

Meeting Date: November 22, 2024

To: Board of Directors
From: Felipe Melchor

Subject: General Manager Communications

- Welcome new Assistant Engineer Keon Feldsien to ReGen Monterey's Engineering Department. He earned his Bachelor of Science degree and Master's degree from Cal Poly, San Luis Obispo in Civil and Environmental Engineering. Keon is also an Eagle Scout and earned his title by setting up a composting program at an elementary school. We are excited to have him join our team and look forward to his future contributions to ReGen Monterey.
- The County of Monterey is installing cameras in hot spots for illegal dumping. At the urging of Mayor Delgado and ReGen staff, the first cameras were placed on Lapis Road, adjacent to ReGen Monterey's site. Within the first week, the first illegal dumper was caught dumping a mattress when our facility was open and accepts mattresses and box springs free of charge. The County sent out a press release and KSBW did a top-of-the-hour news story about the incident that featured Zoe Shoats speaking about ReGen's free offerings to encourage proper disposal rather than the potential of facing hefty illegal dumping fines.
- ReGen Monterey Communications staff participated in the Monterey County Illegal Dumping and Litter Abatement Task Force (IDLATF) quarterly clean-up on November 7. The group is made up of staff from Monterey County, cities, haulers and other stakeholders concerned about illegal dumping. In addition to their meetings about education and enforcement, they pick a different site each quarter in Monterey County to have a group clean-up. Salinas' Gabilan Creek Wilderness Sanctuary was chosen, which is a greenbelt near ag fields, Alvarez High School and Steinbeck Elementary School. They picked up litter from the dry riverbed before storm season and along the creek's busy pedestrian path and removed a dishwasher and construction and household hazardous waste, along with over a dozen full bags of litter.
- Our Engineering and Communications staff partnered together to provide a tour for CSUMB's new Engineering program, showing university faculty and staff the kinds of job opportunities available in the waste management industry, and showcasing ReGen's various innovations and the permitting, design, regulatory compliance and construction responsibilities that our staff perform.
- We also hosted Monterey Peninsula College's horticulture faculty and students last month. They were especially interested in the mulching and composting processing at ReGen Monterey. Both tours demonstrate how ReGen Monterey is committed to partnerships with schools to educate them about local job opportunities and our complex systems of disposal, recycling, reuse, renewable power and composting.

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Let's not waste this.

- Eric Palmer presented a webinar to the California Association of Public Information Officials about best practices for government social media accounts. He serves on the association's Board of Directors as Social Media Chair. He shared how ReGen Monterey uses compelling imagery and video from our operations to inspire proper disposal, recycling and composting, encouraging other government agencies to get creative and think outside the box. //