



**Town of Atherton
ENVIRONMENTAL PROGRAMS COMMITTEE
MINUTES**

March 2, 2017

1:30 p.m.

TOWN COUNCIL CHAMBERS

94 ASHFIELD ROAD
ATHERTON, CALIFORNIA

REGULAR MEETING

1. **ROLL CALL**

Present: Elizabeth Lewis
Jasenka Rakas
Holly Joseph
Valerie Gardner
Janet Larson

Staff Present: Stephanie Bertollo-Davis, Senior Planner
Dori Ganetsos, Assistant Planner

2. **PUBLIC COMMENTS** – None

3. **COMMITTEE AND STAFF MEMBER COMMENTS:**

- a. **Staff Comment** - Senior Planner Davis reported on the February 15, 2017 City Council meeting in which the City Council approved the work plan and budget for the 2017 Earth Day event. She noted the council's explicit direction to cap the monetary value for the Student Challenge prizes at \$100 each for the top 3 prizes, and the direction to advertise the event via a town-wide mailing.

Chair Rakas asked if there was still the possibility to solicit donations for an increased monetary value for Student Challenge participants.

Senior Planner Davis said that the committee had the liberty to use any leftover monies, after all necessary budget items were addressed, to increase the monetary value of the Student Challenge prizes if they so desired.

3. **NEW BUSINESS**

- a. **Approval of Minutes from the January 19, 2017 Minutes**

Committee member Gardner noted that the word “member” on page 4 should be switched to attendees.

The minutes were approved as corrected

M/S Rakas/ Gardner Aye: 4 Noes: 0

b. Discuss Committee Action for 2017 Atherton Earth Day

Vice Chair Joseph directed staff to allocate any leftover portion of the budget to increased monetary value for the Student Challenge prizes. She also suggested moving forward with the reservation of the Pure Juice Organics Juice Truck.

The rest of the committee concurred.

Chair Rakas offered to form an ad-hoc subcommittee to showcase her students’ drones, in a “Drones for the Environment” demo.

Committee Liaison Lewis maintained that the drones cannot have cameras on them, in order to comply with a new Town Ordinance regarding drones. She noted that staff should meet with the City Manager’s office in order to ensure that this type of display would be acceptable.

Senior Planner Davis said she would arrange this meeting.

Committee Member Gardner asked how drones relate to sustainability.

Chair Rakas said that drones are part of a new concept of sustainability and transit. She noted that drones can be environmental monitors, and that they are already used for this purpose in the civil engineering and environmental fields.

Assistant Planner Ganetsos reviewed the steps that staff took prior to the meeting towards the execution of the Earth Day event. She highlighted the resources and activities offered by the Atherton Library.

Committee Member Gardner suggested that staff contacts the Menlo-Atherton Band to see if they would be interested in playing at the event as opposed to playing recorded music over a PA system. She provided staff with the contact information for Menlo-Atherton’s band teacher.

Assistant Planner Ganetsos outlined marketing and advertising efforts that staff had identified in order to spread awareness about the event. These efforts include an ad in the Athertonian, e-blasts, and a Banner at the intersection of Marsh and Middlefield road.

Chair Rakas asked if any members of the committee would like to form an ad-hoc subcommittee to prepare these promotional materials.

Committee Member Gardner and Vice Chair Joseph agreed to form an ad-hoc Marketing subcommittee.

Assistant Planner Ganetsos said she would provide the Marketing subcommittee with the dimensions for all ads, and with details of what information should be included in what materials.

Committee Member Gardner asked if there was an Earth Day Website.

Senior Planner Davis said that staff has been posting information on <http://www.ci.atherton.ca.us/sustainability>.

Committee Member Gardner suggested obtaining a simplified URL for the website.

Vice Chair Joseph concurred. She also suggested that staff look in to free advertising resources outside of the Town, such as Next Door posts and word document PR releases in local news outlets. She said it would be helpful if Committee Liaison Lewis could connect with her media contacts to advertise the event.

Chair Rakas asked if the Committee would like to incorporate a movie night, similar to that of last year's event, in to the 2017 Earth Day activities.

Senior Planner Davis noted that the Committee cannot do anything beyond the time and date parameters set by the City Council. She said it might be best if the Committee hosted a movie screening later in the calendar year.

Committee Liaison Lewis brought up the idea of a summer movie screening and picnic in the ballpark.

Senior Planner Davis said that the committee should defer further discussion of this until after Earth Day.

The Committee requested another meeting prior to the Earth Day event.

Committee Liaison Lewis suggested a March 30th special meeting.

Chair Rakas asked if staff would like assistance with making phone calls to potential vendors or school staff.

Senior Planner Davis suggested the formation of an ad-hoc Outreach subcommittee.

Committee Liaison Lewis and Committee Member Larson volunteered to form the ad-hoc subcommittee.

Committee Member Larson noted an Art Challenge hosted by Recology, in which participants make artwork out of recycled materials. She suggested that staff look in to this event, and potentially feature the artwork at the Earth Day event if feasible.

4. **SET/ CONFIRM NEXT MEETING**

The committee suggested hosting a Special Meeting on Thursday, March 30th, from 1:30 – 3:30 pm, pending room availability.

5. **ADJOURN**

The meeting adjourned at 3:03 pm.

Dated & Posted 2/27/2017