

***PLEASE READ AND PASS ON***

***MINUTES***  
***FORTUNA CHAMBER OF COMMERCE***  
July 29, 2019

The July 29, 2019, meeting of the Fortuna Chamber of Commerce was called to order by Chair Seth McGrath with 21 persons present. Chamber Ambassador Chair, Laura Morris, introduced Gary Ogle, Aflac, as a new Board Member.

Correspondence included the following announcements: The GLC, Beard Growing Contest Application; Artist Application for North Coast Otter Art Project; North Coast Growers' Association Farmers' Markets; Ribbon Cutting for Six Rivers Property Management; Humboldt County Fair; Cal-Fire Press Release; Membership applications for Humboldt Historical Society; Fortuna Senior Scene; Sequoia Springs Auction to End Alzheimer's; Eureka Chamber of Commerce Business HQ Ribbon Cutting; St. Joseph Health Forum; HOPS in Humboldt; Fortuna PD's Citizen Police Academy; Email from Natalynne DeLapp – Humboldt Wind Project Update; and various articles by the Times Standard.

Seth McGrath thanked Moonlight Catering for getting up really early and providing a delicious breakfast.

Ambassador Chair Laura Morris announced the upcoming Ribbon Cutting for Six Rivers Property Management on Thursday, August 8 at 12:30 p.m. The HOPS in Humboldt/Wendt Construction/River Lodge August Chamber Mixer will be on August 14 at 5:30 p.m. at the River Lodge. The next Ambassador meeting will be at Hot Brew on Tuesday, August 13 at 11:45 a.m. Everyone is welcome to attend to learn more about the program.

Seth McGrath announced Fortuna Grocery Outlet's Annual Food Drive was ending this week. He expected to raise around \$12,000. All proceeds stay local.

Renee Lindsay announced she'll be out of town at a training conference August 5 through the morning of the 8<sup>th</sup>. Her niece, Rachel HagQuist, will be in the office during her absence and Laura Morris would be in charge of the lunch on August 5. AutoXpo was a lot of fun and well attended. The Chamber's Choice car was a 1957 BMW Isetta 300. The FBID Choice was a Ford Coupe.

Ray Lovell announced a successful Kiwanis pancake breakfast weekend on July 27 and July 28. He stated they raised approximately \$7,500 and thanked all of the volunteers for their help.

**Guest Speaker: Linda Wise, General Manager, Recology Humboldt**

Linda gave a detailed presentation on the waste management industry. Recology is a 100% employee-owned company that serves 132 communities in California, Oregon, and Washington. The largest composting facility is located in Bakersfield. Recology employs over 4,000 employees within 64 operations (e.g., transfer stations, collection, composting, recycling). Industry statistics forecast a 70% increase in garbage in the next 30 years. The average household creates 13,000 pieces of paper waste. There are over 48,000 kinds of plastic which means roughly 91% is never recycled because it can't be de-engineered. There are 20,000 plastic purchases every second. The average person uses 880 shampoo bottles in their lifetime and 185 pounds of plastic is produced per person per year.

Some of Linda's tips included:

- Refuse – what you don't need (don't buy it in the first place)
- Reduce – what you do need
- Reuse – buy secondhand items/donate
- Recycle – what you can (make sure to thoroughly wash items before putting in bin)
- Rot – compost what you can (organics) or throw it out

If you are not sure which bin you should place an item, you can go to the Recology.com web site and use the "WhatBin" feature. <https://www.recology.com/recology-san-mateo-county/what-bin/>

Type in the item name and it will show you which bin to use. Her tip for individuals is to start small. Use reusable grocery and produce bags. Select goods in recyclable containers. Skip the plastic and use reusable straws made out of stainless steel. Use compostable items like bamboo toothbrushes, utensils, and packaging. For businesses, her suggestions were to offer choices to customers, relay customer feedback to the manufacturers, and adopt a waste reduction policy.

There being no further business, the meeting was adjourned.

Respectfully Submitted,

Renee Lindsay  
Recording Secretary