



## MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

January 15, 2016  
(Meeting held via GotoWebinar and conference call)

Approved by the NRC Board of Directors at the February 5, 2016 meeting

**Board present and on call:** Stephen Bantillo, Bob Bylone, Jeff Cooper, Jack DeBell, MaryEllen Etienne, John Frederick, Bob Gedert, Marjie Griek, Brent Hildebrand, Doug Hill, Mark Lichtenstein, Gary Liss, Fran McPoland, Maite Quinn, Julie Rhodes, Tony Rios, Lisa Skumatz, Mike VanBrunt, Robin Wiener, and Melissa Young

**Not present:** Gary Bilbro, George Dreckmann, Juri Freeman, Michelle Minstrell, and Will Sagar

**Guests and staff present:** Laura Flagg, NRC staff, Michele Nestor, ROC Chair/Ex-Officio Board Member, Charlie Reighart, Maggie Clarke, Murray Fox, and Dylan DeThomas

**Call to Order:** Meeting called to order by Rhodes, roll called by Flagg. A quorum was present.

**MOTION:**       **Move to approve agenda (Liss/McPoland)**  
                  **Addition of business regarding signatories**  
                  **Motion passes**

**MOTION:**       **Move to approve December 2015 meeting minutes (Liss/DeBell)**  
                  **Motion passes with one abstention (Griek)**

**President's Report:** Gedert

Focusing on the theme of "Partnerships through Inclusion" this year, and want to strengthen partnerships with other organizations and ROs. NRC sent a timely response to attacks on recycling in late December 2015, and the response back has been very positive. Many ROs have been using the response. We are hearing that there are two types of attacks on recycling. One is direct attacks with false statements, which need a fast response. The other is where the attacks are not technically incorrect, but there is general negativity, which also need a response. There is the need for a Rapid Response Team, which will be a sub-committee of the communications committee. Melissa Young and

Maite Quinn have been appointed as co-chairs, and they will help guide us to a standard response to these attacks.

**Financial Report:** Rhodes

Rhodes distributed updated financial report. \$193,369 annual budget for fiscal year of April 1, 2015 – March 31, 2016. Additionally revenues not received yet from City of Austin \$10K and SMART recycling \$10K at the end of December. The City of Austin check came in this January. There is \$1,000 in outstanding Sponsor revenues. Potential net loss of \$35,597. Committee need to submit budgets by the end of January—if expenses are being proposed, suggest revenues.

**MOTION: Move to add Bob Gedert and remove Mark Lichtenstein as signatories to NRC bank account at Bank of America, and allow Julie Rhodes and Cathy Vacchelli (contract bookkeeper) to remain on the account. (Bantillo/Griek)**  
**Motion passes**

**MOTION: Move to approve Treasurer’s report (Liss/Griek)**  
**Motion passes**

**Committee Appointments:** Gedert and Rhodes

A current list of committee chairs and members was distributed before the meeting. Let Gedert, Rhodes, and Laura Flagg know about corrections to the committee report as well as what committees you would be interested in joining. President appoints chairs. The Executive Committee talked about consolidation/changes of some committees. There is a need to create a Strategic Planning Committee to create a clear path of priorities, and a need for a Community Engagement, Social Justice and Diversity Committee or Subcommittee. There is also a need for an Executive Director Search Group to draft an RFP or job solicitation, recognizing that it could be part-time initially. Need to post committee missions and descriptions, tasks that members could be involved with, and public points of contact for all committees on NRC website over time. Currently, committee leadership list is posted in NRC Board DropBox.

**Awards Committee:** Skumatz

Committee will help Treasurer to make sure funding commitments for 2015 Awards Ceremony are met. Will send out schedule for 2016 Awards Ceremony to Committee.

**Campus Council:** DeBell

Call for additional committee and Board members. NRC Board members are asked to complete a brief survey at <https://www.surveymonkey.com/r/NRCCampus> to promote the Campus Council nationally in the Spring. Please sign-up and help out by:

- Recommending people from your organization for a national speakers bureau.
- Hosting a tour of your operation(s)
- Contributing fact sheets, glossaries, and infographics
- Sponsoring interns from the Council’s national network of colleges and universities
- Helping develop research and development capabilities to study SMM initiatives and innovative solutions to difficult to recover products

Also, 2-3 NRC Board members are sought to serve on the Campus Council's Advisory Board.

**Fund Development Committee:** Cooper

FDC Report submitted addresses critical short-term priorities. Call for Board members to become more active in fund development by joining the committee calls and providing contacts. Although we know companies, many of our of the listings need updating and FDC needs help in Board members making introductions.

Priorities for the first quarter of 2016 are:

- 1). Focus on Hot Prospects and low hanging fruit to feed funding pipeline
- 2). Lisa will be reaching out to a number of Board Members to enlist help in coming up with prospects.
- 3). The FDC committee requests input from the whole board to identify and prioritize projects. FDC requests guidance on the priority of these fundable programs. Work with ROs on fund development opportunities.
- 4). The FDC will continue to promote the SMM Founders Council. This program has two members so far. The FDC will work to find 10 SMM FC members.
- 5). The NEON CRM software program is being installed and will help to track activities of the FDC and prospects we are working with.
- 6). Other ideas to consider for developing new funds, include:
  - Charity Choice – Free opportunity to be included in charitable giving programs
  - Other online giving opportunities and more utilization of Social Media
  - Contact and build relationships with Foundations (Lisa has 6 she is working on currently)
  - Look into 1% for the Planet giving options
  - Corporate Giving Plan – build relationships
  - NAICS Project – USCC is very interested in funding a project to move this forward
  - Ask ISRI, Paper Recycling Council and other past supporters
  - Convene events such as SMM, Galas, National Recycling Congress
- 7). RO Toolkit - The FDC will work with the NRC Board to prioritize projects designed to benefit ROs.

The FDC will send requests, status of contributions and contacts to the Board on a regular basis. Given the \$45,000 shortfall, there is the need to clarify what the Fund Development Contractor will be doing.

**National Standards Certification Board:** Liss

NSCB is continuing outreach to ROs and have received interest from some that want to participate. Greeneducation.us has submitted an application to be accredited—this is an online 30 hour Certified Sustainable Resource Management Professional training, that any RO could sign up for. NSCB also submitted budget proposal asking for NRC help on fundraising to provide startup \$ to some ROs who expressed interest in developing new training programs.

**Policy Committee: Bantillo**

Revisiting the policy statement regarding incineration sent out in December. This is the same document besides the introductory statement on process in the beginning.

In its review of NRC’s policies and other position statements, the Policy Committee found a variety of statements that placed incineration in a hierarchy of sorts, but none explicitly stated NRC support or non-support of incineration. Inasmuch as the topic of incineration continues to arise when discussing NRC’s Definition of Recycling, the hierarchy of waste management, and SMM, and NRC has been asked to respond from a policy perspective, the Policy Committee proposes the NRC adopt the following policy statement—which is consistent with NRC’s policies and Guiding Principles-- as a means of codifying its position on incineration and allowing clear and timely responses to inquiries on the topic:

**“The NRC supports reuse and recycling as the most preferred methods of Sustainable Materials Management (SMM). While incineration may sometimes be included as an end-of-life management method in a material’s lifecycle, it does not fit the definitions of reuse or recycling and, therefore, the NRC does not consider it as such.”**

See Policy Committee report for more details.

**MOTION: Approve policy statement that the policy committee put forward at the last Board meeting in December. (Liss/Gedert)**  
**Motion passes unanimously.**

**Recycling Jobs Task Force: Bilbro**

Some discussion with USCC to work collaboratively on NAICS issues.

**Sustainable Materials Management Committee: Liss**

Freeman has requested funds to hold mini-summits as a part of the CAFR conference this coming year. There will also be a meeting with the U.S. EPA in DC where some SMM people from NRC will meet.

**ROC: Nestor**

ROC has been a strong conduit back to RO directors, members and participants. The quick response to the attacks on recycling in December garnered positive ROC and RO feedback.

**Public Session**

Maggie Clarke – agree that there needs to be more discussion regarding the Fund Development person, and what her purpose was.

**MOTION: Move to go into Executive Session (Skumatz/Bantillo)**  
**Motion passes**

**MOTION: Move to go out of Executive Session (Gedert/Liss)**

**Motion passes**

**MOTION: Move to hold a Special Board meeting to discuss contractual obligations between 1/18 and 1/23.**

**(Lichtenstein/Cooper)**

**Motion passes**

**White Papers:** Skumatz

There have been 1 or 2 volunteers to help produce the white papers and there has been a little bit of progress

**Resource Recycling Editorials:** Rhodes

Gedert wrote the first one, based off of the response sent in on attacks on recycling. Rhodes is the gatekeeper to make sure that topics are timely and there are a variety of contributors.

**NRC Strategic Planning:** Rhodes

A committee has been formed for this. There are short-term needs, and a list of tangible priorities that Lisa Baranello can take and seek funding for.

**MOTION: Adjourn (Liss/McPoland)**

**Motion passes. Adjourned at 3:30pm ET.**