



NORTHERN CALIFORNIA RECYCLING ASSOCIATION





Annual Members Meeting

May 16, 2024

6 - 8 PM Pacific

StopWaste, 1537 Webster St, Oakland, CA 94612

ZOOM MEETING ETIQUETTE

- **Entry:** Please type in your full name + organization in the *Participant* panel so that we know who is joining
- **View:** We suggest you set your initial view to  **Speaker View**. You can switch to **Gallery View** after the Board Introductions.
- **Q & A:** Questions will be taken after each section. Raise your hand by clicking on hand button  or the button in the Participant Box.
- The facilitator will call on people at their discretion.
Please introduce yourself before asking questions.



TONIGHT'S AGENDA

6:00 pm Dinner

6:15 pm Welcome + Introductions + Vision for NCRA by President

6:40 pm IceBreaker Game

6:50 pm Committee Updates

7:30 pm Recycling Update Survey Results

7:35 pm Bylaws Vote

7:45 pm NCRA 2024 - 2025 Brainstorm

7:50 pm Announcements

8:00 pm Meeting Adjourns



THE EAST BAY IS THE ANCESTRAL LAND OF THE LISJAN OHLONE



Credit: Sogorea Te Land Trust

REMATRIATION

REDISTRIBUTION

RECIPROCITY

BE A GOOD GUEST

How can you be a good guest on Indigenous land?

Pay Shuumi Land Tax or support your local Indigenous land tax or communities.

Plant native plants and pollinators in your communities and grow food.

Protect your local creeks and watersheds.

Support Indigenous activists, artists and organizers.

Be a good neighbor and take care of each other.

Credit: Sogorea Te Land Trust

2024 Board of Directors

- **Freddy Coronado**, President, RU Program Co-Chair, Zero Waste Youth Advisor
- **Devin Jackson**, Vice President, Zero Waste Schools Chair, Altamont Board
- **Randy Russell**, Treasurer, ZWAC
- **Alina Bekkerman**, Secretary, Member Engagement & Activities Committee Chair
- **Jessica Robinson**, Former President, Social Media Chair
- **Julia Au**, Diversity Equity Inclusion & Justice Committee Co-Chair
- **David Hott**, Zero Food Waste Committee Co-Chair
- **Bailey Hall**, Legislative and Zero Waste Advocacy Committee Chair
- **Naama Brenner Abramovitch**, New Board Member! Membership Engagement and Activities
- **Casey Fritz**, New Board Member! Zero Food Waste Committee
- **Xinci Tan**, New Board Member! DEI Committee and Zero Food Waste Committee



OUR ★ SUPERSTAR STAFF 🤩!!!



Portia Sinnott
Executive Director,
Editor & Web Master



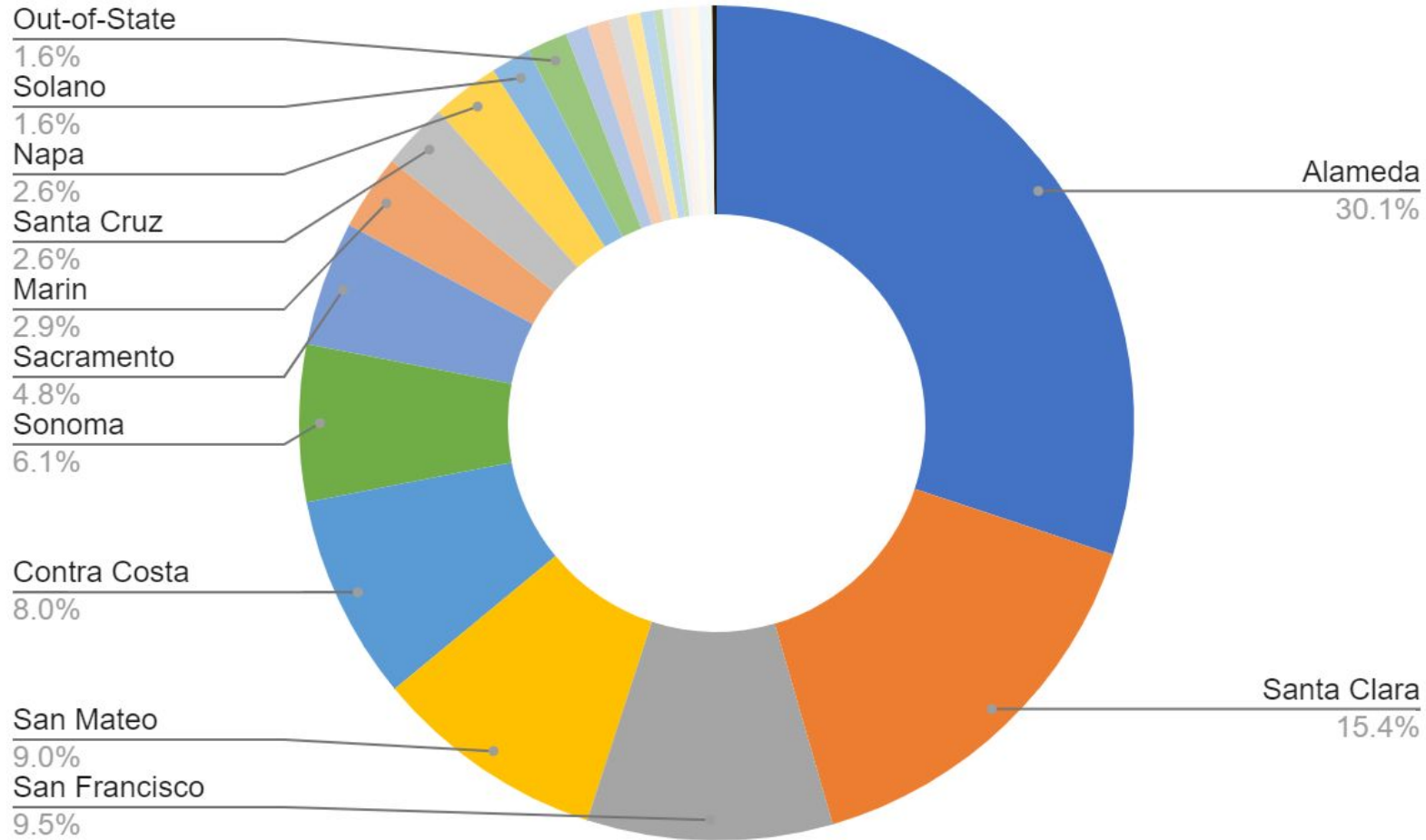
Juliana Gerber
Financial
Coordinator



Bonnie Betts
Social Media &
Marketing Manager



Our Membership by the Numbers



County	Count
Alameda	174
Santa Clara	89
San Francisco	55
San Mateo	52
Contra Costa	46
Sonoma	35
Sacramento	28
Marin	17
Santa Cruz	15
Napa	15
Solano	9
Other	43
Grand Total	578





NORTHERN CALIFORNIA RECYCLING ASSOCIATION

PLATINUM



GOLD



SILVER



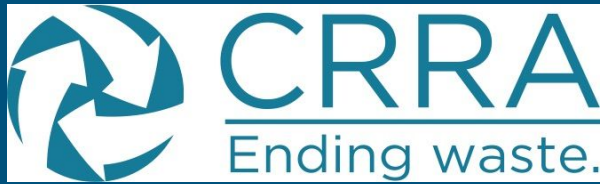
BRONZE



OUR YOUTH LED PROJECT



PARTNERSHIPS & ZERO WASTE ADVOCACY ALLIES



NCRA MISSION & ADVOCACY GOALS

GOALS

1. Zero Waste Education and Networking
2. Advocate for the “Highest and Best Use”
3. Oppose landfilling and incineration
4. Support circular economy systems
5. Support food waste reduction initiatives
6. Support local, state and federal policies that align with our **Mission**
7. Encourage businesses, governmental entities and individuals to exchange resource recovery information freely

MISSION:

NCRA advocates for waste reduction, material reuse, product repair, food waste prevention, education, recycling and composting as actions to prevent landfilling and incineration.



President's Vision for NCRA

- Bylaws Vote
- Host another great Recycling Update 2025
- Support our committees and their actions and events
- Increase presence in South Bay
- Works the halls of Sacramento; Continue to promote and advocate for the latest zero waste policies and programs in Northern California



IceBreaker Game



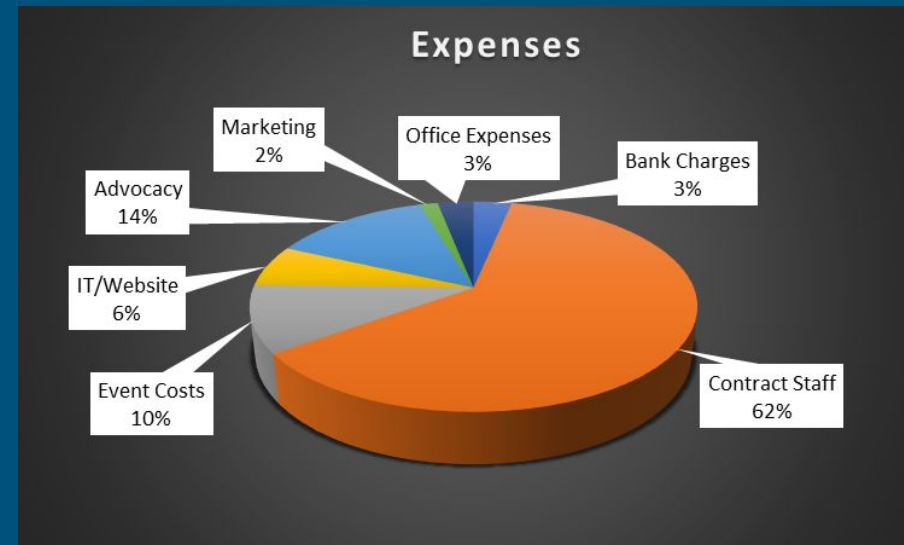
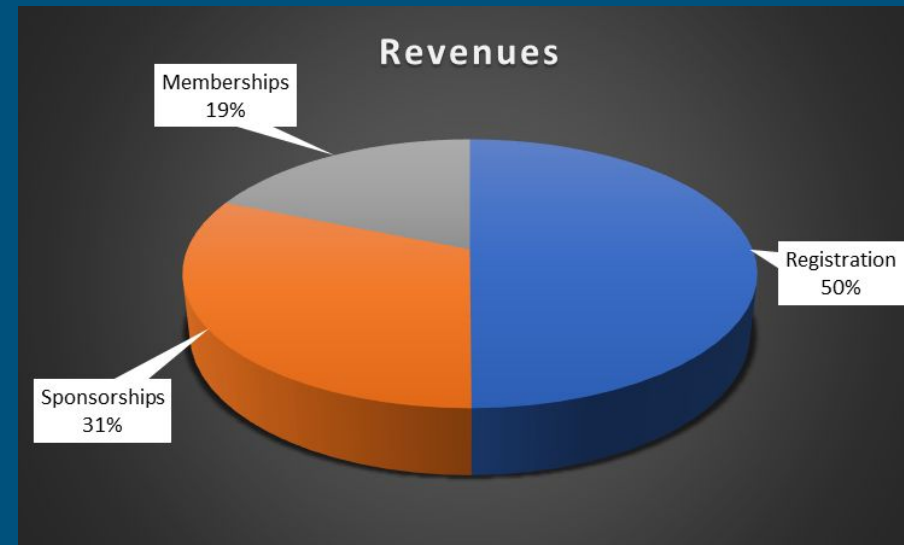
NCRA COMMITTEES



Finance Committee

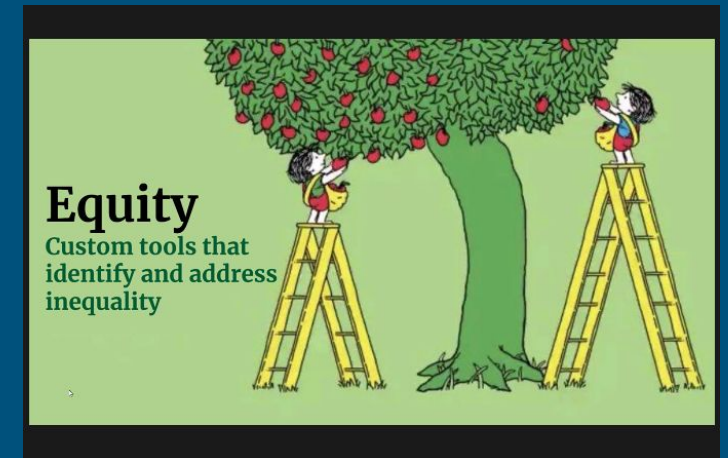
- Meets on the 3rd Monday of the month at 6 p.m.
- Reviews monthly expenditures
- Brainstorms sponsorships and other revenue streams
- Evaluates NCRA's financial solvency

✉ To connect with the Finance Committee, email Randy randyrussell2@gmail.com



Diversity Equity Inclusion Justice Committee

- Meets on 2nd and 4th Tuesday of the month at 4-4:30 p.m.
- **2024 Highlights (so far):**
 - Felisia, Xinci and Julia are currently meeting with all other NCRA Committees to talk about DEI for their Committees. Should be complete by June.
 - New members! **Come join us!**
- **Up Next:**
 - Webinars! (Hopefully!)
 - Working on goals and tracking them
 - Updating information on the NCRA website with links and information.

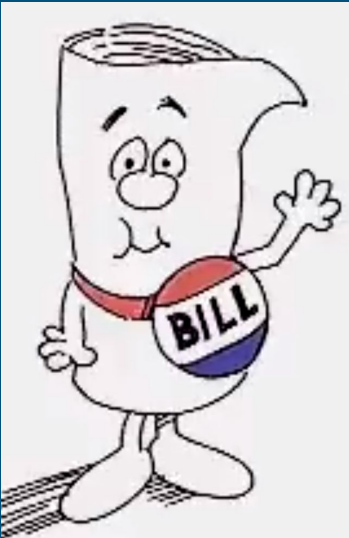


✉ To connect with the DEI committee, email Julia au.julia@gmail.com or Felisia felisia.adelina@gmail.com



Zero Waste Advocacy Committee

- ZWAC show: 2nd Tuesdays, 5:30-7 p.m.
 - Features live interviews on contemporary zero waste topics and reading from Recycling Archives
- Legislative meetings: 2nd Thurs, 6:15-7 p.m.
 - Review legislative tracker, talk important bills & next steps!
- 2024 Highlights (so far):
 - Signed 9 coalition letters
 - Our own letter on food label reform
- Up Next:
 - Meet our legislators IN PERSON at....



✉ To connect with ZWAC, email Bailey baileyhall27@gmail.com





NCRA visits the Capito!

- June 20, 9am-4pm
- Sign up via the NCRA website!
- For details/questions:
 - Bailey Hall, baileyhall27@gmail.com
 - Gwynn Mackellen, greengwynnsf@gmail.com

**Thursday,
June 20**

Join us for
a day of
lobbying our
legislators



Zero Food Waste Committee

- Meetings: 2nd Friday of the month from 1pm - 2pm
- 2024 Highlights (so far):
 - Joining the national Zero Food Waste Coalition, led by WWF, ReFed, Harvard Law, NRDC
 - Signed on to two federal letters of support: funding for USDA Food Loss and Waste Reduction Liaison, and funding for EPA to implement a national education campaign
 - Webinars, including recent webinar on large venue compliance with food donation
- Up Next:
 - Continue to host webinars on important food waste topics
 - Monitor food waste legislation such as AB 660, and support where appropriate
 - Evaluate opportunities to support our members with food recovery efforts

✉ To connect with Zero Food Waste Committee, email Casey Casey.Fritz@marincounty.gov



Repurposing Recovered Food

Zero Food Waste Forum Webinar Friday, May 12th • 1 to 2 pm



To reduce food waste and help address food insecurity, SB 1383 requires that by 2025 California will recover 20 percent of edible food that would otherwise be sent to landfills, to feed people in need.



Some of this surplus edible food is prepared food that must be repurposed.

Learn from these organizations that have been recovering surplus edible food and redistributing it to hungry people for over 10 years:

- **Rodrigo Gratiann**, Food Relations Coordinator for **Urban Street Angels**, is tasked to source food to prepare meals for the 120 youth in their programs and redistribute surplus food to other non-profits.
- **Mike Learakos**, president and CEO of **Abound Food Care**, will speak about their repurposing kitchens that turn excess edible food into delicious, ready-to-heat-and-eat meals.

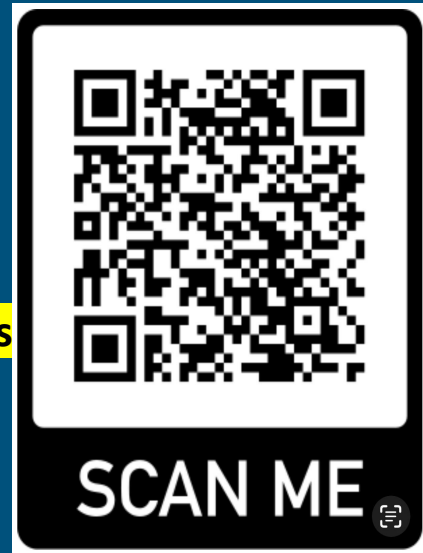
FREE registration:
<https://zero-food-waste-forum-May-2023.eventbrite.com>

Sponsored by
NCRA Zero Food Waste Committee
CRRRA Edible Food Recovery Technical Council
SWANA Gold Rush Chapter



Zero Waste Schools Committee

- Meets Virtually Quarterly - 3rd Wednesday of the month from 4:30 p.m. - 5:30 p.m.
 - Waste Prevention support for K-12 Schools & School Districts with emphasis on SB 1383 compliance
- 2021-24: 14 webinars to date
 - **14 webinars held over the past 3 years [Scan QR Code to Access Recordings of the Previous Webinars]**
 - **Carton Conundrum: Got Cartons? (03/23/2023)**
 - Best Practices in Bin Monitoring (10/20/2022)
 - Student Engagement (High) (09/15/2022)
 - Getting Ready for the Fall! (07/14/2022)
 - Surplus Food Recovery (05/12/2022)
 - SB 1383-Compliance & Purchasing (03/03/2022)
 - Student Engagement (Middle (01/13/2022)
 - Reusables (11/18/2021)
 - Student Engagement (Elem. (10/21/2021)
 - Custodial Waste (Part #2) (07/15/2021)
 - Custodial Training (Part #1) (07/15/2021)
 - Custodial Perspective (05/06/2021)
 - Partnerships Schools/Haulers (04/01/2021)
 - **Get Ready to Recycle & Compost at School! (02/11/2021)**
- **Up Next:**
 - **Next Meeting - Wednesday, June 26, 2024 from 4:30 p.m. - 5:30 p.m. [Alternate date because of Jun**
 - **Playbook Subcommittee - Meets virtually bi-monthly - Wednesdays from 4:30 p.m. - 5:30 p.m.**
 - Playbook: How-To Guide
 - Setting-up a sustained school site with social & physical infrastructure for administrators
 - Ongoing training & development for staff, students, & parents/guardians
 - The subcommittee is creating a customizable template with checklists for each stakeholder group - organized by tab - Principals, Custodians, & Students, etc.
 - “To do” items are time-bound & linked to the “how-to guide” resource



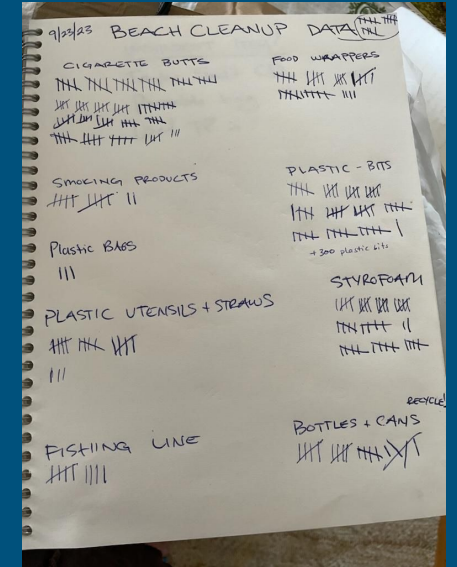
Webinar Recordings



✉ To connect with Zero Waste Schools Committee, email Devin djgj913@gmail.com

Membership Engagement Activities Committee (MEAC)

- Meets on the 3rd Wednesday of the month at 4 p.m.
- 2024 Highlights (so far):
 - Picnic & Clean up - September
 - RU Green Drinks - March
 - Sacramento Tour
- Up Next:
 - Your ideas:
 - Events
 - Tours
 - You + NCRA = Join a committee → Become a board member



✉ To connect with MEAC, email Alina abekkerman@gmail.com

Social Media Committee

- Meets 4th Tuesday @5 PM via Zoom
- 2024 Highlights (so far):

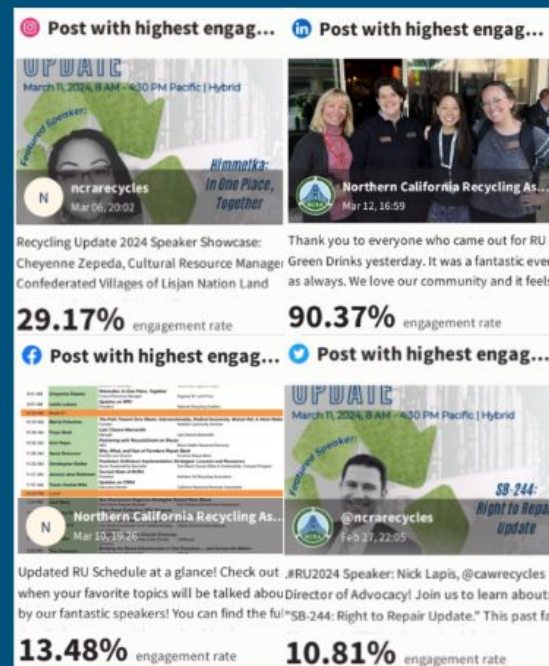
Follower Increase Per Account Since May 2023



RU Campaign Metrics February-March 2024



RU Top Ranking Posts February-March 2024



Jessica Jane Robinson
Committee Chair



Bailey Hall



Susan Blachman



Randy Russell



Bonnie Betts

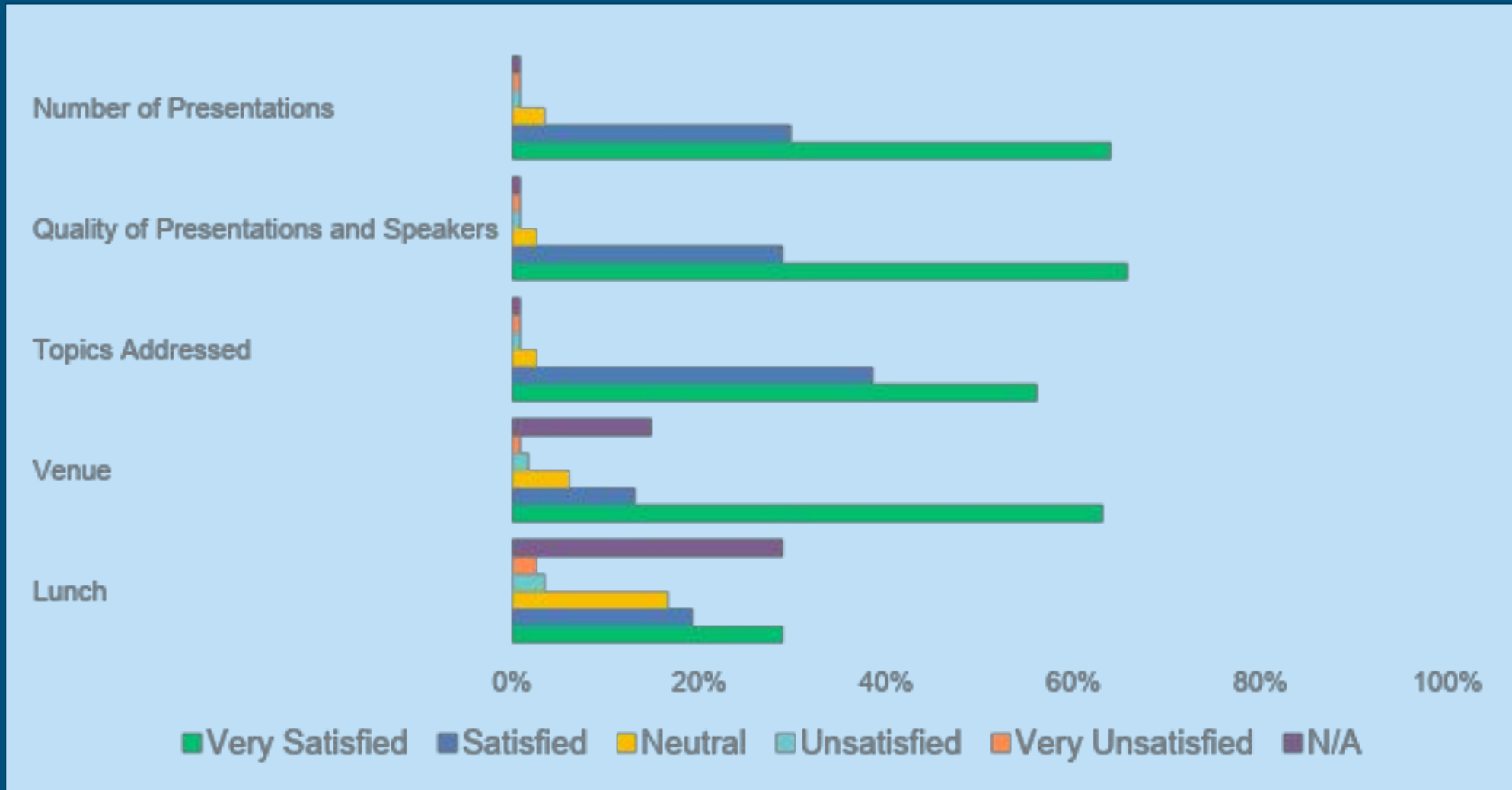
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- Up Next:
 - New committee logos to be finalized in the coming months
 - NCRA member social media spotlights

To connect with Social Media Committee, email Jessica jessicajanerobinson@gmail.com



Satisfaction of attendees on following aspects of RU:



RU 2024 Photos



Recycling Update Program Committee

The RU Program Committee is committed to:

- Find a venue for RU 2025 with increased capacity
- Improve networking for job seekers and employers
- Continue hybrid programming
- Continue to expand programming to cover Reuse, Repair, Product Stewardship, Edible Food Recovery, and Environmental Justice



✉ To connect with Program Committee, email Freddy alcoronado91@gmail.com



Update on Zero Waste Youth USA

- Coastal Cleanup day in September
- Career Day
- Collaborate or help fund Zero Waste Youth Convergence with

Zero Waste USA



✉ To connect with ZWYUSA, email Bonnie bonniebetts@gmail.com

Brainstorm Break-Out Activity!

In-Person

1. Member Engagement - Alina
2. DEI(J) - Xinci
3. ZWAC/ Legislation - Bailey
4. Zero Food Waste - Casey

Zoom

1. General Discussion - Bonnie

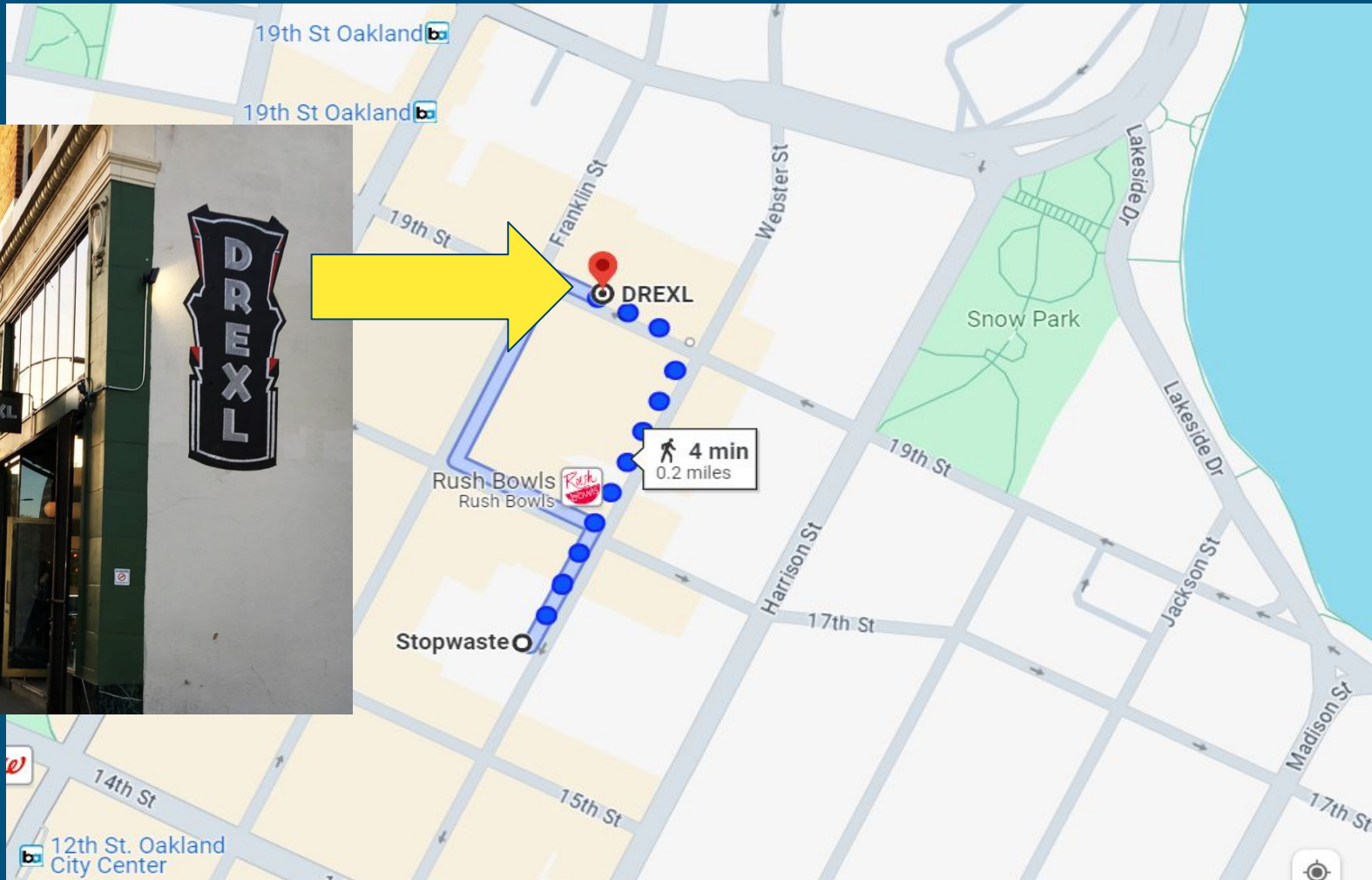


Elections this Fall!

NCRA Board of Directors Election 2024 - 2025

- ★ Two-year positions
- ★ Nominations open September 1 and are due October 1
 - ★ Voting begins in mid-November
 - ★ The candidates: *You?*





Green Drinks @ Drexl
382 19th St, Oakland, CA 94612





NORTHERN CALIFORNIA RECYCLING ASSOCIATION

Thank You for joining us in-person or
online and being an involved member
of our organization!