



Antelope Valley Illegal Dumping Task Force (AVIDTF)

Meeting Summary of February 12, 2014

Fire Station No. 129, Training Center
42110 6th Street West
Lancaster, CA 93534

Attendees:

Christine Borzaga, Supervisor Antonovich's Office
Brian Brown, Resident
Doug Burgis, Chair of the Illegal Dumping Task Force
Namju Cho, S. Groner and Associates
Heather Driscoll, Department of Parks and Recreation
Annamarie Dyemartin, Littlerock Town Council
Oscar Gomez, Department of Regional Planning
Josie Gutierrez, Department of Public Works
Michael Haro, Lockheed Martin
Patricia Hundt, Department of Public Health
Leonardo Moreno, Palmdale High School
Tom Lapworth, Quartz Hill Chamber
Larry Levin, Resident
Eve T. Lopez, Department of Public Works
Benjamin Lucha, City of Palmdale
Chris Mastro, Department of Public Health
Larissa Nickel, Hinterculture
David Pang, Department of Public Works
Ana Parham, Resident
Doug Parham, Resident
Debbie Pepe
Dave Phillips
Scott Short, Palmdale Sheriff Station
Kristina Seitz, Sheriff Department
C.L. Thames, Sheriff Department
Mark Wilson, President LCA

Item

Illegal Dumping Signs
Roll-Off Bins for residents
Crime Stoppers Reward Program
Illegal Trash Burning
Free Dump Day at Lancaster Landfill
Free Tire Recycling Event
Franchise Program
Vouchers

Action

Approved, order in process
Approved
No Report
No Report
Provided
Provided
No Report
Approved, in process

AVIDTF Meeting

- Self-introduction of all attendees.
- Checking Account. The amount in the checking account is \$23,802.02.
- Eve Lopez provided the statistics on the illegal dumping cases for the Antelope Valley. There were a total of 90 cases for the month of January 2014, 13 of which were from the Antelope Valley area.
- Eve Lopez provided a subcommittee summary report:
 - The Subcommittee budgeted \$1,000 to order illegal dumping signs to provide to residents.
 - The Task Force is providing funds for a roll-off bin for each of two special circumstance cases presented by Public Health and Regional Planning.
 - Antelope Valley Realtors Association provided a presentation.
 - Doug Parham inquired about the feasibility of a transfer station or landfill in the East Antelope Valley area.
 - Crime Stoppers program is in the works with the Sheriff Department and District Attorney.
- Namju Cho of Groner and Associates provided a presentation about the City of Palmdale's Illegal Dumping Abatement Campaign strategy, which included a community-based social marketing outreach component. The program consisted of three steps: select behavior (target audience), identify barriers (difficult to transport) and motivators, and develop strategy.
 - Behavior – identify patterns of the target audience.
 - Identify Barriers – most common issue is difficulty in transporting the items to the dump site.
 - Motivators – violators don't get caught easily.
 - Develop strategy – consist of approaches: Pilot Campaign and City-Wide Campaign.
- Brian Brown discussed his comments/recommendation on the Task Force Meeting minutes. He indicated that he reviewed the meeting minutes and recommended to include follow up reports, include trend analysis on the statistic reports, status of pending action, etc. Please see [attached handout](#) from Brian Brown.
- Ben Lucha introduced Leo Moreno of Palmdale High School. Leo Moreno presented information on the achievements of the grant received from the Task Force.
 - Field trip to compete in the SkillsUSA National.

- Won gold medal in designing a game about sustainable energy for K-5 grade school students.
- Christine Borzaga approved the use of the Task Force letterhead for Leo Moreno's outreach to inform the school community of their success regarding the video game.
- Curiosity Quest "Going Green" video was shown.