



1st Quarter Meeting Minutes
Thursday, March 9, 2017, 10:00 a.m. to 12:00 p.m.
Rosemead Community Center, 3936 Muscatel Ave – Rosemead, CA 91770

Member City	Represented by:	Phone	Email	A - Absent P - Present
Artesia	Louis Talamantes	(562) 865-6262 x223	ltalamantes@cityofartesia.us	A
Beverly Hills	James Burnley (Secretary)	(310) 285-2475	jburnley@beverlyhills.org	P
Bradbury	Ryan Parker St. John	(626) 358-3818 x302	rparker@cityofbradbury.org	P
Downey	Carol Rowland	(562) 904-7103	crowland@downeyca.org	P
Duarte	Karen Herrera (Chair)	(626) 357-7931	herrerakaren@accessduarte.com	P
Hermosa Beach	Kristy Morris	(310) 750-3603	kmorris@hermosabch.org	A
Hidden Hills	Michelle Nicholls for Rae Beimer	(310) 366-7600	mnicholls@wasteresources.com	P
Los Angeles	George Payba	(213) 485-3698	george.payba@lacity.org	P
Lynwood	Michelle Nicholls for Lorry Hempe (Vice-Chair)	(310) 366-7600	mnicholls@wasteresources.com	P
Manhattan Beach	Anna Luke Jones	(310) 802-5363	aluke@citymb.info	P
Palos Verdes Estates	Bob Makowski	(855) 900-4742	rmakowski@hrgreen.com	P
Pomona	Irene Madrid for Julie Carver	(909) 620-3628	julie_carver@ci.pomona.ca.us	P
Rancho Palos Verdes	Michelle Nicholls for Lauren Ramezani (Treasurer)	(310) 366-7600	mnicholls@wasteresources.com	P
Redondo Beach	Jon Emerson	(310) 318-0686 x4151	jon.emerson@redondo.org	A
Rosemead	Kathy Garcia	(626) 569-2118	kgarcia@cityofrosemead.org	P
Sierra Madre	James Carlson	(626) 355-7135 x803	jcarlson@ci.sierra-madre.ca.us	P
South Gate	Erick Quintero	(626) 260-2586	equinter@wm.com	P
Torrance	Alison Sherman	(310) 781-6916	asherman@torranceca.gov	P
LARA Executive Director	Karen Coca	(213) 485-3905	karen.coca@lacity.org	Excused
LARA Administrator(s)	Nady Maechling	(213) 485-3692	nady.maechling@lacity.org	P
	Julie Jacobe	(213) 485-2968	julie.ann.jacobe@lacity.org	P
	Marivic Sabillo	(213) 485-5252	marivic.sabillo@lacity.org	P

Also Present:

Last Name	First Name	City / Organization	Phone	Email
Hunt	Mia	CalRecycle	(562) 595-8939	Mia.hunt@calrecycle.gov
Nuñez	Primitivo	CalRecycle	(562) 492-9687	Primitivo.nunez@calrecycle.gov
Puma	Nicole	CalRecycle	(562) 981-8314	nicole.puma@calrecycle.ca.gov
Melara	Ed	LAWA	(424) 646-7900	EMELARA@lawa.org
Suarez	Ralph	LAWA	(424) 646-7846	RSUAREZ@lawa.org

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Vant Hul	Cynthia	Mariposa Consulting	(909) 560-0542	cynthia@mariposaecoconsulting.com
Martinez	Elizabeth	Republic Services	(562) 577-4263	EMartinez3@republicservices.com
Cansino	Melissa	Pomona	(909) 222-8424	melissa_cansino@ci.pomona.ca.us
Madrid	Irene	Pomona	(909) 620-2231	Irene_madrid@ci.pomona.ca.us
Campbell	Shawn	Ross-Campbell, Inc.	(800) 466-4744 x11	Shawn@ross-campbell.com
Sanders	Jason	Eco-Sage	(604) 560-5133	Jason@ecosafezerowaste.com

I. Call to Order – Chair Karen Herrera

K. Herrera called to order at 10:07 am.

II. Pledge of Allegiance – Carol Rowland

C. Rowland led the Pledge of Allegiance.

III. Roll Call and Declaration of Quorum – Secretary James Burnley

J. Burnley called roll and declared a quorum.

IV. Approval of 2016 4th Quarter Minutes – 12/1/2016

K. Herrera requested motion for approval of the 4th quarter meeting minutes; motion approved.

V. Adoption of Meeting Agenda

J. Burnley motioned to adopt meeting agenda. C. Rowland seconded the motion. Meeting agenda adopted.

VI. Review of 4th Qtr. Action Items

A: LARA members will send M. Sabillo documentation distributed to businesses and multi-family dwellings.
M. Sabillo received documentation from some cities and no further documentation is required. Templates were made with the information provided.

A: LASAN to create a flyer for outreach in both English and Spanish translation like that of CalRecycle for AB 1826 so all cities can use it.
This has been completed.

A: Each city must create an assessment or audit to find out the number of commercial operations that are affected by AB 1826.
Six cities have done this.

A: Emails will be sent to the cities to ensure they have a number of activities completed with respect to 1826: flyers, website, education, activities, and education efforts for each jurisdiction by February 15, 2017.

M. Sabillo stated that they received a questionnaire. J. Jacobs sent an email to LARA members with a form in which members fill out information on their AB 341 and AB 1826 activities.

A: M. Sabillo and N. Maechling will create a letter template for multi-family and businesses.

N. Maechling stated that the item has been completed. M. Sabillo presented LARA members with the draft templates. They created an initial letter about AB 1826 that also requests AB 341 data, a follow-up non-compliance letter, and a flyer. AB 1826 flyer and letters have all the LARA city logos, so all cities can use it. Templates will be emailed to all cities once approved by K. Coca.



A: Put together AB 1826 questions to report to haulers and ask them. J. Carver will send N. Maechling a spreadsheet of questions she put together for a list of haulers, businesses, thresholds, issues, pickup times, landscapers, size of waste, etc.

This action item will be carried over. N. Maechling requested that M. Cansino report the action item to J. Carver.

VII. Welcome Remarks – City of Rosemead

K. Garcia, Public Works Director for City of Rosemead, is the new LARA member representative. She discussed city programs such as the “Quality of Life” program. This program started in San Bernardino and was put into place to proactively target locations in the community that experience blight and homeless encampments. Cleanup requires a group effort with participants including the Sherriff’s Department, Republic Services, Los Angeles Homeless Services Authority, Volunteers of America, City Code Enforcement, Public Works, and the City Manager’s Office. Within a 6-month period, they collected 35 tons of material, with an estimate of 150 tons per year. This program helps decrease the amount of illegal bulky items in the city. K. Garcia stated the City of Irwindale conducted a similar project along the San Gabriel River. Rosemead will also have their “Civic Pride Day” on April 29th with three cleanups throughout the city. Woods Complex, Sanchez Elementary School, and Klingerman Park are doing plant installations, removing grass and vegetation, and laying down mulch. They are looking for 400 volunteers. Lastly, Rosemead has a new skate park.

Action Item: N. Maechling requested that Rosemead and all other cities send all Earth Day activities in the month of April to J. Jacobs so that it can be featured on the LARA website and Facebook. Cities should also note those activities when reporting to CalRecycle.

VIII. Chair Report, Introductions, Public Comments – Karen Herrera, All

On February 22, 2017, Duarte hosted the San Gabriel Valley (SGV) Regional Awards which was a great success. They honored 17 different entities with certificates and beautiful planters filled with succulents. Every SGV city participated, and their haulers were recognized as well. Duarte will host the event again next year.

Duarte has been busy dealing with the issues from recent rainstorms, but was prepared for the rain by having K-rails put in advance by LA County Public Works, Sherriff, and LA County Fire Dept. The city is helping with tractors and trailers in removing the mud from residential streets. The rain is contributing to the regrowth in areas impacted by fires.

IX. Executive Director Report – Karen Coca

K. Coca was excused

X. Financial Report – Treasurer Lauren Ramezani

M. Sabillo gave the financial report in L. Ramezani’s place. For the AB 1826 line item: the US Composting Council Conference was held in January. AB 1826 letter templates and flyers are being drafted. N. Maechling is working on doing a special workshop with one of the speakers. For the promotional giveaways line item: LARA members received the blue pouch bags and mini blue bins. Metal water bottles will be delivered by the end of March. M. Sabillo presented the updated design for the “cloud bag” with LARA member logos and updated LARA logo. Funding will need to be transferred from AB 1826 to cover the cost of the “cloud bags.” J. Carlson made a motion to move \$15,000 from the AB 1826 compliance to

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the promotional items. C. Rowland seconded the motion. K. Herrera suggested ordering more of the pouch bags and printing the LARA logo on the outside of the pouch. Motion is amended by J. Carlson to transfer \$25,000. to cover the cost of the additional bags. C. Rowland seconded the motion.

XI. Ross-Campbell, Inc. (AB 1826) – Shawn Campbell

S. Campbell is based in Sacramento and started his company in 1987 where they promoted AB 2020. They set up recycling centers at grocery stores and worked with local governments and state agencies. For AB 1826 the main audience and businesses will be restaurants, grocery stores, produce markets, coffee houses, hotels and buildings with employee cafeterias. The focus will be on education and outreach. Agencies need to determine the number of businesses and break them down by business type. They need to determine if there are any languages other than English and develop an outreach budget. Working with waste haulers will be important because they can provide resources such as mailing lists. When reaching out, key messages to include are: reduce bills, better for the environment, reduce landfill use, turn organic materials into useful byproduct, lower greenhouse gas emissions, and create a positive image to the customers. Possible outreach tasks include direct mail, local publications, newsletters, door-to-door visits, social media, free media, local cable and radio. He recommends to keeping outreach costs to \$1-\$3 per business. J. Sanders asks when cities implement these outreach programs for AB 1826, if there is a mechanism to gauge the effectiveness of the outreach. Response is that with every public outreach there is an evaluation such as tonnage review, online survey, direct mail, or phone contact. They promoted hazardous waste collection with door hangers and the turnout shows how many were reached.

N. Maechling distributed Director of CalRecycle, Scott Smithline’s letter.

Agenda Item: Bring Scott Smithline’s letter up to the city council at the next their next meeting.

XII. EcoSafe Zero Waste (AB 1826) – Jason Sanders

For the last 15 years J. Sanders has worked closely with school districts, municipalities, national restaurant chains, hotel chains, sports stadiums and music festivals. He brought bins to give away to LARA members. Operational steps for being in compliance are pre-program design, program implementation, and then long-term program sustainability. Pre-program is about building a team and the infrastructure needed to comply with AB 1826. The culture and team are key for the program to be successful. When working with the Memorial Coliseum, he increased waste diversion from 0% to 90%. It is helpful to understand what type of waste is being generated at each facility and where is it being generated.

He recommends:

- * Identify zones such as bathrooms, hallways, offices, meeting rooms
- * Pair trash cans and recycling bins together
- * Use the appropriate size of containers for your material stream
- * Landfill bin should be shorter and the recycling bin taller
- * Work with haulers to right sized dumpsters. Mark how full the dumpster is. Number of pickups can be decreased if containers are not full.
- * Find ways to take nutrients from organic waste and make it useful for human consumption.
- * Make a program launch date, host regular meetings, train staff and do everything possible to stick to that date. Host a program party to bring attention to what is coming by posting on information boards or by email. Make a big deal and advertise when launching the program. Create sorting games to make it a fun way to get the information out there.

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- * Have pre-shift meetings to continually reinforce good habits
- * Empower the custodial team members
- * Spot check the bins and call out the contaminations
- * Show how food scraps can turn into compost
- * Color coding system will make it more simple and easy to understand

Successful programs require constant attention and identifying challenges to continue to improve. Rosemead mentioned visually showing city residents the amount of waste going to landfill changes their habits and helps to divert more.. N. Maechling asks if J. Sanders allows tours of the fish pond. N. Maechling requests to set up a tour for LARA members and friends.

P. Nuñez asked about the Coliseum boundaries for the areas considered to be zero waste. J. Sanders responded that the zones they define are within the gates of the Coliseum. His next step of the program is to extend zero waste beyond the gates. He is trying to get a sorting line in the back to make sure the contamination is being diverted.

XIII. Executive Board Elections – Nady

N. Maechling reviewed the board as follows: Chair is Karen Herrera, Vice-Chair is Lorry Hempe, Treasurer is Lauren Ramezani, and Secretary is James Burnley and opens it up for nominations. The members agreed to nominate the same board for reelection, and the motion to keep current board is carried unanimously.

XIV. Technical Conferences (USCC Jan2017, CRRA Aug2017, SCWMF-Nov2017) – Marivic Sabillo

M. Sabillo suggested that LARA members find a replacement if they are not able to attend a conference they registered for. Several cities who signed up for the USCC Conference in January did not attend, and LARA staff had to find LA City staff to fill the spots. Funds from LARA membership dues for the conferences are wasted if reservations are not met. CRRA Conference will be held in San Diego from August 20-23, 2017. Downey, Beverly Hills, Torrance, Pomona, Manhattan Beach, Duarte, Rancho Palos Verdes, Bradbury, and Rancho Palos Verdes are interested in attending. There are two costs for the conference, for members and non-members. LARA will only pay for the registration. Travel and lodging costs will not be provided. N. Maechling noted that at the USCC, eight LARA cities were registered and only three cities attended. SWANapalooza and SWANA Wastecon were mentioned as other potential technical conferences to attend in New Orleans, Louisiana.

XV. AB 939 Annual Report – Julie Jacobe

J. Jacobe announced that the 2016 Compliance Online Worksheet (COW) is open for all the cities to enter their program information and tonnages. The deadline is April 21st. Interviews with each city and their haulers will be scheduled for the first two weeks of May. Google form was sent out requesting information on the cities’ AB 341 and AB 1826 activities. This is the same information that CalRecycle is requesting for the conference calls.

N. Maechling passed out Lynwood’s report compiled by their hauler and submitted to CalRcycle. LASAN will prepare a template for the cities. Some of the earlier LARA members have been doing this annual report for years such as Torrance and Redondo Beach. Nady reiterated that the interview is to better understand what each city is doing regarding their programs. Based on this report, the interviews can be waived on a case by case basis. K. Herrera mentioned to R. Parker that they need to meet with R. Niño regarding the questions that N. Maechling passed out in preparation for the interview with CalRecycle.

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N. Maechling mentioned that the Food Finders brochures, previously passed out, should be given to food service establishments. Additionally, at the next SGV Awards, more restaurants should be nominated. M. Sabillo suggested for support of AB 1826, LARA could mail out Food Finders brochures or postcards to businesses and asked if any cities would be interested. Palos Verdes Estates did express interest in the mailing of these items during their conference call with CalRecycle.

XVI. CalRecycle Report – Primitivo Nuñez

P. Nuñez stated they will have two public meetings in March and April for the past four year cycle review. LARA will be on the April meeting. After the meeting they will send out a letter to LARA with their findings and any areas of concern. LARA as a whole has made it through the review process. As for the new 2016-2019 review cycle CalRecycle is scheduling conference calls and site visits with each of the cities. Feedback and bringing up concerns is important for the current law that is being developed. Businesses that want to comply with the law and invest in technology such as Re-hydrators and Liquidators. CalRecycle wants to ensure that the cities know what that technology is, and if it is in fact in compliance with organics recycling. They have information about this technology on their website. The annual report is being adjusted to create a field for AB 1826. There are no clear directions yet as to where AB 1826 data will be entered in the report. Those that did not receive the letter will need to provide updated contact information. N. Maechling suggests that LARA members watch the CalRecycle webcast.

XVII. Status of Promo Products and Transfer of Funds – Marivic Sabillo

Moved and included in the Financial Report discussion.

XVIII. Next Meetings (Bateman Hall, 11331 Ernestine Ave Lynwood, CA 90262):

- **Wednesday, June 14, 2017**
- **Thursday, September 21, 2017**
- **Wednesday, December 6, 2017**

XIX. Adjournment at 12:03 p.m.