

# County of Santa Clara

Recycling and Waste Reduction Commission of Santa Clara County  
Recycling and Waste Reduction Division

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## PUB ED SUBCOMMITTEE SPECIAL MEETING MINUTES December 9, 2019

### ATTENDANCE

Vishakha Atre	SCVURPPP	
Andi Borowski*	City of Morgan Hill	
Clifton Chew	County of Santa Clara RWRD	
Kaitlyn Cyr *	City of Mountain View	
Linda Grand	City of Milpitas	
Wendy Hediger*	City of Palo Alto	
Jason Ino	County of Santa Clara RWRD	
Julianna Martin	County of Santa Clara Clean Water Program	
Maija McDonald*	Acterra	
Peri Newby	City of Sunnyvale	
Nico Njuguna	County of Santa Clara Clean Water Program	
Bruce Olszewski	San Jose State University	
Ursula Syrova*	City of Cupertino	
Donna Thurmon*	City of San Jose	
Colleen Trostle*	City of Santa Clara	
Michele Young	County of Santa Clara RWRD	*denotes voting member or alternate

### On phone:

Trish Mulvey – CLEAN South Bay  
Baily Hall – City of Sunnyvale  
Lisa Duba – Gigantic Idea Studio  
Nicole Greenspan – Gigantic Idea Studio

### 1. Call to Order

Ursula Syrova called the meeting to order at 10:34 a.m. A quorum of 7 was present. Those present introduced themselves.

### 2. Public Presentations

There were no Public Presentations.

### 3. Cup Campaign – provide feedback on items to support the spring campaign being prepared by Gigantic Idea Studio. Items will be presented at the January meeting for final approval

Nicole Greenspan asked for agencies to provide feedback on collateral pieces and a list of contacts. The subcommittee discussed the collateral pieces and the recommended edits can be found at [Santa Clara Reusable Cups 2019-20 Campaign\\_Group Edits](#).

**Commissioners:** Susan M. Landry, Chair ~ James R. Griffith, Vice-Chair ~ Mary-Lynne Bernald ~ Lan Diep ~ Linda J. LeZotte ~ Pat Showalter ~ Rod Sinks ~ Mike Wasserman ~ Kathy Watanabe

Ursula Syrova asked if cities would be posting anything related to this campaign on their own social media channels. Nicole Greenspan stated that the group will potentially promote the campaign through their channels and partners in January.

Nicole Greenspan gave an overview of the Proposed Campaign Schedule. The group then discussed appropriate cash amounts for the campaign. Michele Young said that she will check with County Legal for legal requirements related to distributing cash raffle prizes.

#### **4. Joint outreach funding with SCVURPPP – review funding request draft in anticipation on bringing to the Implementation Committee**

The subcommittee discussed the difference between litter reduction and waste diversion as well as the difference between the terms non-reusable and disposable.

Ursula Syrova presented notes for a draft funding request to the Implementation Committee (IC). Michele Young mentioned making the commission aware of the joint campaign. The subcommittee discussed how much funding to contribute to the campaign. Vishakha Atre stated that SCVURPPP's budget was still under review. Syrova mentioned a 2011 study collecting 12,000 items. She clarified that after excluding cigarette buds, 67% of what was left was food and beverage packaging.

The subcommittee discussed print media since it was not included in the draft funding request to IC. Print media was discussed to be distributed through each city's channels. Ursula Syrova asked for members of the subcommittee to further review the funding request before the IC meeting.

#### **5. Information Roundtable**

There were no informational items presented.

#### **6. Adjournment**

The meeting was adjourned at 12:06 a.m.

NEXT PUB ED MEETING: January 28, 2020