



MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

March 18, 2016

(Meeting held via GotoWebinar and conference call)

Board present and on call: Stephen Bantillo, Gary Bilbro, Bob Bylone, Jeff Cooper, Jack DeBell, George Dreckman, John Frederick, Juri Freeman, Bob Gedert, Marjie Griek, Brent Hildebrand, Doug Hill, Mark Lichtenstein, Gary Liss, Fran McPoland, Michelle Minstrell, Julie Rhodes, Will Sagar, Mike VanBrunt, and Robin Wiener

Not present: MaryEllen Etienne, Maite Quinn, Lisa Skumatz, Tony Rios, and Melissa Young

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

Call to Order: Meeting called to order at 1:05pm ET by Rhodes, roll called by Flagg. A quorum was present.

MOTION: **Move to approve agenda (Liss/Griek)**
 Motion passes unanimously.

MOTION: **Move to approve February 2016 meeting minutes (Liss/Bantillo)**
 Motion passes unanimously.

Public Session: Gedert

Maggie Clarke said she didn't get minutes or know what's happening for rest of meeting. Julie Rhodes noted that approved Minutes are on website.

Recycling Organizations Council: Nestor

The ROC is very appreciative of the response to the ROC letter and acknowledges the efforts that have been made. At the top of the list is to hire an Executive Director. The ROC is not naïve to the fact that NRC does not have the budget to do so right now, but believe that that is where fundraising efforts should be focused as there needs to be a sustainable source of income to hire an Executive Director. There have been productive monthly ROC calls—Bob Gedert spoke at one about the future of NRC, and the response was generally positive though there were some concerns about the relevancy and

stability of the NRC. Some expressed that the voice of NRC is not as prominent as it should be. ROC appreciated Resource Recycling articles. ROC asked if NRC could provide content for association newsletters. ROC members want to see a stronger face of the NRC. Bob will also be speaking at the next call about the outcome of this meeting. Jack DeBell will also be on the May call speaking about Campus Council, what's happening with colleges and universities, and to help build younger members in state organizations.

President's Report: Gedert

The next in-person meeting is May 9 at the Virginia Recycling Association Conference. It is strongly suggested that all attend as the meeting will be focused on strategic planning, though for those that cannot make it in person there will be a call in number. VRA's Board will also be meeting with the NRC Board after the meeting.

There has been positive response to the NRC/Resource Recycling articles—people are reaching out about NRC that have not heard of the organization before.

The new Staff Assistant, Leah Harnish, has been approved to be hired and her excitement and energy is appreciated. Laura Flagg will be training Leah over the next few months.

The storage unit has been downsized to a smaller unit thanks to Michelle Minstrell and Laura Flagg.

There is a lot of upcoming travel—Michelle Minstrell and Bob Gedert will be at SWANAPalooza (4/4-7< 2016) where Resource Recycling and NRC will be sharing a booth. Bob will also be traveling a lot under funding from the City of Austin to represent the city and NRC at various conferences and meetings.

Finance Report: Rhodes

Extensive financial report was sent out to the Board—thanks to Marjie Griek for the help. The current fiscal year ends at the end of this month. The Charitable Renewal Forms have been started and will be submitted soon so NRC can accept donations from every state.

For revenues there was \$193,369 budgeted, we are now at \$63,669. The short fall in budget is mostly in the Fund Development category, also \$1,500 in RO membership dues because one RO did not renew and one renewed half way through the year. For expenditures there was \$163,000 budgeted, with \$98,000 spent. See finance report.

MOTION: Move to approve Finance Report (Gedert/Liss)
Motion passes unanimously.

Budget discussion: Rhodes

A memo and spreadsheet was sent out with 3 different scenarios. The Finance Committee does not feel as though they are enough to put forward a recommendation on the budget for the Board—they are looking for feedback from the whole Board on how to proceed. As Treasurer, Julie Rhodes asked all committees to summarize their work through the year and possible revenue streams that could be

generated. The Finance Committee reworked the way that expenses are recorded so that things are more broken out and there is more detail and created a tiered budget format. This tiered budget format is easy to read, and lays out the best approach. There is the need to prioritize activities and figure out NRC's priorities moving forward. The tiers are as follows: Tier 1, Basic Budget; Tier 2 priority items (e.g., Executive Director, staff assistant, professional services); Tier 3, committee work where committees should be approved to raise the revenue that they need for their own projects, with whatever help is available from NRC. The tiered structure is to present a balanced budget, which is listed as the Tier 1, Conservative Budget. Tier 2 and 3 can be adopted after the strategic planning meeting in May as there is a concern that it is difficult to set up a budget without knowing what the priorities are.

An organization is successful based on its ability to make things happen and for potential members and supporters wanting to step up and contribute funds and resources. Fund raising world is difficult right now, especially for "administrative" expenses such as an Executive Director. Because of this, NRC should stick to a bare bones budget. Don't want to eat into reserves again next year.

Do not want to compete with ROs, rather to partner with them. Real success is in working with the ROs and finding ways to jointly seek money for ways to work together. .

No NRC leader should write a grant without coordinating with the Fund Development Committee (FDC). No one should ask for small sponsorships if we're asking for larger sponsorships from the same people. All fundraising needs to be coordinated with FDC.

MOTION: Move to table budget discussion (Cooper/Liss)
Motion passes unanimously.

Executive Director Feasibility: Cooper

A memo and job description were submitted to the Board—thanks to the committee for their input. Before hiring an Executive Director we need to make sure that there is the money in the bank. Looking to start a process that would create a "road map" to set in place a process to hire an Executive Director. Looking to solicit the ROs and ROC to see if anyone would be interested in being on the selection committee and to offer the ROs the first chance to apply for the Executive Director position.

The Executive Director of NRC would be someone that would be the face of NRC, represent the organization at events, who people would call for a quote or info, help lead, organize, and prioritize the work we do to grow the organization, and help with fundraising. The priorities highlighted are: membership development, contact with affiliates and other organizations, and fundraising.

Any input for the road map should be brought to the search committee. Some additional input that would be entailed with the "road map" would be: a reality check on the dollar amount offered, what is the amount needed to hire an ED, the length of contract offered, how much can be accrued in savings from the Syracuse contract, how to raise funds specifically for the ED position, expand selection committee to include ROC leaders, draft announcement and solicit candidates.

A lot of NRC fundraising has been related to programs. What we're really struggling with is that the operating revenue that comes in on a regular basis needs to be regularly scheduled, stable and expected and confident we will have it for us to hire an Executive Director. That is not going to come from sponsorship dollars. That's dues dollars. We need to fix our dues model to give confidence we can support an Executive Director for the long-term. Key parts to look at – trade associations we're not going after and obligation is too small; ask another \$200-250 each. Would be happy to approach other organizations who have interest in this space to help more. To be honest – I'd much rather give more up-front to NRC to support base operating budget and know there's a program moving forward rather than getting multiple requests thru the year for smaller amounts. Another advantage of doing that is that dues dollars generate buy-in for the organization as a whole, not just for specific programs.

MOTION: Move to direct the Executive Director Search Committee to create a road map to detail what it would take to hire an Executive Director (Cooper/Dreckmann)
Motion passes unanimously.

Return to Budget Discussion: Rhodes

There is support for a conservative budget, but a concern about taking money out for needed professional services. NRC would need to find a volunteer for monthly accounting, taxes, legal issues, etc. It is difficult to find volunteers to do that and there would be inconsistencies and improper work.

MOTION: Move to approve Conservative Budget with adjusting Fund Development Goal to \$23,600 and reinstating legal, accounting and bookkeeping services. (Liss/Wiener)
Motion passes unanimously.

Other Business

Dylan DeThomas, Resource Recycling: Resource Recycling has received reports that a third party is calling potential attendees and sponsors. No calls will come from RR, so please ignore this scam.

MOTION: Move to adjourn (Liss/Dreckmann)
Motion passes unanimously.

Meeting adjourned at 3:03pm ET