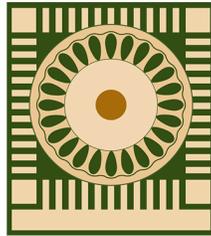


# **CITY OF HAYWARD**

Hayward City Hall  
777 B Street  
Hayward, CA 94541  
[www.Hayward-CA.gov](http://www.Hayward-CA.gov)



CITY OF  
**HAYWARD**  
HEART OF THE BAY

## **Agenda**

**Thursday, August 24, 2017**

**7:00 PM**

**City Hall, Conference Room 2A**

**Keep Hayward Clean and Green Task Force**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**PUBLIC COMMENTS:**

Meeting Minutes from July 27, 2017

[MIN 17-116](#) Meeting Minutes from July 27, 2017

**Attachments:** [Meeting Minutes 07-27-17](#)

*The Public Comment section provides an opportunity to address the Task Force on items not listed on the agenda. The Board welcomes your comments and requests that speakers present their remarks in a respectful manner, within established time limits, and focus on issues which directly affect the Board or are within the jurisdiction of the Board as the Board is prohibited by State law from discussing items not listed on the agenda, your item will be taken under consideration and may be referred to staff.*

**PRESENTATIONS**

Cleanup Event Protocol

**ACTION ITEMS**

FINANCIAL REPORT

**COMMUNITY CLEANUPS AND UPCOMING EVENTS**

Downtown Street Party 08/17/17 - Chair Hogan

Matt Jimenez Community Center 08/26/17 - Task Force Members Horner & Turner

Longwood Elementary School 09/23/17 - Task Force Members Gayle & Bowers

**ANNOUNCEMENTS AND UPDATES**

**ADJOURNMENT**

**NEXT MEETING - To be announced**

*Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans Disabilities Act of 1990. Interested persons must request the accommodation at least 48 hours in advance of the meeting by contacting the City Manager at (510) 583-4300 or TDD (510) 247-3340.*



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**File #:** MIN 17-116

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**DATE:** August 24, 2017

**TO:** Keep Hayward Clean and Green Task Force

**FROM:** Todd Rullman, Director of Maintenance Services

**SUBJECT**

Meeting Minutes from July 27, 2017

**RECOMMENDATION**

Approve the July 27, 2017 Regular Meeting Minutes

**ATTACHMENTS**

Meeting Minutes from July 27, 2017



Keep Hayward Clean and Green (KHCG)  
Task Force (TF) Meeting Notes  
Hayward City Hall, Room 2A  
777 B Street, Hayward  
July 27, 2017

**I. Call to Order**

Meeting called to order by Chair Hogan at 7:03 p.m.

**II. Pledge of Allegiance:**

Pledge of Allegiance led by Task Force Member Janet Livingston

**III. Roll Call:**

*City Council & Staff:* Council Member Mendall, Rod Affonso, Streets Maintenance Manager, and Kimberly DeLand, Administrative Secretary  
creel

*Task Force Members Present:* Angela Andrews, Blytha Bowers, Lynne Clifton, Linda Dobb, Arti Garg, Suzanne Gayle, Jillian Hogan, Hasieb Lemar, Janet Livingston, Tawana Smith, and Dwight Turner

*Task Force Members Absent:* Sharon Eva, Chuck Horner, Lauren Macmadu, Stephen Ochoa, Tim Romano-Pugh, Megha Salpekar, and Wandra Williams

*Youth Commission Liaison:* None

*Guest (Visitor Sign-In):* Felipe Ochoa (Adopt-A-Block Group)

**IV. Public Comments:**

- a. None

**V. Presentations**

**a. Attendance Policy & Makeup Information**

**Chair Hogan:** The first part of our presentation we will discuss attendance and makeup information. Included in your packet is a slip that Kimberly created. We want you to submitted this form to Kimberly so there is written documentation about an absence and we are not scrambling to determine the Task Force members' attendance.

We will discuss what events can be used for makeup at a future meeting. Todd is not here, he is on vacation, so we will come back to this topic.

**Task Force Member Garg:** There is no place to write a reason.

**Administrative Secretary DeLand:** My thought is that we would use the form to makeup an event. For example, if you missed a meeting or a cleanup event, but you participated at the

Downtown Street Party event, you can complete the form indicating which meeting/cleanup event you missed, and you want the Downtown Street Party to make up for the missed event.

**Task Force Member Garg:** What about last year when I was out for several months.

**Administrative Secretary DeLand:** You can email me that you will be out for a length of time and I will make a notation.

**Councilmember Mendall:** I am sorry I missed the beginning, but I am glad you are talking about it because some of the numbers that were presented to Council were disappointingly low. I am hoping there is a clerical issue where people are forgetting to sign in. If this was the actual attendance, people must step up if you want to be on the committee.

**Chair Hogan:** Along with attendance is the compliance with the Ethics & Harassment Training. There are a few individuals who are not current and emails were sent to those individuals. I encourage you to complete the training because that is part of being on the Task Force.

**Councilmember Mendall:** We boot people off if attendance falls below 75%. There were so many from Keep Hayward Clean & Green, it can't be right, it must be a mistake, so we did not kick off some members. That will not happen next year. This is public service and it is a responsibility, as well as a privilege. The members who are here are not the ones who need to hear this lecture, but I will share it with you and you can pass it along to your colleagues. You are expected to show up and if you can't then resign and let someone else show up and take your spot.

**Chair Hogan:** We had one resignation because of attendance.

**Task Force Member Bowers:** It may be helpful to show the members their attendance. I am assuming you are still tracking attendance quarterly. If so, we can let members know where they stand. Some may know that they missed meeting, but unless you share the numbers with them they may not know.

**Chair Hogan:** We used to get little slips. I am not sure if that was Brianne that did the forms. Maybe we can try that next quarter.

**Task Force Member Bowers:** At least we will know where we stand before it gets too far into the year. At least every quarter we will know what percentage of the meeting/cleanup we have attended. Every six month we should look at the attendance policy. A letter will go from the City Clerk's Office reminding you of your attendance. I am not sure these things are still in place, but we may want to put them in place so members will know ahead of time.

**Chair Hogan:** Yes, the letters are going out from the City Clerk's Office regarding attendance and the requirements. I asked them to send an email for the requirements.

**Task Force Member Garg:** There have been clerical errors, because the minutes showed something different for my attendance.

**Task Force Member Clifton:** When the City Clerk gets the attendance record and someone is out for long term (i.e., post-partum pregnancy, long-term illness) is that noted on the attendance?

**Chair Hogan** I think it says excused absence.

**Councilmember Mendall:** Basically, no. Sometimes the City Clerk's office will get communication that Task Force members will be out for a period due to illness or some other situation. This information is usually communicated to Council verbally. It is not the best system in place. The City Clerk's office will usually reach out to the Task Force member before the final letter is sent to see if there are any other circumstances that should be noted.

**Task Force Member Bowers:** The attendance is a combination of meetings and cleanup events?

**Administrative Secretary DeLand:** I report both.

**Streets Manager Affonso:** Kimberly, when the transition occurred from Brianne to you, was the attendance records clear? Do we have clear data moving forward?

**Administrative Secretary DeLand:** At the point when I came on board, I have clear records of the attendance. Prior to that, I had to go to the meeting minutes to determine the attendance for the Task Force members.

**Streets Manager Affonso:** Maybe there needs to be a cutoff period when the transition occurred for the accuracy of the record keeping.

**Task Force Member Bowers:** I am not disputing the accuracy of the attendance, but Keep Hayward Clean & Green is different than other commissions. Other commissions only attend meetings, but we are unique in the sense that we are required to attend meetings and cleanup events.

**Task Force Member Lemar:** I agree that there should be some regular communication about our attendance so there are some check and balances in place if something is missed. This should be done on a more consistent basis, maybe quarterly.

**Administrative Secretary DeLand:** I will provide that information to Jillian and Angela on a quarterly basis and we will discuss how we will get the information to the Task Force members.

**Councilmember Mendall:** If there are individuals that we need to reach out to, I can help with that task so it does not fall all on one person.

**Task Force Member Garg:** When will we complete the Makeup Event form? Do we complete online?

**Chair Hogan:** Kimberly has agreed to accept the form whenever. I prefer that you submit the form 48 hours in advance.

**Task Force Member Garg:** Can you substitute cleanups for meetings?

**Chair Hogan:** The 75% is tracked by meetings and cleanups.

**Councilmember Mendall:** From Council's perspective, there may be some members who do not show up at the meetings, but they are always at the cleanup events. It should be fine; the member is at the cleanup doing work. The same if it were the other way around and the member is at all the meetings, but not at the cleanup events.

**Task Force Member Bower:** If we are completing the Makeup Event Form, are we can make up a cleanup events and meetings?

**Chair Hogan:** No, it is for an event.

The form says “meeting/event.”

**Administrative Secretary DeLand:** I intended to use the Makeup Event form if a member missed a meeting or a cleanup event but attended another event like the Downtown Street Party, the member can use the form to indicate that the Street Party will make up for the missed meeting or cleanup event. I can change the form so it is only for makeup of cleanup events.

**Task Force Member Bowers:** I thought it was only for cleanup events.

**Chair Hogan:** The new language in the bylaws says if a member cannot attend a cleanup event, you must submit a request for an excused absence. If it is an excused absence as outlined in section...the member will be able to make up the absence by attending another Hayward Public Agency sponsored event or adopt-a-block activity. The Task Force will provide a list of makeup cleanup activities. Todd and I will work on this list.

**Vice Chair Andrews:** Looks like “meeting” was added to the Makeup Event form, so we need to take it off the form.

**Task Force Member Garg:** The language in the bylaws does not indicate that you can makeup an event at the Street Party.

**Chair Hogan:** Yes, it does. The bylaws say that you can make up a cleanup event if the absence is excused and you do a Hayward Public Agency sponsored event, which the Street Parties are.

Kimberly can revise the form and email it to the Task Force so the Task Force can start using the form.

## **b. Survey Results**

**Task Force Member Garg:** Last month we completed a survey. I will let Angela provide an overview of the survey.

**Vice Chair Andrews:** The purpose of the internal survey was to gauge the Task Force interest in events in addition to cleanup events; gauge why we are having low attendance; and troubleshoot some of the issues. I also wanted to look at the direction of adopt-a-block, direction of outreach, ad hoc committee, and the various parts of the Task Force Committee.

**Task Force Member Garg:** We received responses from 14 Task Force Members, 3 staff, and 1 Councilmember. Since the survey is to capture the responses of the Task Force Members, I summarized only the responses from the Task Force members. The survey results are:

### Slide 1 – Task Force Survey Results:

- Task Force Member Availability/Interest
  - Scheduled Events & Meetings: 13 Available for all; 1 Available for 75%
  - Additional Events: 9 Yes, 1 No, 3 Maybe/Some
- Adopt-a-Block: 7 No, 3 Yes, 2 Maybe, 2 Have
- Outreach
  - Pre-Event Outreach: 9 Yes, 5 No
  - Using #HaywardBeautiful: 6 Yes, 8 No
- Ad-Hoc Committee Interest (Join or Lead): 10 Yes, 4 No

- Email: 10 confirmed, 3 new email, 1 non-response, 3 add email
- Suggested improvements to Clean-Ups:
  - 7 Restrooms, 2 food, 3 fun/music, 1 collaboration with site, 1 acknowledge frequent volunteers, 1 Goals for Clean-Ups

**Task Force Member Garg:** My read on the data is that the members are available and interested in what the Task Force is doing.

**Task Force Member Turner:** Probably most of the individual who answered positively are the ones who show up to the events. Is there a question as to why people are not attending the events?

**Task Force Member Garg:** That data is on the next slide. I should clarify. We had 14 responses. At the time of the survey, we had 17 members, so 14 of the 17 responded to the survey.

Slide 2 – Feedback on Trask Force Turnout

- Event duration – 5
- Conflicts/work, desire for flexibility – 5
- More variety in events – 4
- Timing of events - 2
- Lack of ownership/ability to do what members like – 2
- Lack of Task Force Buy-In for events – 1
- Lack of accountability/consequences for missing events – 1
- Focus time with Mayor and City Staff - 1

**Task Force Member Clifton:** Task force members wanted to spend time with the Mayor and Council during the events?

**Task Force Member Garg:** The suggestion was lunches; however, that will work for some members, but not others.

**Task Force Member Turner:** When people indicate that they want to have lunch with the Mayor, do they have complaints or something?

**Task Force Member Garg:** It was a very short answer.

**Vice Chair Andrews:** I read that question and answer and I interpreted it as they wanted to have lunch with the City Council and Mayor, which is not the goal of the cleanup events. It would be used as an incentive to reward volunteers who come all the time and they get to have a lunch with City Council or something. As we all know, the Mayor and Council attend our cleanup events, so if you show up to the cleanup events you will see the Mayor and Councilmembers.

**Streets Maintenance Manager Affonso:** That is a positive thing, right? You are saying that is what you want?

**Task Force Member Garg:** I cannot tell if it was for Task Force members or volunteers.

**Streets Maintenance Manager Affonso:** If I am showing up to an event, I would feel special if Council was taking the time to have coffee or something.

**Councilmember Mendall:** No one from the task force is going to get lunch with the entire Council. For logistic reasons and brown act reasons it will not be feasible. However, if anyone

wants to have a cup of coffee, with a Councilmember (or two, or three), just ask. That goes for Task Force Members and citizens. It amazes me how few people ask for it.

**Task Force Member Lemar:** Is the purpose of the survey for the Task Force?

**Vice Chair Andrews:** Yes, it is internal. The concern I have is that the goal of the Task Force is cleanups. Members complain that we should have more variety, etc. It is in our bylaws that we have cleanup events, but I also feel we are Hayward Clean & “Green” so we should do some beautification projects in addition to the cleanup events. However, we do not want to demand too much of the Task Force members with too many events. We are having difficulty getting involvement at the cleanup events. We are trying to gauge the Task Force’s interest in the “green” projects and not necessarily take the Task Force in a different direction.

**Task Force Member Smith:** I am a results person, so I think the beautification projects are important and people see the difference. Also, there is lots of down time at the cleanup events once the volunteers check in until they return with the supplies.

**Vice Chair Andrews:** We will talk about that later. We did something different at the last cleanup event and we will discuss it later.

**Chair Hogan:** Maybe we can better spend that time and be more productive for the Task Force.

**Task Force Member Garg:** As I was interpreting the data, I feel that members are interested in other tasks and alternatives, but if we are asked to do tasks in addition to the cleanup events that is where the conflict occurs. I may only be able to do one event per month. If we have the Garden in a Day event and the Cleanup Events during the same month, it may be difficult to attend both events.

**Vice Chair Andrews:** We are talking to Todd about next year’s calendar to figure out what beautification projects can be done on the same day as the cleanup events and determine which organizations we can develop a partnership. There is an organization called KABOOM who installs playgrounds in a day, but you can only work off their calendar. They will not budge off their calendar. We may have to do the same thing and be selective of the project we choose and insist that it works well with our calendar. Todd has been working with some organizations for next year’s projects.

**Task Force Member Bowers:** One thing we need to focus on is keeping the streets clean. Even if we have fewer volunteers, if we have enough task force members we can be out in the truck and have lots of litter that we removed from the streets just from our own efforts. We also need to engage the community. I like the landscaping events, but it seems there is a lot more litter and graffiti than before. We should not lose site that we need to pick up litter to the best of our ability and encourage others to volunteer.

**Vice Chair Andrews:** We talked about that also that we cannot do a beautification project every weekend. This beautification project out here took a long time to plan and we just do not have the capacity to do a beautification project every month.

**Councilmember Mendall:** When you ask volunteers to pick up litter every fourth Saturday, it is nice to have beautification projects it add variety throughout the year. If you have a couple of the events during the year that are only beautification events, that is fine.

**Task Force Member Clifton:** Maybe we can coordinate the beautification projects around the events where we have volunteers from the high schools or colleges.

**Vice Chair Andrews:** We are trying to do a beautification project with Chabot and that is the feedback from the school that June, July, and August are impossible. They are now getting their meetings together for September. When school is in session, we will see more volunteers.

**Task Force Member Garg:** Another suggestion is that if you oversee a cleanup event, you can try something new for your event without changing the event completely. For example, you can bring food to your cleanup.

**Vice Chair Andrews:** The last cleanup we bought a radio since someone requested music. We brought food and we reached out the Hayward Police.

**Task Force Member Garg:** Is the goal for us to engage the community to pick up trash or for us to pick up as much trash. These are two different goals.

**Vice Chair Andrews:** I agree with Blytha that we need the bodies to drive the truck to help pick up trash. We have lots of events we substitute for, but we need to limit the number of substitution events so we have the bodies to setup, breakdown, and drive the truck.

**Councilmember Mendall:** That is where you need to partnership with the volunteers. You will know in advance the number of volunteers who will show up at the events. If you have lots of volunteers, then your role is to help support the volunteers. If there are just a few volunteers, then your role will be to pick up trash in the area.

**Task Force Member Clifton:** Our goal is to engage the community and to clean trash. It is ideal if we put ourselves out of business by having lots of volunteers, but we fail in engaging the community. We may have had success at one event but not on an ongoing basis. We don't engage the schools or community groups. We did at the beginning because it was an unknown entity, but it is not something we do too often now. We should engage with the organizations in the community (i.e., Chamber of Commerce, churches) and have them commit to one cleanup per year.

**Task Force Member Bowers:** Do we have an outreach group?

**Vice Chair Andrews:** We have a Community Engagement Ad Hoc Committee.

**Task Force Member Bowers:** Who is on the committee?

**Vice Chair Andrews:** Tim

**Task Force Member Bowers:** The Ad Hoc Committee meets at 6:30 PM before the regular monthly meeting. It is difficult to meet at other times/places. We tried conference calls, it is difficult.

**Task Force Member Clifton:** Maybe during the downtime at the cleanup events we can come up with a list of organizations to contact before the next cleanup event.

**Task Force Member Garg:** There should be something in writing that we will commit to contact certain organizations. The cleanup events seem organized, but we do not have the engagement side dialed in yet.

**Task Force Member Bowers:** Is the Ad Hoc Committee meeting at 6:30 PM before the monthly meeting?

**Vice Chair Andrews:** Either before our regular monthly meeting or during the cleanup events. Those two times seem to work the best. Other times are difficult to meet.

**Task Force Member Bower:** We should lay out a strategy. Sometimes it is easier if you have a contact person at the various organization/agencies that can be contacted and start building relationships.

**Task Force Member Clifton:** Sometimes we are engaging the community a few days before the cleanup event and at that point it is too late. We need to engage much earlier and on an ongoing basis.

**Task Force Member Bowers:** I thought we talk about a map that showed the business around the cleanups events.

**Councilmember Mendall:** The goal for each cleanup is to have one sponsor for the event. For example, they can spend \$100 on food and coffee. Some of the restaurants may be able to do it out of their own kitchen. One volunteer group like Cal State, Chabot, Rotary, three or four schools, Impact Academy. If you can get twelve of those to commit one a year, I will partner with you. That will be a great way to pick locations, volunteers, and use of restrooms.

#### Slide 3 – Clean-up Volunteer Turnout

Two charts were provided. The first chart shows the annual trends from 2010 to 2017. The second chart show the month-to-month variations from 2010 to 2017.

**Task Force Member Garg:** The volunteer and staffing information is the most interesting. On the left I showed the annual trends on how many volunteers cumulatively each year. You can see that 2016 had a lower turnout than the previous years. The sense that we are getting fewer volunteers is real. The chart on the right is the monthly averages, using the entire data, we can see the high months and low months for volunteers. It is not surprising that April and October are our high months. April is the CSUEB Freshman Day of Service and October is Make a Difference Day. June and July are the low volunteer months. The students like the YEP events.

**Task Force Member Livingston:** What is YEP?

**Task Force Member Garg:** Youth Enrichment Program. It is the after care and summer care program.

**Task Force Member Livingston:** We are competing with that program?

**Chair Hogan:** No, we go to the school and do a mini cleanup with the kids during the week in the summer. We may have done four or five events.

**Task Force Member Clifton:** June and July are vacation months. There is not a lot of buzz about the cleanup events, so I would expect those to be the low months.

**Task Force Member Garg:** And student do not need volunteer hours during those months.

**Task Force Member Smith:** Those are the months we should find business to commit. Since we are working on our calendar for next year, we should reach out to businesses, churches, etc. to see if they can commit to a cleanup in June or July. We can start now to see who can own that area.

**Task Force Member Clifton:** We can try to make the cleanup locations convenient for the businesses, churches, schools, etc. It may make it easier for the volunteers if the location is convenient for them.

#### Slide 4 – Clean-up Task Force Member Turnout

Two charts were provided. The first chart shows the annual trends from 2010 to 2017. The second chart show the month-to-month variations from 2010 to 2017.

**Task Force Member Garg:** This is the number of Task Force Members who showed up at the events. Turn out has been consistent. Most people know that Make a Difference Day is important. July and August may have a lower attendance, but it has been consistent.

#### Slide 5 – Clean-up Service Hours Granted

Two charts were provided. The first chart shows the annual trends from 2010 to 2017. The second chart show the month-to-month variations from 2010 to 2017.

#### Slide 6 – Clean-up Items Collected

Two charts were provided. The first chart shows the annual trends from 2010 to 2017. The second chart show the month-to-month variations from 2010 to 2017.

**Task Force Member Garg:** June has a high number of items collected for the month. We have been in an area that needed it.

**Councilmember Mendall:** More people are moving during the summer.

### **VI. Approval of Summary Notes from May 25, 2017 Meeting:**

It was motioned/seconded Vice Chair Andrews/Task Force Members Garg and passed by majority vote to approve the June 22, 2017 meeting minutes 7:0:4 abstain (7 absent).

### **VII. Action Items**

#### **a. Financial Report**

**Administrative Secretary DeLand:** I added to the annual cost of the Verizon Wireless cost for the annual data service for the iPad (\$456 annual cost; \$38/month).

The second item is the cost of additional t-shirts from Kim's Kustom Embroidery.

**Task Force Member Bowers:** Is there any cost for software for the iPad?

**Chair Hogan:** That was included in last year's budget for the tracking software.

**Task Force Member Bowers:** We have everything on the iPad?

**Chair Hogan:** We are going to create a separate account so we can have different apps and file sharing apps. We are going to try to do software inventory training in September. It will be a packed meeting because we will also need to go over our calendar, which will be a good time to

go over the organizations we want reach out and partner with. We will go through the software and start working with that to ensure everyone is up to speed on how that works.

## **VIII. Community Cleanups and Upcoming Events**

### **a. Hayward Adult School Cleanup Event 06/24/17**

**Chair Hogan:** Do you want to recap this event, Blytha?

**Task Force Member Bowers:** I do not have the numbers. It turned out okay. Since I have been a member, I do not think we had an event at this site. We ran into a slight issue with the Hayward boundaries...in regards to how far we should go (or not). We need to look at the boundaries if we have another event at this site. Other than that, the event turned out well.

**Chair Hogan:** The street was real narrow and it was a busy neighborhood. There were lots of cars.

**Task Force Member Bowers:** It was narrow and bit more congested. If it were me, I don't know if I would have another event at this site. Maybe someplace nearby.

**Vice Chair Andrews** Volunteers picked up a lot of trash in the area. There were a couple of guys who came back three or four times.

**Task Force Member Clifton:** One other time Florine and I mapped the area and it was loaded with trash.

**Vice Chair Andrews:** I think that area is dangerous the way the intersection is laid out, but it is a hot spot for trash. We should do another cleanup in the area but at a different location.

### **b. Tennyson All American Festival 07/01/17**

**Chair Hogan:** The next event we had was the Tennyson All American Festival. We had a booth at this event. Everyone loved the recycling game. It was a cute event and fun.

**Vice Chair Andrews:** Lots of kids stopped by the booth.

### **c. Downtown Street Party 07/20/17**

**Chair Hogan:** The Street Party was last week. It was a good turnout.

**Vice Chair Andrews:** I think the one before had more people.

**Chair Hogan:** I want to commend Rod and Todd for their help in getting the equipment there. For those of us who work during the day and cannot make it to the yard to get the vehicle, it is very helpful. Thank you.

### **d. Birchfield Park Cleanup Event 07/22/17**

**Chair Hogan:** Our last event was at Birchfield Park. Arti and Blytha, is there anything you want to add or tell the group about?

**Task Force Member Garg:** Do you want to talk about the yard signs?

**Vice Chair Andrews:** During the down time, we walked around started handing out the Beautiful Yard signs to people. They were so excited to get a yard sign to acknowledge all their hard work in creating a Bay Friendly lawn. We handed out four signs and left four or five letters. Kimberly has been in contact with a couple of recipients.

**Administrative Secretary DeLand:** One recipient called and was interested in a sign so we delivered it to the recipient. Another recipient thanks us for acknowledging their beautiful yard, but they wanted to say anonymous. Chair Hogan shared some of the photos with the Task Force.

**Vice Chair Andrews:** We handed out four signs. We want to get some signs out in the Palma Ceia/Glen Eden Area as soon as possible. Jillian and I are going around 9:00 AM on Saturday, so if you want to join us we can meet at my house. We want to get as many signs out as possible in July and August. Rod, will ask Home Depot if they will donate gift cards as prizes?

**Streets Manager Affonso:** Yes.

**Vice Chair Andrews:** When we do cleanup events, we have this letter and we use the letter as a checklist of features for that yard and why we selected it as a beautiful lawn: clean and free of debris; beautiful, pleasing & well-maintained; reduced water usage; and native plants and landscaping. It was tricky to find Bay Friendly yards. We found some yards that were beautiful but it had grass with irrigation and you can tell they water their grass a lot. We did not acknowledge those yards because we wanted to focus on water conservation and native plants and landscaping. Some people met all four criteria, some met three out of four, and others met two of the criteria.

We asked them to contact Kimberly by August 17<sup>th</sup> so they can be eligible for the contest. In the box, we have a script to follow to guide your conversation with the individual. But to be honest, the individuals were happy to receive the lawn sign. We take a photo of the lawn and the letter. We don't release any of their address, for safety reasons. But we take a photo of the letter so to track who received a sign. The first recipient wanted to pose in the photo with the sign. There was a recipient who told a story that her husband took out the lawn during the first drought and he designed a plan for the yard. Her husband is no longer with us so it was a nice tribute to him.

**Task Force Member Garg:** This is a nice way to reach out to the community during the events.

**Task Force Member Smith:** If we see a yard that meets the criteria, we ask them if they want to participate?

**Vice Chair Andrews:** Yes, we write down their address and give them Kimberly contact information. We do not to collect their information, but only their address so we can follow up with a formal letter.

**Chair Hogan:** Hopefully we will get more yard signs out there. We received good feedback. It was fun to walk around the neighborhood and Todd joined us also.

**e. Matt Jimenez Community Center Cleanup Event 08/26/17**

**Chair Hogan:** We will have a meeting before our next event, so we will have time to go over some items before the cleanup event. Dwight and Chuck will be our team leads. Kimberly has the packet for you. The event is at the Matt Jimenez Community Center on Tennyson Road at Ruus.

**Task Force Member Gayle:** Before the next cleanup event there will be one more Street Party?

**Chair Hogan:** Yes. We will have support from your team (Streets staff) to get the equipment there?

**Streets Manager Affonso:** Yes.

**Chair Hogan:** We will send an email about the Street Party before it starts.

I have a note here about the Citywide Garage Sale. It is in August. Is there anyone who will be interested in working with the City to coordinate our part of the garage sale?

**Administrative Secretary DeLand:** The garage sale is August 19<sup>th</sup>.

**Task Force Member Livingston:** It is the same day as the Zucchini Festival?

**Councilmember Mendall:** Remember there is not much to do the day of the garage sale.

**Chair Hogan:** The preparation is before the garage sale. Lynn and I worked on it last year together. We met with Brianne two or three times, went over logistics, advertising, and the give-away items. It is not a lot of work. Please let me or Kimberly know if you are interested in helping with the garage sale.

**Vice Chair Andrews:** We want to talk about a possible litter tax and how we can get litter tax; how we can get businesses to help in reducing the litter in some areas. We would like to do a work session before one of the meetings at 6:30 p.m. I think it will be before the next meeting in August. If you want to arrive at 6:30 p.m., before the next meeting, we can talk about litter tax. I have done a little bit of research of what other cities are doing (or have done) with litter tax.

**Chair Hogan:** We had Erik talk about it a few months back.

**Task Force Member Garg:** I did some research on this topic a couple of years ago, and I can provide you with the information.

**Vice Chair Andrews:** We can connect with the sustainability team to see what they are recommending to Council.

**Task Force Member Bowers:** Does that mean we will not do the outreach meeting before the next meeting?

**Vice Chair Andrews:** This was on here before we decided to do the outreach meeting.

**Chair Hogan:** We should do the outreach at the cleanup event since there is down time from 10:00–11:00 AM.

**Task Force Member Bowers:** Maybe we can get some of the data, or maybe we need to recreate the data, on who we want to contact. We had lots of contacts at one point.

**Streets Manager Affonso:** At one of the meetings we talked about the fast food restaurants not doing their due diligence...they are creating the trash and it is blowing all over the place. I know there is some data out there.

**Councilmember Mendall:** We know where the trash is coming from nationwide, statewide, and in our city specifically. We know that the trash is coming from fast food, cigarettes, liquor stores...that is 80% of the trash. All of you know that because we are picking it up. We have actual data to back it up. It is what you need to impose a tax. We can't raise taxes, but we can charge fees if we can prove the cost related to the trash pickup. For example, if we can prove it cost \$1 million dollars to pick up trash in the City and the trash is coming from four types of business, we can

justify taxing those four types of businesses up to \$800,000 to give back to this committee and Rod's team.

**IX. Announcements/Updates**

- a. None

**X. Adjournment (8:22 PM)**

