



MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

September 29, 2015

(Meeting held in-person at the 2015 Resource Recycling Conference in Indianapolis, IN
and via conference call)

Approved by NRC Board at December 10, 2015 meeting

Board present and on call: Maggie Clarke, Susan Collins, Jeff Cooper, John Frederick, David Juri Freeman, Jack DeBell, Marjie Griek, Doug Hill, Gary Liss, Fran McPoland, Michelle Minstrell, Maite Quinn, Julie Rhodes, Antonio Rios, Will Sagar, Lisa Skumatz, Michael Van Brunt, Robin Wiener

Not present: Gary Bilbro, Mark Lichtenstein, Stephen London, Cliff Case, Murray Fox

Ex-officio present: Michele Nestor

Guests and staff present: Laura Flagg, NRC staff; Lisa Ruggero, NRC staff; Bob Gedert, City of Austin; MaryEllen Etienne, AOR; George Dreckmann, City of Madison WI; Bob Bylone, PARMC; Meg Morris, Covanta; Peter Adrian, Solid Waste Agency of Lake Co. Illinois/IRA; Marta Keane, Will County, IL

MOTION: Approve agenda
(Skumatz/Hill)
Motion passes

MOTION: Table Minutes of minutes for the NRC Board of Directors conference call of July 17, 2015.
(Minstrell/McPoland)
Motion passes

Elections report

13 candidates for 9 Board spots

New Board members are:

Stephen Bantillo, Executive Director, Recycling Certification Institute

Robert J. Bylone, Jr., Executive Director and President, Pennsylvania Recycling Markets Center

George Dreckmann, Strategic Initiatives Coordinator, City of Madison, WI Streets Division

MaryEllen Etienne, CEO, Reuse Institute

Bob Gedert, Department Director, Austin Resource Recovery, City of Austin

Brent Hildebrand, VP Operations, Alpine Recycling and Waste

Maite Quinn, Business Development and Marketing Manager, Sims Municipal Recycling

Lisa A. Skumatz, Principal Consultant/Research, Skumatz Economic Research Associates, and non-profit Econservation Institute

Melissa Young, Assistant Director, Syracuse University Center for Sustainable Community Solutions

Thanks were given to Susan Collins and Maggie Clarke for their tremendous help with the Board over their terms.

SMM Strategy

Reviewed summit outcomes, white papers, and proposed initiatives. Tried to develop NRC National SMM Action Plan to be adopted at Resource Recycling Conference, but realized it was an impossible task. Developed shorter NRC SMM Strategy instead that included how NRC should approach the development of the SMM National SMM Action Plan and a road map for NRC SMM initiatives over the next 24 months. NRC SMM Strategy is on a parallel track with EPA's development of their SMM Strategic Plan that is focusing on the built environment, food recovery, and packaging. Sent SMM Strategy to Board 3x, and incorporated edits. Asking for Board to adopt it now.

MOTION: NRC hereby: 1) Adopts Draft 16 of the Sustainable Materials Management (SMM) Strategy. 2) Agrees to widely distribute this SMM Strategy to encourage participation in tasks detailed in the SMM Strategy.

(Rhodes and Liss/Clarke)

McPoland Abstains, Motion passes

Thanks given to Gary Liss and Julie Rhodes for keeping things going and for a great presentation. Mark Lichtenstein appointed Gary Liss and Julie Rhodes to Co-Chair NRC SMM Committee. The SMM Committee agreed to work with the NRC Fund Development Committee to pursue funding for the implementation of the SMM Strategy, including support for the SMM Founders Council.

Financial Report

Over \$86,020 revenues budgeted. \$74,159 is actual revenues. Approved budget of \$72,328, actual spending of \$49,478. **SMM Summit was the largest source of total revenue.** Money from affiliate dues come in at awkward times—all billed in January but have different fiscal years. Storage facility is going to go over budget.

Bob Gedert said the City of Austin will commit to \$10,000 support for NRC this coming year. All thanked him for that generous contribution.

MOTION: Approve finance report
(Liss/DeBell)

Request to go over this more at next Board meeting for new Board.

Motion passes

MOTION: Approve budget revision—The Board approve the increase in the line item “Accounting Fees—Admin” to \$4,350 in FY 2015-16 Revised budget

(Liss/DeBell)

Motion passes

Membership

NRC has 22 affiliated state recycling organizations. 12 individual members have also joined separately from the affiliates. Laura and Bob Hollis working on creating a membership database. If there is a cost, will come back to Board about this. Decided on not having reciprocal memberships—if someone wants to be part of NRC they have to pay. Discussion in ROC that if ROs join as members not affiliates, they will not receive affiliate benefits. If RO needs to drop from affiliate to member they can. This fits into current membership structure.

Placed motion on hold for next meeting on supporting ROs being able to join as members not just affiliates.

Need to do some bylaws research regarding when there is more than one RO in a state that wants to affiliate.

Idea to assess ROs—survey those that are affiliates and those that aren’t and see why they aren’t affiliating (MaryEllen Etienne volunteers).

Fund Development

Fund Development Plan has been sent out—thanks to Gary Bilbro, Mark Lichtenstein, Jeff Cooper, Julie Rhodes and Gary Liss for assistance. The focus of the Plan is on bringing in as much money in as we can—grassroots level and giving back to ROs. The FDC plan includes fundraising for existing programs such as Campus Council and ROC. As well, the SMM Founders Council will —run in tandem with work that Julie and Gary L. are doing. Hope to capitalize on great work that is being done. This has been a benchmarking year—we have not had staff or fund development for so long. Currently looking to bring Board members into the development process and looking at foundation prospects—we have a list of people that we’d like to get involved. Want to see NRC and ROs work together to fundraise for both NRC and the ROs. Best way to

approach this would be for ROs to make very specific suggestions to NRC of what they would like funded.

Highlight that this is a benchmarking year—no staff or fund development for so long. Need to do testing to see where NRC is. See where strengths are and what needs to be done. Think of it as a road map for rebuilding the capacity of the organization. Touched on roles of Board members, ex com, staff, consultants—important to communicate. Identify and share prospects. Bring board members into development process. Looking at foundation prospects—have a list of people that we'd like to get involved. Giving Tuesday—huge online and social media. Want to take advantage of opportunity. Forwarding any opportunities to Board and staff. Solicitation we are hoping to give out by end of year—work with staff. Appoint a co-chair for FDC from Board. Appreciate focus on SMM Founders Council—FDC plan includes fundraising for other existing programs such as Campus Council and ROC. Want to see NRC and ROs work together to fundraise for both NRC and the ROs. Best way to approach this would be for ROs to make very specific suggestions to NRC of what they would like funded.

ROC has changed—developed their own specific strategic plan. ROC doesn't speak for all ROs and is not designed to approve NRC policy. Need to go state to state and develop individual partnerships with each state that is interested.

MOTION: Approve Fund Development Plan.
(Liss/Rhodes)
Motion passes.

Is the number still the same for fundraising? Will this be revised? Will need to speak with Gary Bilbro. Now that Fund Development Plan is approved, fundraising will move forward quicker.

As a Board we have not done a good job of reaching out to people and asking for money. If we are going to hit these goals, that will be critical.

Do we have restricted gifts vs. unrestricted gifts? We've done this in the past. We received too many restricted funds for specific activities, and not enough unrestricted funds for general maintenance of the organization.

NRC should be sending out thanks for board and all contributions. thanks for Board contributions.

Next Meeting

In person. Working to convene next meeting in DC in conjunction with EPA HQ SMM meeting. EPA would like to continue engagement with SMM. USEPA HQ has regularly scheduled calls with regions and HQ. Proposed to convene next NRC Board meeting in DC on a day EPA already has their meeting with regions scheduled so that NRC SMM

leaders could participate in that call in addition to speaking directly with HQ SMM leaders. Calls are Thursdays. SMM folks would come Thursday, Board meeting would be Friday. Has to be first or second week in November or around Thanksgiving. Will continue to pursue with Ron Vance, Laura will send poll out. Laura will send poll out for availability.

Will keep Colorado in mind for in person Board meeting—possibly February.

MOTION: Move to executive committee
(Griek/Hill)
Motion passes

Executive session

Board no longer in Executive session

MOTION: Extend contract with Syracuse University for 3 months, not to exceed an additional \$7,000.
(DeBell/Sagar)
Amended to 6 months and not to exceed an additional \$14,000.
Motion passes as amended.

MOTION: Propose that we establish a sub committee to look into long term staffing and support solutions to report back to the Board within 4 months
(Van Brunt/McPoland)
Motion passes

President will have to appoint sub committee.

Mark asked that Board let him know if they would like to serve as officers.

MOTION: Adjourn
(Hill/Quinn)
Motion passes