



MEMORANDUM TO: Community Advisory Committee
FROM: Staff
SUBJECT: Jan. 11, 2006 Community Advisory Committee (CAC) Meeting Minutes
DATE: January 27, 2006

Present: General Manager Roland Williams, Office Assistant Michelle Jeffery of Castro Valley Sanitary District; CAC members: Gary Wolff, Anthony Graves, Lucille Lorge, Aileen Chong-Jeung, Robert Craig, Peter Fong

Absent: Wanda Davis

1. ***[Call to Order]***

The meeting was called to order at 6:23 p.m. No members of the public were in attendance.

2. ***[Items from the Public]***

There were no items from the public.

3. ***[December 14, 2005 CAC Meeting Minutes]***

Minutes and recommendations of the December 14, 2005 CAC meeting were reviewed and approved by the Committee.

4. ***[2006 Goals Adoption]***

Manager Williams briefly described each goal item, giving the Committee a better understanding of why each was selected for Committee review. It was noted that the goals were flexible and may evolve over the course of the year. Mrs. Jeffery stated that a review of the residential services brochure would be added to the February goals and Member Wolff asked that an update on the commercial recycling program be presented prior to November. Mrs. Jeffery made note of the request and suggested late Spring to be an appropriate time for staff to present a program update. After further discussion and review, the Committee approved the 2006 Community Advisory Goals.

5. ***[Solid Waste Service Review and Program Recommendations]***

A. Bay-Friendly Landscape

An introduction to bay-friendly landscape principles and the District's bay-friendly landscape renovation project timeline were presented by Mrs. Jeffery. Highlights of the timeline included a construction completion date slated for early April, signage to be installed in July and a public garden tour to be held on August 19, 2006. Member Lorge expressed concern over the garden tour's August date, questioning the ability of the new plants to establish themselves in such a short time (four months), especially given the dry nature of summer months and the slow growth of native plants. Mrs. Jeffery advised that she had discussed the matter with Michael Thilgen of Four Dimensions Design Company and concluded that August would be

a good time to host the garden tour. Furthermore, Manager Williams noted that the community would be informed of the infancy of the new landscaping, thus clarifying any misconceptions held by garden tour attendees.

The Committee was next asked to brainstorm ideas for signage and brochure development as well as modes to publicize the garden tour event. For signage, the Committee concluded that while the signs should be noticeable in the landscape, their aesthetics should compliment green principles and blend with nature. Angled signs for optimum readability and interchangeable plaques to address potential planting changes were identified to be two (2) key components to consider when selecting signs. As for event publicity, the Committee suggested mailing the landscape brochure to local landscape companies and community groups, as well as utilizing local newspapers and timely District events such as the 2006 E-Waste Collection Day 2006 to further promote the tour.

B. Residential Food Scrap Recycling - Marketing Plan

The Committee was apprized of the status of the residential food scrap recycling marketing project. The project timeline was summarized and key points highlighted. Manager Williams stated that the Committee would be asked to review the communications brief and implementation plan for applicability at the March CAC meeting.

6. *[Miscellaneous Comments from Committee and Staff]*

Member Wolff informed the Committee of the Regional Water Quality Control Board website in which California sewer overflows are recorded and in some instances, photographed. The website was suggested as a possible tool to raise public awareness of sewer overflows and the relative low rate of overflows occurring within CVSD. Manager Williams invited the Committee to attend the Commercial Users Sewer Service Charge meeting to be held on January 31, 2006 at 6:00 p.m. at the District offices. The meeting will include an explanation of why the District's rates have increased as well as demonstrate to commercial customers that the rates are still among the lowest in the county.

7. *[Adjournment]*

Meeting was adjourned at 7:45 p.m.

cc: Public Relations Committee
WMAC New Contract file