

# CITY OF RIDGECREST

## CITY ORGANIZATION COMMITTEE MINUTES



August 4<sup>th</sup> 2022 City Council Chambers  
5:30 PM West California Avenue  
REGULAR MEETING Ridgecrest, CA 93555

### **CITY ORG COMMITTEE:**

Eric Bruen, Chairman; Peggy Breeden, Committee Member; Vanessa Hayman, Committee Member; Bill Farris Jr., Committee Member

**CALL TO ORDER – 5:31pm**

**ROLL CALL – absent: Vanessa Hayman**

**APPROVAL OF AGENDA – all in favor**

**APPROVAL OF MINUTES – all in favor**

1. Approve draft minutes of the regular meeting dated 7-7-2022.

**PUBLIC COMMENTS OF ITEMS NOT ON THE AGENDA - none**

**DISCUSSION ITEMS -**

### **2. SB 1383 Education and Outreach Plan (McKenzie)**

- FAQs – Update to One-Page Educational Flyer
  - Review draft FAQs + answers
  - Committee Comments:
    - Bruen: Use ‘bitly’ to condense link to material sorting requirements (Q1)
    - Bruen: Add more info re: QR code link
    - Breeden: Question of managing organic waste bins; McKenzie: Reference (Q8) – goal to divert organic waste from landfill
    - Bruen: Clarification re: sorting process
    - Breeden: Question of monitoring compliance; Strand: WM will perform route reviews and keep records with SmartTruck technology – enforcement will focus on education/outreach prior to levying fines (allow time to fine-tune the program)
    - Bruen: Question re: pet waste in organics bin; McKenzie: Unable to process at local facilities
    - Bruen: Location on website should be easy to find/access
- RAW Media – Potential Outreach Video
  - 10-15 minute documentary style educational video of 5-10 ten-second intervals

*This agenda is available on the City of Ridgecrest website at <https://www.ridgecrest-ca.gov/AgendaCenter/City-Organization-Committee-3>.*

- Content to address FAQs (sorting requirements, lifecycle of materials, collection frequency, benefits of program, etc.)
- Coordinate with WM, Kern County Public Works, City staff
- Committee Comments:
- Breeden: Integrate outreach to schools; McKenzie: Video would be property of City to distribute as appropriate
- Bruen: concern re: timing of production by October '22 (fall season) = challenge in preparation/production schedule
- PC, Nick Wakley (Raw Media): Focus on streamlining content/production to meet fall timeline for distribution
- EcoHero Educational School Program
  - Potential products include: whole school assemblies; individual classroom presentations; custom song + video creation; follow-up curriculum lesson plans
  - Show topics include Organics: How to sort properly and reduce food waste
  - Confirm budget and eligible schools; eligible use of SB 1383 grant funds
  - Committee Comments:
  - Farris: Fowler School has participated in EcoHero shows in past years
  - Bruen: Set budget (\$11k) and move forward with scheduling outreach
  - Bruen: move forward with educational/outreach projects as discussed; use other grant funds for compostable bag give-away (City of Ridgecrest stickers for branding); magnets re: sorting requirements

### 3. Wayfinding Signage (Medina)

- Outreach to museums delayed until August 2022; Follow-up at September meeting
  - Strand: Planned meeting with museums re: wayfinding signs; focus on gathering stakeholder input on cultural areas of interest
  - Breeden: Move forward with next steps in process; Strand: Important to build support with museums to move forward with next steps; Bruen: concern with timing

**COMMITTEE COMMENTS/ANNOUNCEMENTS - none**

**ADJOURNMENT – 6:27pm**

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## PUBLIC MEETING PARTICIPATION

### **VIRTUALLY ATTEND MEETING**

*City Organization Committee meetings are OPEN to public attendance. Although Chambers are OPEN, public participation is still encouraged via call-in or written correspondence. **Call in Number 650-479-3208, Access Code 2553 472 8606.** On the city's homepage (<https://ridgecrest-ca.gov/>) is a quick link to 'Virtually Attend Committee Meetings.' When you follow the link you will see the log in information for City Org. If you log in online first you can enter your Caller ID when you call in.*

### **PUBLIC PARTICIPATION**

*Pursuant to Government Code section 54954.3 members of the public are afforded the opportunity to address the Committee. This time has been set aside for the public to address the Committee on items NOT listed on the agenda. The Committee will not act upon these items at this meeting other than to review and/or provide direction to staff.*

### **HEARING MATERIALS**

*Any writings or documents distributed to a majority of the members of the Committee regarding any open session item on this agenda will be made available for public inspection in the City Clerk's Office located at 100 W. California Avenue, during normal business hours. These writings or documents will also be available for review at the meeting.*

*Persons unable to attend a hearing may submit comments regarding a scheduled item to Megan McKenzie, 100 W. California Avenue, Ridgecrest, CA 93555. Written comments received by the close of the business day prior to the hearing will be brought to the attention of the Committee and made part of the official record.*

### **ADDITIONAL INFORMATION**

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Megan McKenzie at (760) 499-5061. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28CFR 35.102-35.104 ADA Title II)*

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