



MEMORANDUM TO: Community Advisory Committee
FROM: Michelle Jeffery, O.A.
SUBJECT: Feb. 8, 2006 Community Advisory Committee (CAC) Meeting Minutes
DATE: February 28, 2006

Present: General Manager Roland Williams, CVSD Office Assistant Michelle Jeffery; CAC members: Gary Wolff, Anthony Graves, Aileen Chong-Jeung, Robert Craig, Dave Sadoff, Wanda Davis

Absent: Peter Fong

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

The meeting was called to order at 6:10 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 January 11, 2006 CAC meeting were reviewed and approved by the Committee.

4. ***[CAC Guidelines Review]***

Referencing the CVSD Community Advisory Committee Guidelines, Mrs. Jeffery noted the item had been included as an informational item, not only for the new Committee Member, Dave Sadoff, but also as a reminder to incumbent Committee members. Discussion ensued regarding the last paragraph under the heading, "Organization of the Community Advisory Committee", which outlines the maximum number of allowable absences. While the Committee agreed that the existing verbage was too lenient, the Committee debated what an appropriate number of absences (including how many may be missed in a row) should be. Upon further discussion, the Committee agreed to change the Guidelines to read, "Committee Members are expected to attend all Committee meetings and not miss more than (4) four per year or miss more than (3) three meetings in a row." No additional changes were made to the document.

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

A. Project Earth 2006

The Project Earth 2006 Suggestions Memorandum to the CAC was presented to the Committee. Upon review of the memo, the Committee discussed items in bold; questions posed by Project Earth 2006 Coordinator, Ms. Yee. Member Wolff questioned the political history noted on the memo in reference to billboard publicity and Manager Williams stated that, historically, there has been community concern when billboards have been used for District publicity. The Committee further

discussed event publicity, recalling how each came to learn of the event in past years, citing the Pipeline and Castro Valley Forum as successful marketing avenues. Utilizing the panel doors of the street cans was suggested as an additional marketing location. The Committee agreed that the event seemed to be well publicized. Turning their attention to the second question posed in the memorandum, the Committee discussed event volunteers. The "Calling All Volunteers" flyer was reviewed and noted by the Committee to be a nice, easy-to-read flyer that should prove to be a good way to reach volunteers. Additional volunteer groups were identified by the Committee and included Boy Scout Pack 708, Girl Scouts, Sierra Club, High School groups and the Moose Lodge. Next discussed, was the Community Clean-Up. Manager Williams asked the Committee if they knew of any "hot spots" or areas within CVSD that needed clean-up attention. No sites were suggested, however the Committee did question the safety precautions taken during the Community Clean-Up. Mrs. Jeffery explained that safety materials including vests, gloves and a safety briefing sheet are provided to each site coordinator. Mrs. Jeffery agreed to supply Committee members with a copy of the safety briefing sheet. Further discussion regarding Project Earth 2006 ensued. 5k run/walk volunteer tasks and booth participants were described in response to Member Davis' inquiries. For more details regarding this topic, please see the attached Suggestions and Recommendations for Project Earth 2006.

B. Recycled Art Contest 2006

A brief history and background of the CVSD Recycled Art Contest was given to the Committee by Mrs. Jeffery. Positive aspects of the event were highlighted such as increasing recycling awareness, invoking renewed enthusiasm for waste reduction and recycling as well as providing the District an additional opportunity for public outreach. Despite the positive aspects of the program, it was explained that the event had seen a steady decline in participation over the last few years. Several event modifications in consideration were proposed to the Committee: reevaluate themed approach; provide more incentive to participate (art showcase at local art studio); modify judging criteria to weigh eco-friendliness of art more heavily; establish more categories to appeal to broader range of artists; and/or create additional age/group brackets, i.e. "Novice" or "Past Winner" in an effort to "level the playing field." After discussion among Members and suggestions presented to staff, the Committee asked that staff add the item to a future agenda for further discussion. Please see the attached Suggestions and Recommendations for Recycled Art Contest 2006 to obtain further information.

C. Residential Food Scrap Recycling - Communications Brief and Implementation Recommendation

The Communications Brief and Implementation Recommendation, developed by Big Think Studios, were reviewed by the Committee. The Committee agreed that Big Think had accurately captured the community's sentiment towards food scrap recycling. Manager Williams stated that the up-coming marketing campaign will focus on reaching the "low hanging fruit" or individuals that currently recycle. The Committee was apprised of the 32% participation goal. Member Chong-Jeung questioned the ethnic findings of the community, feeling that a larger percentage of the community are of Asian and Latino descent. Staff advised that these statistics were simply obtained from the 2000 census. Member Wolff asked if the implementation recommendations were prioritized. Manager Williams stated he

understood the recommendations to be prioritized, however Mrs. Jeffery agreed to confirm with Big Think and report back to the Committee. In conclusion, Member Wolff reminded staff of an additional marketing implementation idea, "Food Scrap Lottery" which he felt would be a fun way to increase residential food scrap recycling.

D. Residential Services Brochure

The Committee was provided with a brief update on the status of the residential services brochure project. It was explained that Big Think Studios presented staff with two (2) brochure design directions and one (1) had been selected by staff. Minor revisions were made to the selected design in preparation for Committee review. The brochure was then presented to the Committee and several opinions on design aspects were asked. While the Committee liked certain design elements such as easy readability and durability, the overall sentiment was that the cover required modification and the document lacked the same excitement and character as found in the existing brochure. A comprehensive account of the Committee's recommendations may be found on the attached Suggestions and Recommendations for Residential Services Brochure.

6. [Miscellaneous Comments from Committee and Staff]

Member Wolff voiced concern regarding the one-time-use of envelopes to mail monthly agenda packets. The Committee discussed alternatives such as reusing envelopes or having each member individually pick up their agenda packet. It was concluded that packets would be picked up at the District offices by Committee members and that staff would email the Committee when the packets were available.

7. [Adjournment]

Meeting was adjourned at 7:45 p.m.

cc: Public Relations Committee
WMAC New Contract file

