

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

AB 939 Local Task Force Meeting
Wednesday, January 4, 2011
Northgate Mall Community Room
5800 Northgate Drive, Ste 200
San Rafael, Calif.

MINUTES

MEMBERS PRESENT

Loretta Figueroa, Almonte Sanitary District
Renee Goddard, Ross Valley Cities
Elissa Giambastiani, San Rafael
Joan Irwin, Southern Marin Cities
Jennie Pardi, Conservation Corps
Delyn Kies, Sustainable Novato
Matt McCarron, Novato
Russ Greenfield, LGVSD
Patty Garbarino, Marin Sanitary Service
Ramin Khany, Redwood Landfill
Jon Elam, Tamalpais CSD
David Haskell, Sustainable Marin
Steve McCaffrey, Redwood Empire Disposal
David Green, Unincorporated Marin County

MEMBERS ABSENT

Greg Christie, Bay Cities

STAFF PRESENT

Steve Devine, JPA Staff
Alex Soulard, JPA Staff
Kiel Gillis, JPA Staff

OTHERS PRESENT

Dee Johnson, Novato Sanitary Dist.
Kerri Mazzoni, Public
Kim Sheibly, Marin Sanitary Svc.
Anne Smith-Rainey, The Hive

Call to Order. The Local Task Force (LTF) meeting came to order at 8:30 AM.

1. Open Time for Public Comment

Ms. Garbarino provided a brief review on a hauling service in Portland, OR that is switching curbside can service to a twice monthly program. She identified issues the hauler had with that switch, including odor problems and advising customers of the change.

2. Approval of the December 7, 2011 JPA Local Task Force Minutes

M/s Irwin, Figueroa to approve the December 7, 2011 JPA LTF minutes. The motion passed unanimously.

3. New Local Task Force Member

Mr. Green introduced himself as the recent appointment by the Marin County Board of Supervisors as the representative for LTF Unincorporated Marin County seat as well as provided a brief description of his background and experience. No action was required.

4. Election of Local Task Force Chair and Vice Chair

Staff identified that at the first meeting of the calendar year, LTF Procedures require election of an LTF Chair and Vice-Chair. Mr. Elam requested nominations for LTF Chair. M/s McCaffery, Garbarino nominated Mr. Elam as LTF Chair. No further nominations for LTF Chair were proposed. M/s Irwin, Haskell to close LTF Chair nominations. Motion passed unanimously. M/s Green, McCarron to elect Mr. Elam as LTF Chair. Motion passed unanimously. Mr. Elam requested nominations for LTF Vice-Chair. M/s Irwin, Giambastiani to nominate Ms. Kies as LTF Vice-Chair. No further nominations for LTF Vice-Chair were proposed. M/s Giambastiani, Figueroa to close LTF Vice-Chair nominations. The motion passed unanimously. M/s Green, Giambastiani to elect Ms. Kies as LTF Vice-Chair. The motion passed unanimously.

5. 2012 Outreach Plan Option Evaluation and Selection

JPA Staff solicited input from the LTF regarding the pending outreach contract with The Hive Advertising regarding the Zero Waste Outreach Campaign and requested consensus on a funding scenario which could then be put to consideration before the JPA Board. The Hive presented on the status of the current program as well as two outreach scenarios which could redistribute resources in the hopes of increasing the effectiveness of the campaign. JPA and The Hive Staff fielded questions from the LTF regarding the proposals as well as addressed concerns regarding the effectiveness and direction of the current campaign. A number of LTF Members expressed the desire to review The Hive data on campaign effectiveness before making a decision to select an outreach scenario. Mr. Haskell noted his dissatisfaction with the campaign and suggested resources would be better used if directed to encourage less consumption as opposed to television and web advertising. Mr. Elam and McCarron expressed the need to reevaluate and develop a uniform program logo. LTF Members were given the opportunity to present on their ideas on resource use. Ms. Sheibly made a brief presentation to the LTF regarding the use of campaign resources. M/s Giambastiani, Goddard to adopt a recommendation to the JPA Board of Option 2, to adjust Outreach to 20% or 25%, and allow JPA Staff to determine where the allocations will come from. The motion passed unanimously.

6. Open Time for Member Comment

Due to a time constraint, open time for Member comment did not take place. No action was required.

7. Adjourn.