

CWEA P3S Committee Meeting

June 24, 2009

Meeting Minutes

Meeting Location

Los Angeles County Sanitation Districts
Joint Administration Office Building
1955 Workman Mill Road, Whittier CA 90601
Air Quality Conference Room, Room #228

Those in attendance

Michael Simpson – LA BOS, John Boyd – LACSD, Bill Garrett – LACSD, Joseph Petchuck – City of Santa Monica, Preeti Ghuman – LACSD, Simon Watson* – OCSD (CWEA Board of Directors Liaison to the P3S Committee), Philip Lo – LACSD, Alec Mackie – JWC Environmental, Julie Taylor* – CWEA, Mike Morris – South Coast AQMD, Paul Martyn – LACSD, Ann Heil – LACSD, David Sonboli – LACSD, Karen Soares – LACSD, Debbie Boadway – LACSD, Chris Herbeck – LACSD

*Attended via teleconferencing line

Introduction (Simpson)

Meeting called to order at 10:09am. All attendees present and on the phone introduced themselves. Simpson introduced the technical session speaker, Mike Morris.

Technical Session

“Greening of Consumer Products”. At 10:12am Mike Morris, of the South Coast Air Quality Management District, gave a PowerPoint presentation on the movement to develop and implement the use of environmentally friendly consumer products.

Consumers, including private citizens, companies, and government agencies, are being encouraged to purchase these “green” products. These products include cleaning solutions and solvents, paints, as well as other products such as paper, office machines, vehicles, and building maintenance products. Thus far, government regulations have played only a minor role in this movement. The movement is more driven by consumers’ desire to minimize their own negative impacts on the environment and private industry’s desire to take advantage of this new business opportunity.

Environmentally preferable products (EPP’s) have a lesser or reduced effect on human health and the environment when compared with competing products or services that serve the same purpose. To meet consumer’s need for being able to determine which products are environmentally preferable, certification programs have been established by

private industry to define standards so that these products can be certified and labeled as such.

Federal regulations are focused on reducing the discharge of ozone depleting chemicals into the atmosphere. Current federal limits in this area are based on 1993 California Air Resources Board (CARB) limits. The federal government is currently considering implementing new regulations that would be based on lower 2006 CARB limits, but even these limits still leave many products unregulated, including paint thinner, as well as hand and dish soaps.

It's important to note that even many green products have inherent environmental trade-offs. One example is switching from VOC containing cleaners that use benzene and toluene to acetone based cleaners. The switch effectively moves the polluting cleaning compounds from the air environment to the soil/water environment.

Green products can be physically and cost effective. Their use in the future will likely increase as citizens, the government, and private industry strive to improve the quality of the environment we live in.

BUSINESS MEETING

Old Business

Meeting was called to Order at 11:06 AM

Subcommittee Reports

➤ **CWEA Update:** Simon Watson and Julie Taylor. There will be a "Strategic Thinking" workshop at CWEA headquarters in Oakland, CA on Friday, June 26, 2009 at 12:00pm. The workshop will be held in association with the June CWEA Board of Directors Meeting. Taylor reports mandatory certification and its impact on the CWEA will be the main topic of discussion at the workshop.

➤ **Treasurer Report:** No report. Treasurer Joe Lucia was not in attendance at the meeting today.

➤ **Facility of the Year:** John Boyd. Announced that a replacement Chair Person for the South Subcommittee (Paul Schmidbauer – South Orange County) has been found and will succeed Boyd immediately. Boyd will stay on the subcommittee as a regular member for one year to mentor and train Schmidbauer.

➤ **Technical Certification Update:** Julie Taylor. Next window for applications for testing to be submitted opens 7-1-2009. Annual certification renewal letters have been sent out. Proposed state regulations (Assembly Bill 2986) regarding sanitary sewer overflows (SSO) may require collection system operators to be certified. P. Lo comments that certification renewal rates have increased and he's concerned the number of people renewing may decrease due to this increase in cost. Simon responds that CWEA attempts to set the cost of

renewal such that the certification program is self-funded and doesn't require any subsidies from general CWEA funds.

New Business

➤ **Young Professionals:** Michael Simpson. Amanda Schmidt, Chairperson of the CWEA Los Angeles Basin Section Young Professionals Committee, will be invited to attend the next P₃S Committee meeting in order to interface with the committee and exchange ideas with Alex Mackie and the committee.

Conference Planning:

Simpson directed a 90-minute session directed towards planning the 2009 P₃S conference in Long Beach.

- Joe Petchuk suggested adding to the theme of “Navigating Through the Storm” that was agreed to by the committee on 5-27-09. Petchuk suggested that adding a “tag” line to the theme that included the term “clean water” would be useful. The idea was discussed and a new theme that includes this idea was agreed to. The new theme is “*Navigating Through the Storm-Setting a Course to Clean Water*”.

Conference Budget:

- Julie Taylor announces the CWEA Board of Directors will vote on 6-27-09 on the annual CWEA budget. CWEA is looking for ways to increase registration.
- It appears that 2010 P₃S conference fees will generate enough money to cover the cost of the conference without increasing rates from last year's rates primarily due to lowering the cost of the signature event.
- Taylor reports The CWEA Board of Directors wants conference committees, such as the P₃S Committee, to assume a 10% drop in attendance will be occurring at 2009-2010 conferences due to the ongoing economic recession and adverse state/local government budget conditions.
 - Simpson states he wants to assume a more conservative 25% as a worst-case scenario.
 - Taylor discourages the lowering of conference attendance rates, arguing the conferences provide good value at their current rates. Taylor wants to convey the message to the public agencies potentially sending attendees that the conferences provide excellent value in terms of training and networking.
 - Taylor further suggests that conference costs be kept consistent between the north and south each year to avoid back-to-back fee increases.
 - Taylor and Watson report ongoing mandatory certification requirements being considered by the State may act as an incentive for public agencies to send their people to CWEA conferences: Taylor will forward information on this topic to the P₃S committee.

Conference Logistics:

- Michael Simpson will contact Jet Blue and Southwest Airlines to explore the possibility of these airlines providing travel “scholarships” for conference attendees in order to lessen the travel expenses for agencies wishing to send their employees to the conference.

Conference Planning:

- Conference Program.
 - Discussion led by Preeti Ghuman, Conference Program Chair.
 - Draft of the conference brochure should be ready for review by October 2009.
 - Brochure should be finalized by November 2009. Committee considering whether to send out the brochures to potential attendees. Last year the brochures came in late (mid-January), yet 80% of attendees had already registered electronically indicating that the sending of brochures may be unnecessary with the exception of those potential attendees who lack an email address. Reduction of the number of brochures sent via snail mail could result in substantial cost savings to the conference committee.
 - “Save the date” post cards and an email blast to potential attendees should be sent out by 11-18-09, though committee is considering not sending out the post cards as another cost savings measure.
 - Discussion of the pros and cons of sending conference brochures and “save the date” postcards versus not sending them in order to save money were discussed. It was decided conference brochures would be printed for limited distribution prior to the conference with conference attendees receiving a brochure upon arrival at the conference.
- Session Sponsors. Simpson suggests the Conference Committee consider offering private consultants and companies the opportunity to purchase \$500 conference session sponsorships as a way to increase conference revenue. Reaction by the committee to this proposal was generally favorable with some concerns noted, specifically:
 - Garrett comments that sponsors shouldn’t be allowed to control the content of the session.
 - Sponsors not be allowed to “load” a session with their own speakers. Session Chairs will choose their own speakers.

Alex Mackie will handle identifying and approaching potential sponsors with assistance from Simpson. Sponsor names will be printed on session posters.

- Opening Session. Ann Heil will be the Opening General Session Chair; she will coordinate opening session speakers.
 - Simpson wants “high profile” speakers for the opening session to help attract attendees. Simpson will work with Heil on this.

- Day 3 (Wednesday) Lunch Keynote speaker:
 - EPA Region 9 Administrator Alexis Strauss is usually scheduled as the Day 3 conference lunch speaker. Ghuman will contact Strauss to ask her to again do this at the 2010 conference.
- Tracks: Program Chair Ghuman led a hour plus discussion for planning of the of the conference session schedules. Potential Day 1 (Monday) Tracks/Sessions were discussed at length with tentative agreement as follows:
 - Emerging Issues in Pretreatment and Pollution Prevention
 - Leadership Training
 - EPA Storm Water Training
 - Public Education and Outreach

Day 2 (Tuesday) Tracks/Sessions:

- Doing More with Less
- Pretreatment Programs/Water Reuse
- P2 training and Issues
- Environmental Compliance Inspector Training

Day 3 (Wednesday) Training Sessions:

- EPA Pretreatment Training (Silva/Arthur)
- FOG Control Program Training (Shaffer)
- Storm Water Treatment 101 Training (same as a Monterey in 2009)

- Exhibits
 - 8:00am on Monday to 10:30am on Wednesday. Alex Mackie will coordinate.
- Signature Event
 - Bill Garrett will coordinate and arrange. Will occur at 5:30pm on Tuesday. Event will be the dueling tall ships at Rainbow Harbor.
- Call for Abstracts
 - Ghuman will coordinate posting of a notice calling for conference presentation abstracts using the Yahoo Groups P₃S site and the next CWEA newsletter.
- “Doing Business with the EPA” training for vendors
 - Simpson wants to have an after-hours training session for conference vendors on day 1 (Monday) from 4:45pm-7:00pm, where for a \$25 fee, vendors and consultants can obtain business information on contracts and business opportunities with the federal EPA. Simpson will contact EPA’s Small Business Ombudsman to lead this session.
- Green Career Fair at the P₃S Conference
 - Simpson wants to know if there is any interest in the committee sponsoring such an event. He will contact the CWEA Student and Young Professionals

group to see if they are willing to take this on. Contact is Chair Lani Good of Brown and Caldwell.

- Speaker Gifts:
 - Will discuss next meeting.

Next Meeting (Simpson)

Committee Meetings dates are tentatively scheduled for the second Wednesday of every other month. The next meeting is scheduled for Wednesday, August 5th at 10:00am at the City of Los Angeles Bureau of Sanitation Building on Media Center Drive.

MEETING ADJOURNED AT 1:12 PM

Respectfully Submitted,
John Boyd
Secretary, CWEA P₃S Committee