



MINUTES OF THE NRC BOARD OF DIRECTORS MEETING

May 9, 2016

(Meeting held at Hotel Roanoke, Roanoke, Virginia and via GoToWebinar and conference call)

Approved by NRC Board of Directors at 8/19/16

Board Present: Bob Gedert, Marjie Griek, Gary Bilbro, Fran McPoland, Gary Liss, Will Sagar, Juri Freeman, Michelle Minstrell, Bob Bylone, Lisa Skumatz

Board On-Call: Julie Rhodes, Stephen Bantillo, Jack DeBell, MaryEllen Etienne, John Frederick, Brent Hildebrand, Doug Hill, Michael VanBrunt, Robin Wiener, Melissa Young, Mark Lichtenstein, Jeffrey Cooper, George Dreckmann

Board Not Present: Maite Quinn, Tony Rios

Staff Present: Savannah Betkowski, NRC staff

Guests On- Call: Carey Hamilton, Indiana Recycling Coalition; Cara Russell, Colorado Association for Recycling; Maggie Clarke, Maggie Clarke Environmental

Call to Order: Meeting called to order by Chair Julie Rhodes (10am EDT)

- President Bob Gedert appointed Marjie Griek to temporarily chair meeting
- Introduced new NRC Staff Assistant, Savannah Betkowski

Roll Call: Marjie Griek called roll call. A quorum was present.

Agenda

MOTION: Move to approve agenda (Rhodes/McPoland)
Motion passes unanimously.

Minutes

MOTION: Move to approve March 18th, 2016 Minutes (Frederick/Hill)
Motion passes unanimously.

Finance Report – Rhodes & Griek

Reviewed the NRC budget with the need to meet and exceed our base budget for this upcoming year. Options were discussed on how to obtain budget money. An example of a major funding source from last year was the SMM Summit.

Murray Fox was thanked for his on-going commitment, long-term support for NRC and the Murray J Fox scholarship fund. The question arose as to what is the difference between restricted vs. unrestricted funds. All Murray J. Fox Scholarships are restricted.

President's Report – Gedert

The PowerPoint is available under "Board Business" on the NRC website

It is time to be visible and fully inclusive to our partnerships and members. Full inclusion is needed from the State Recycling Organizations (as our base membership through their affiliations), State agencies, and other various voices of recycling. Overarching themes of the NRC include: Collaboration, Leadership, Relevancy, Activism, Innovation, and Urgency. The NRC is a Coalition and this position helps us to give resources and opportunities to individuals that want to be involved. NRC can be immediately helping with issues that will be relevant. NRC Vision, Mission, and Guiding Principles are utilized as the action agenda. The slogan "Together, we are Recycling!" was discussed. The change to add "Together," is more inclusive of our partners. This word choice better clarifies the message and strengthens the idea of partnerships, and a platform that is unique for NRC, which builds upon what others are doing.

President's Call to Action: "Together, we are Recycling!"

1. Focus on Market Development – Addressing contamination, market access, collection standardization, and market stabilization
2. National Measurement System – "A uniform system of measurement" with stakeholder participation, in partnership with USEPA
3. Recycling Issue Advocacy – in collaboration with our Recycling Organizations (ROs)

Recycling Organizations Council (ROC) Update

The need to communicate back to ROs about some of our NRC actions is apparent. The need to include a stronger voice for ROs in future NRC Board meetings re-surfaced. Suggestions to clarify communication included posting background materials for meetings on website in advance of meetings. Also, NRC must clearly indicate what happened at the meeting. This brings in the Communications Committee to informally provide some information. Discussion of these questions was agreed upon unanimously to be part of the strategic planning discussion.

Public Session:

Guest Maggie Clark: Suggested to put the NRC packets and meeting announcements onto other communication platforms besides on the NRC website.

CLOSE PUBLIC SESSION**Committee and Working Group Reports:****Campus Council – DeBell**

Board of Directors were led through the Campus Council website and interest survey. This online activity is helping to attract more attention in state recycling conferences. RO events could be better promoted through NRC calendar.

The Campus Council has administered the Murray J. Fox scholarships for years. Last year, the council reached out to campus departments and registrars to engage more students. Other options for future distribution would be to do an open announcement, with students submitting a Survey Monkey (or another platform). Opening up the Murray J. Fox scholarship to national audience (through social media and other outreach methods) could promote more participants and attention.

Communications Committee – Young & Quinn

The Committee did some pre-strategizing to outline the Committee's vision, mission, values, and tasks as guidelines for future action. The core of the outline is to stay on top of recycling news, filtering recycling messages, recycling facts, and stories sharing. The committee prioritized recycling news by increasing e-newsletters from quarterly to bi-monthly. This includes looking at design, stories, new members spotlights, and stories from public. Another idea is to hire a for-credit intern from Syracuse journalism program once NRC is settled with staff assistant.

Executive Director Search Committee – Cooper

At the last Board meeting a road map on hiring an Executive Director was discussed. The position can be remote. First, comparable salaries were researched. The position will not be hired until the NRC budget has confirmed available funds beyond the base budget. As the NRC Board moves from our strategic planning, the Executive Director position should be a major fund-raising activity. This is an idea and a goal that the NRC can capitalize on. There may be some donors interested in supporting this position. The Board agrees Strategic Planning needs to come first. The decision on hiring can move forward if our Strategic Plan agrees this is a priority.

Fund Development Committee – Bilbro

Discussion recently focused on how to change our Strategic Plan to pursue funding. NRC wants to fund projects coming out of Strategic Planning. There are a lot of great things we're doing in the NRC that we don't have fund development working on.

The Committee should develop a formal request form for Committees to submit requests for funding. This allows for transparency and prioritizing tasks in a formal manner. A formalized planning process will help to develop diligent funding

projections. It was discussed to potentially rename the SMM Founders Council to be Recyclers+ Founders Council because this name is more inclusive and increases support.

Awards Committee – Skumatz

Revised the award nomination form into a Word document.

Markets Council – Bylone

Discussed holding a kickoff event with a General Assembly of national trade organizations and affiliates to evaluate stakeholder capacity. Something similar in structure existed in early 1990s (the National Recycling Advisory Council, with Al Gore, Paul Tsongas and other national government and industry leaders). The direction of this is to be discussed during Strategic Planning. It was discussed to include the following groups: SMM Founder Council, Recyclers + Council, and/or Markets Council.

Membership Committee – Hildebrand

The need is to find innovative ways to increase membership while also taking care of existing members. The potential for overlap, collaboration, and integration of membership tasks are apparent within other NRC committees. The difference of individual members v. organization members' dues was discussed (Information on memberships and dues can be found on NRC website: <http://nrcrecycles.org/get-involved-2/join-nrc/>).

Another aspect mentioned is for trade associations to make one contribution for the year rather than being asked for multiple smaller amounts throughout the year. Dues provide a better basis for stabilizing revenues than seeking donations and supporters. 90% of our dues come from ROs – something the committee will look more into. Since new membership software is available and utilized by the NRC, these monetary values can be tracked more carefully and more easily analyzed than in the past.

Policy Committee – McPoland

Reviewing the OpEds sent to Resource Recycling. The committee will address the Single Stream issue. Review of past policies is slow going and still in the process of updating policies in ways more congruent with today's world.

National Standards Certification Board – Liss

Applications are pending from Illinois Recycling Association (IRA) and GreenEducation.us. IRA was the first program that was developed from scratch according to the National Standards Certification Board. GreenEducation.us is applying to offer its 30-hour program online, with revenue sharing to state Recycling Organizations that participate.

Sustainable Materials Management (SMM) Committee – Liss

President Bob Gedert and Secretary Gary Liss attended the G7 Alliance on Resource Efficiency Workshop in Washington, DC. organized by the USEPA. It was a great example of SMM collaboration; focused on getting Recyclers+ together with designers and manufacturers.

Board Development Committee – Minstrell

Chart of Board Members up for re-election:

Election Year = 2016		
<u>C (2013-2016)</u>	<u>A (2014-2017)</u>	<u>B (2015-2018)</u>
Jeff Cooper - 2*	Gary Bilbro - 2	Stephen Bantillo - 1
Julie Rhodes - 1	Jack DeBell - 2	Bob Bylone - 1
Mark Lichtenstein - 2*	John Frederick - 2	George Dreckmann - 1
Michelle Minstrell - 2*	Marjie Griek - 2	MaryEllen Etienne - 1
Robin Wiener -1	Gary Liss - 2	Bob Gedert - 1
Fran McPoland - 2*	Will Sagar - 2	Brent Hildebrand - 1
	Juri Freeman - 1	Maite Quinn - 2
	Doug Hill - 1	Lisa Skumatz - 2
	Antonio Rios - 1	Melissa Young - 1
	Michael Van Brunt - 1	
* 2nd term, not eligible for re-election		
Group B = 9	Group C = 6	Group A = 10

Strategic Planning Committee – Rhodes, Griek & facilitated by Skumatz

Reviewed the survey response’s distributed before the 5/9 Board meeting to the NRC Board of Directors. The survey covered the topics: [1] *favorite past events from NRC and other organizations*, [2] *big picture goals*, [3] *potential changes to NRC Vision*, [4] *potential changes to NRC Mission*, [5] *budget and funding*, [6] *strategies (short, mid, and long-term)*, [7] *educational and technical assistance*, [8] *policy priorities*, and [9] *bold newsworthy*.

An interactive, informal vote occurred via web-based technology to help compile the top responses from each category. The results from this (5/9) strategic planning session will be compiled to help solidify the direction and future discussions of the NRC strategic plan.

CLOSE OF STRATEGIC PLANNING

Public Session

Laura Flagg [Speaking for Maggie Clarke]: The NRC Congress was one of the best conferences she's been to. Clarified an important aspect of AW&MA about how they organize their members into committees. Suggested that there could be groups in NRC to organize members to share information. Regarding AW&MA, she knows a lot about their Technical Council structure that could be considered as a model for NRC.

Carey Hamilton: Appreciated that there has been more written responses to media onslaught.

CLOSE OF PUBLIC SESSION

Other Business

Agreed unanimously to defer Executive Director discussion and National Recycling Congress to 5/20 Board meeting.

Meeting with Virginia Recycling Association Board followed.

Next NRC Board Meeting: May 20th, 2016 1:00-3:00pm ET, via GoToWebinar/Conference Call

**MOTION: Move to adjourn meeting (Griek/Rhodes)
 Passes Unanimously.**

Meeting adjourned at 3:58pm ET.