



**3rd Quarter Meeting Minutes**  
**Thursday, September 20, 2018, 10:00 a.m. to 12:00 p.m.**  
**City of Lynwood – Bateman Hall – 11331 Ernestine Ave, Lynwood, CA 9062**

Member City	Represented by:	Phone	Email	A - Absent P - Present
Artesia	Karen Lee	(714) 372-8277	Klee@cityofartesia.us	P
Beverly Hills	James Burnley (Secretary)	(310) 285-2475	jburnley@beverlyhills.org	P
Bradbury	Scarlett Santos Leon	(626) 358-3218	SSantosLeon@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	P
Hidden Hills	Michelle Nicholls	(562) 715-3703	michellenicholls@caaprofessionals.com	P
Los Angeles	Marivic Sabillo	(213) 485-5252	Marivic.sabillo@lacity.org	P
Lynwood	Michelle Nicholls for Lorry Hempe	(310) 366-7600	MNicholls@wasteresources.com	P
Manhattan Beach	Anna Luke-Jones	(310) 802-5363	aluke@citymb.info	Excused
Palos Verdes Estates	John Wingett for Ken Rukavina	(949) 322-9515	Jwingett@HRgreen.com	P
Pomona	Irene Madrid	(909) 620-2231	Irene.madrid@ci.pomona.ca.us	P
Rancho Palos Verdes	Lauren Ramezani (Treasurer)	(310) 544-5245	laurenr@rpvca.org	A
Redondo Beach	Jesse Reyes	(310) 379-2477/ 1+2391	Jesse.Reyes@redondo.org	P
Rosemead	Elizabeth Martinez for Pat Piatt	(424) 646-7900	EMartinez3@republicservices.com	P
Sierra Madre	James Carlson	(626) 355-7135 x803	jcarlson@ci.sierra-madre.ca.us	Excused
South Gate	Erick Quintero	(626) 260-2586	equinter@wm.com	A
Torrance	Alison Sherman	(310) 781-6916	Asherman@torranceca.gov	P
LARA Executive Director	George Payba	(213) 485-3698	george.payba@lacity.org	P
LARA STAFF	Julie Jacobe (Administrator)	(213) 485-2968	julie.ann.jacobe@lacity.org	P
	Brandon Kirby	(213) 485-2430	brandon.kirby@lacity.org	P
	Elizabeth Zelaya	(213) 485-3464	elizabeth.zelaya@lacity.org	P

**Also Present:**

Jessica Aldridge	Athens Services – LA	(626) 494-1165	Jaldridge@athensservices.com
Mia Hunt	CalRecycle	(562) 595-8939	Mia.Hunt@calrecycle.ca.gov
Primitivo Nunez	CalRecycle	(562) 492-9687	Primitivo.nunez@calrecycle.gov
Andrea Ampig	CR&R	(562) 228-9639	andreaa@crrmail.com
Julio Guerrero	Downey	(310) 738-6165	jguerrero@downey.ca.org
Gary Aguinaga	Harvest Power	(321) 307-5844	gaguinaga@harvestpower.com
Larry Condon	Harvest Power	(781) 434-9077	Lcondon@harvestpower.com
Evan Wahl	Harvest Power	(559) 997-0833	ewahl@harvestpower.com

Artesia, Beverly Hills, Bradbury, Downey, Duarte, Hermosa Beach, Hidden Hills, Los Angeles, Lynwood, Manhattan Beach,  
 Pomona, Rancho Palos Verdes, Redondo Beach, Rosemead, Palos Verdes Estates, Serra Madre, South Gate, Torrance  
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Nam Doan	LA County Public Works	(626) 458-3593	ndoan@DPW.LACounty.gov
Nick Morell	LACSD	(562) 908-4288 x2444	nmorell@lacs.org
Kristin Tsumura	LASAN	(213) 485-3978	kristin.tsumura@lacity.org
Lance Crosley	LAWA		lcrosly@lawa.org
Ralph Suarez	LAWA	(213) 485-3978	rsuarez@lawa.org

**I. Call to Order – Chair Karen Herrera**

**II. Pledge of Allegiance – Chair Karen Herrera**

**III. Roll Call and Declaration of Quorum – J. Burnley called roll and declared a quorum at 10:10 am.**

**IV. Approval of 2018 2nd Quarter Minutes – 6/21/2018**

J. Reyes motioned to approve the minutes, seconded by K. Morris, and motion carried unanimously.

**V. Adoption of Meeting Agenda**

K. Lee motioned to approve the agenda, seconded by J. Burnley, and motion carried unanimously.

**VI. Executive Director Report – George Payba**

RecycLa is now in the optimization plan and has successfully reached an efficiency rate of 99.97% of collections made on time, which equates to only about 456 missed collections out of two million bins collected monthly from 65,000 commercial customers. Since the initial rollout there have been 510,000 cubic yards of black bin and 250,000 cubic yards of blue bin service. One of the many environmental benefits of recycLA is there are now 478 CNG clean fuel trucks operating in the City on optimized routes.

Legislative advocacy is allowed within LARA bylaws. However, City of LA processes consist of multiple levels of approval which make it very difficult and lengthy. It would be best for LARA cities to submit individual letters for advocacy to better address each city's unique issues. For legislative advocacy, LARA can send a letter to inform CalRecycle of forthcoming letters from LARA cities. National Sword is ongoing and more tariffs are coming. Cities will need to think outside the box to springboard new solutions and develop markets in the region.

**VII. CalRecycle Report – Primitivo Nunez**

CalRecycle continues to monitor impacts of the National Sword, and they encourage LARA cities to review their tonnage reports and identify any trends. CalRecycle will be taking into consideration all impacts of the National Sword including what materials are not recyclable when making their assessment on AB 939 and 341 compliance. Inquire with your haulers and facilities to better understand how it is impacting your city and operations specifically and what you might need to do on your end as far as education/outreach. Emails were sent from CalRecycle asking for cities' plans on how they will continue to increase participation for both recycling and organics recycling programs. The purpose of these plans is to keep cities on track and to find ways to continue improving participation rates. Cities can use these plans to evaluate effectiveness and explore other methods as well. This will also help with continuity in case a LARA rep moves on and a new person comes in. CalRecycle has a few grants available on the website including the tire incentive program closing next week and the rubberized pavement grant which is due October 3<sup>rd</sup>.





**VIII. Organic Waste Recycling Solutions – Gary Aguinaga, Harvest Power**

Harvest Power provides organic waste recycling solutions to divert organics from landfill for use as compost, fertilizer, and energy, both gas and electricity. The company operates about 18-20 facilities in North America. The company engages in “end-to-end” organics which include identifying key partners and develop solutions, from identifying sites, permitting/siting and design, engineering, and construction to owning and operating the facilities. Ideally, the company would design, build, own and operate or partner with municipalities and jurisdictions. Hitachi Zosen is their technology partner who has commissioned their first AD facility in California in San Luis Obispo and their technology can handle higher contamination levels and varying levels of food and greenwaste mixed together. The technology is quite modular and can be scaled up or down to fit the customers’ needs.

**IX. CRRRA Report – Anna Luke**

None; absent.

**X. Financial Report – Jesse Reyes**

We have received 15 out of 17 cities’ payments for the annual membership fees. Expenditures: \$100,000 (administration staff), \$5,000 (SEED Awards), \$2,120 (conference registrations), \$1,217.52 (Special Meeting on 8/6/18, 20 slim jims). \$1,314.86 has not been allocated. Paperwork submitted for promo items (12,000 lunch-size insulated bags, 10,000 reusable straws, and 3,000 sky cloths). Due to the limited conference budget, registrations are on a first come first serve basis. M. Nicholls of RPV suggested placing a newspaper ad for AB 1826/SB 1383.

**XI. Break**

**XII. Save the Food Campaign – Ayaka Emoto, National Resources Defense Council via Phone Conference**

The NRDC’s Save the Food campaign is a nationwide public service campaign in partnership with the Ad Council to change consumer behavior around food waste. The NRDC is working with cities to assess how much food is actually wasted within the city, how much is available for rescue, and ultimately working with the cities to try and minimize the amount of food wasted. NRDC’s focus is on food waste prevention which is at the top of the EPA’s food recovery hierarchy. Currently, about 40% of food is wasted and consumers account for over 40% of all food wasted. There are a lot of serious environmental, social, and economic effects from wasting food. The campaign aims to be informative and inspirational to create new habits. Target groups are mothers and millennials to maximize impact. The ads and various resources on their website aim to raise awareness and drive action. The NRDC has invested millions of dollars into the campaign, and they hope to have partners leverage these campaign assets in their communities to further increase awareness. Placing a billboard would only require printing costs. Ayaka’s role is to work with partners to identify ways to use the campaign effectively for their communities. K. Herrera has access to a billboard in Duarte on the 210/605 freeway, and J. Jacobe will work with Ayaka to select which ads to use for LARA and to add the City of Duarte and LARA logos.

**XIII. SB 1383 Updates/Open Discussion – All**

CalRecycle website states that the formal rulemaking will not start for a couple months. The LARA staff met with SB 1383 representatives in August and we are putting together additional follow-up questions for CalRecycle. LARA staff will send a letter to CalRecycle announcing that LARA cities will be submitting individual letters. LARA will resend the City of LA comment letter as a template and also resend the Google shared drive link for SB 1383 resources/templates.

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**XIV. Administrator Report & China National Sword Resources – J. Jacobs**

The 2017 Annual Report was submitted July 31, 2018. The Annual SBBEC SEED Awards will be on Sept 27<sup>th</sup>, held at LAX Flight Path Museum. LARA tour at the Athens Sun Valley MRF will be held on October 3rd. We are also planning trip to a composting facility, either in Victorville or Lamont for early 2019. 15 of 17 have submitted annual membership dues, missing only RPV and Lynwood now. In regards to the National Sword, CalRecycle provided resources for LARA staff to review. LARA staff has provided some sample flyers to promote better recycling. Messaging needs to be fine-tuned to be more effective and include Spanish translation. LARA staff will develop a National Sword fact sheet. Nicole Puma of CalRecycle is now using her new name, Nicole Macatrao, for future correspondence.

**XV. Next Meetings:**

- ❖ 4<sup>th</sup> Quarter Meeting, Wednesday, December 5, 2018, 10:00 am – 12:00 pm, Lynwood
- ❖ 1<sup>st</sup> Quarter Meeting, Thursday, March 21, 2019, 10:00 am – 12:00 pm, Lynwood
- ❖ 2<sup>nd</sup> Quarter Meeting, Thursday, June 20, 2019, 10:00 am – 12:00 pm, Lynwood
- ❖ 3<sup>rd</sup> Quarter Meeting, Thursday, September 19, 2019, 10:00 am – 12:00 pm, Lynwood

**XVI. Adjournment**

Meeting adjourned at 12:00 pm.

**3rd Quarter Action Items**

1. J. Jacobs to work with NRDC to select the ads for the Save the Food Campaign. *\*Completed*
2. N. Morell to provide digital file to promote proper hazardous waste disposal. C. Rowland to send digital file to K. Herrera.
3. LARA Staff to send out City of Los Angeles comment letter as a template directly to Cities. *\*Completed*
4. LARA Staff to resend shared drive link to cities and the link to sign up for CalRecycle’s SB 1383 listerv. *\*Completed*
5. LARA to send a letter to CalRecycle to formally announce that LARA cities will submit SB 1383 comment letters individually. *\*Completed (sent on 10/25/18)*
6. LARA staff to create a fact sheet for National Sword. *\*Completed*
7. LARA staff to develop recycling materials with messaging that will spur action from residents; request for translation in Spanish as well.

