

**MINUTES
CITY COUNCIL WORKSHOP
CITY OF ARCADIA
TUESDAY, MARCH 13, 2012
6:00 PM**

CALL TO ORDER

The workshop session was called to order at approximately 5:00 PM.

Arcadia City Council

Mayor Keith Keene
Deputy Mayor Alice Frierson
Councilman Robert Heine

Councilman Joseph E. Fink
Councilman Robert Allen

Arcadia City Staff

City Administrator Dr. Lawrence Miller
City Recorder Virginia S. Haas

1. Recycling Program Options for the City of Arcadia
2. Presentations (20 minutes each)
 - a. Waste Pro

Mr. Brad Avery, Waste Pro, introduced himself and his company which has been Florida based since 2001. He began his presentation with the challenges facing communities who desire to recycle: No present curbside recycling, a small community that cannot justify a single stream system, money and educational program. He noted that a collection truck would cost about \$250,000 and carts another \$125,000. He reviewed another neighboring program in Manatee County using small bin collection with a 45% recycling rate. He noted that dual sort recycling is best for maximum product rebate. He summarized that the most cost effective way for the City would be dual bin recycling by the City itself and bring to a facility or place in container for pickup. As the program matures and revenue is generated you may then graduate to a larger single stream program.

b. Deep Green

Mr. Bill Edmunds, Deep Green, reported they are a newer company and although not a hauler the company works heavily in the hauling retail business and suggests placing a convenience center within the City. He explained that their company could design and manage our recycling program through transparent reporting, auditing and paying all vendors and offer rebate sharing programs. The Company contracts and manages haulers and recyclers that benefit the communities both environmentally and financially. Mr. Edmunds responded to Mayor Keene that they completed an audit at DeSoto Memorial Hospital and found that cardboard was the most recycled item. Dr. Miller responded that is what interested him in that we don't really know how much recycling is in our community. Mr. Edmunds showed pictures of a working convenience center noting it would be convenient to all, loading and sorting simplified, drives traffic into the City and creates local employment. Mr. Edmunds replied that Deep Green is a company based out of Atlanta, Georgia. Mr. Edmunds responded to Deputy Mayor Frierson that the cost is fee based and may possibly be a levy of \$2 to \$3 on trash fees.

c. Waste Management

Mr. Larry Dalla Betta, Waste Management, introduced himself and stated that Waste Management is the largest recycling company in Florida. He explained that of all the programs in use, the single stream recycling is easiest and most cost effective. He continued that one container requires less storage space, higher participation and increased diversion from landfill as pluses to the single stream recycling program. He explained that the processing plant was located in Tampa and a transfer point could be set up in Arcadia. He showed photos of the single stream processing facility and a recycling transfer station. He reviewed the current municipalities working with Waste Management for processing direct or transfer recycling. He went over the estimated freight cost, marketing, revenue share, material value and presented a sample revenue share based on the sample material value composition. He noted that education is the key to a successful recycling program and encouraged utilizing community partnerships, public education, informational flyers and media. He presented the estimated landfill

avoidance with a recycling program as estimated net positive impact of \$124,800 per year.

d. RCG Consulting, Inc.

Mr. Bill Redman, RCG Consulting, Inc. introduced himself and his wife Jean Redman and stated that he wrote the initial waste contract for DeSoto County. He stated that his company could provide any consulting needs to represent the city including bids, RFPs, review and analyze proposals, recommendations, meeting the City's budget and reaping higher recycling tonnages and lowering the City's disposal cost. He went over Arcadia's needs and issues to be considered when preparing the contract. He reminded that there may be a potential displacement of City workers. Mr. Redman responded to Councilman Fink that Womack did not currently have the recycling contract for DeSoto County. Mr. Redman responded to Deputy Mayor Frierson that the outsourcing contractor typically pays his fees.

e. Womack Sanitation (Owner out of town, however he did present program option information to the City Council members)

Dr. Miller noted that Mr. Womack was currently out of the Country on a Church Mission; however Mr. Womack did speak with Council at their last meeting.

Dr. Miller thanked all the presenters for their information.

ADJOURN

Having no further business, the workshop was adjourned at 7:30 PM.

APPROVED THIS ^{3rd} 4th DAY OF APRIL, 2012

By:



 Keith Keene, Mayor

ATTEST:



 Virginia S. Haas, CMC
 City Recorder