown MV
- ✓ San Rafael
- ✓ 88 / 89 Belvedere (Mi Rancho complex)
- ✓ Downtown Larkspur
- ✓ Marin Country Mart
- ✓ Downtown Tiburon

Letters:

- ✓ 201 Warning Letters sent in April 2026 for lack of compost service
- ✓ 14 Notice of Violation sent in July 2026 for lack of compost service
  - 39 accounts passed to the City of San Rafael for their internal NOV process

Options for next steps on inspections / enforcement:

I. Revisit covered edible food generators to confirm compliance
II. Revisit businesses that have received technical assistance
III. Send more Warning Letters

RECOMMENDATION

Action Item. Direct staff on desired next steps regarding SB 1383 inspections and enforcement.

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STAFF REPORT – ITEM 6

TO Technical Advisory Council

FROM Casey Fritz, Senior Planner

SUBJECT Suggested Agenda Items

DATE Tuesday, November 17th, 2026

Technical Advisory Council members can suggest agenda items for the next meeting during this time.

RECOMMENDATION
Information Only. Receive and file.