



MINUTES OF THE NRC BOARD OF DIRECTORS MEETING

July 15, 2016
(Meeting held via conference call)

Approved by NRC Board of Directors at 8/19/16; Revised on 8-30-16

Board On-Call: Stephen Bantillo, Gary Bilbro, Robert Bylone, Jeffrey Cooper, Jack DeBell, George Dreckmann, John Frederick, Juri Freeman, Bob Gedert, Marjie Griek, Brent Hildebrand, Doug Hill, Mark Lichtenstein, Gary Liss, Fran McPoland, Michelle Minstrell, Julie Rhodes, Will Sagar, Lisa Skumatz, Michael Van Brunt, Robin Wiener

Board Not Present: MaryEllen Etienne, Maite Quinn, Antonio Rios, and Melissa Young

Staff Present: Savannah Betkowski, NRC staff

Guests On- Call: Maggie Clarke, Maggi Clarke Environmental; Dylan De Thomas, Resource Recycling; Michele Nestor, Recycling Organizations Council

Call to Order: Meeting called to order by Chair Rhodes at 1:18pm EDT.

Roll Call: Roll call by Secretary Liss. A quorum was present.

Agenda

MOTION: Move to approve agenda (Liss/Sagar)
With addition to add Board Elections Committee update
Motion passes unanimously as amended.

Minutes

MOTION: Move to approve past meeting minutes of 5/9, 5/20, and 6/17
(Liss)
Deferral on adopting motion given that edits were just received.
Secretary asked to make recommendation on how to get Minutes done and approved on a timely basis.

Recycling Organizations Council (ROC) – Nestor

The NRC strategic plan had been distributed to the ROC for review and comments. During the next ROC Steering Committee meeting, a review of the feedback that has been received will be discussed.

Will try to get a few more ROs to Resource Recycling Conference. Thanks to Resource Recycling and NRC for help in getting people there.

The ROC did not promote nominations for NRC Awards as requests for nominations were sent directly to ROs (2x) but not through ROC. Also notice of Awards nominations was included in NRC newsletter. In future, agreed to send announcements of nominations process to ROC and NRC Board members directly.

The NRC Board agreed on need to increase and improve communications about all events and activities (including awards).

Public Session

No Comments

Close of Public Session

Presidents Message - Gedert

The tragic death of Cara Russell from Colorado was acknowledged. Information regarding her memorial service was distributed. Flowers and a note will be sent to her memorial service on behalf of the NRC Board.

As President Gedert continues his travels throughout the country, he has continuously heard about the need for NRC to build stronger lines of communications. Would like to meet with the Communications Committee to discuss how best to respond to this challenge.

Gedert has also heard a lot of concerns about recycling markets and how the NRC can address these issues. The Markets Council has been discussing these concerns and has a proposal on how to address them.

Details were also explored this month about how NRC could work with Resource Recycling (RR) to re-engage NRC in organizing the national recycling conference. The concept that came out of that discussion was the idea of co-branding with NRC, continuing the Resource Recycling Conference "in partnership with NRC" beginning with the 2017 Conference. Resource Recycling staff would continue to manage the conference. Although the details are not worked out, options discussed included having 2 different tracks of sessions (1 organized by RR and 1 organized by NRC), or there could be one day for RR and one day for NRC. NRC said it wants to focus on market barriers and national policy issues, which was enthusiastically embraced by Resource Recycling. RR would like to make an announcement about this in New Orleans. No commitments have been made yet. Finances need to be discussed further. Looking to form an enlarged committee that would include representatives of the NRC Markets Council, Policy Committee, ROC, Conference Committee, and perhaps other NRC leaders. Gedert announced he is looking for conceptual approval from the board to proceed with a higher-level and more detailed discussion about this topic.

**MOTION: Move approval of proposal by President Gedert to continue discussing with Resource Recycling the development of a co-branded conference and to appoint those individuals and committees necessary to do so (Lichtenstein/Liss).
Motion Unanimous, except Michelle Minstrell abstained.**

Committee and Working Group Reports:

Awards Committee – Skumatz

The Committee has received three more applications prior to the deadline. The Committee is currently working on scoring and will finalize the winners next week. The awards will be announced during a lunch session at the Resource Recycling conference.

Campus Council/Murray J. Fox Scholarship - DeBell

The amount of applications has also doubled from what was written in the Committee report. A total of twelve applications have been submitted thus far. The deadline is not for another week, it is hopeful that the Committee will receive more. Board members who tweeted scholarship information were thanked for helping to spread the word. The Campus Council was thanked for their leadership on organizing this effort.

Conference Committee – Minstrell

The Committee has been working with Resource Recycling in coordinating the NRC meetings that are held in conjunction with the conference. The schedule has been finalized and updated. A reminder is stated to the NRC Board that the 2016 Resource Recycling conference is held on a Tuesday through Thursday basis.

Board Elections - Minstrell

Reviewed the schedule for the NRC Annual Members Meeting and Candidates Forum that is occurring at Resource Recycling on Tuesday, August 30, 2016. The 2016 Nomination form is available on the NRC website to nominate yourself or other colleagues to run for a position on the NRC Board. Online nominations will close August 16, 2016 at 1pm ET and will open again on the floor of the Members Meeting Tuesday, August 30, 2016. At the conclusion of the candidate's forum, elections will open for online voting until the morning of Wednesday, August 31, 2016.

Six positions on the NRC Board are open this year. With nominations open, it is reiterated for the Board to think of individuals who could contribute to the NRC and encourage them to apply.

NYS laws require organizations to utilize postal mail for notifying members of the election process. Elections Chair and Staff are currently working to finalize NRC and RO membership lists, to mail our required notification of Members Meeting with postcard. A mentoring process is needed as the current Chair of the Board Elections Committee, Michelle Minstrell, is coming off the Board after overseeing this process

for 6 years. President Gedert was encouraged to appoint someone to work with Michelle on this year's process.

Thanks expressed to Michelle Minstrell and staff for the excellent work done on organizing this important elections process.

Communications Committee - Staff

The next E-Newsletter is scheduled to be sent on August 5, 2016. The content is being discussed currently with Committee members. Communications Committee will meet with President Gedert to discuss input received from ROs about improving communications.

Executive Director Position Search Working Group - Cooper

The discussion around the ED position has come to a point where the NRC needs to meet financial objectives first. Until then, the Committee is on a hiatus. The Job announcement has been finalized, once financial objectives are met, the announcement will go out.

Fund Development Committee - Gedert/Cooper

The Committee met to discuss financial obligations for a Markets Council Summit and a Resource Recycling/NRC co-branded conference. The discussion brought about important cautions, it is important to focus on baseline revenues before making any major expenditure beyond baseline budget. During the August NRC Board Meeting, this committee will focus on recommendations from the Membership Committee, particularly regarding pursuing increased revenues from Association memberships.

The Committee needs help from the NRC Board in providing recommendations and further contacts to reach out too for short-term funding.

Markets Council/ Business Development - Bylone

The Committee has been meeting since 2015 and continues to keep a broad approach that is in-line with the NRC Strategic plan. We're proposing the following:

- Gather market development trade associations (about 25) and provide an opportunity for those organizations to have direct interaction with ROs from around the country (including both affiliates and non-affiliates).
- Offer sponsorship opportunities to get affiliated ROs to the event.
- Have paid structure for non-affiliates.
- Trade associations will see that we're working to get ROs in front of trade associations.
- Agenda would be to highlight the trade associations' work, what they are working on in the morning. Trade associations would get peer-to-peer learning.
- As that occurs, ROs will be able to go to markets development sessions

- Lunch - plenary “power” speaker of same magnitude or attention getting (e.g. Jim Kramer, CNBC).
- The afternoon would be mostly facilitated Q&A between RO leaders/members and these trade associations. Opportunity for direct one-on-one engagement.
- Expecting this to be a standalone activity not piggybacked with another conference. May provide a summary of event at Resource Recycling Conference.

At this point, the Committee is developing a budget and locations of trade associations to identify where to hold this event cost effectively. Primarily focusing on Washington, DC for gathering. We understand from Bob Gedert that the Fund Development Committee has discussed this. The biggest aspect that needs to be solidified prior to any events taking place is to understand what fund-raising the NRC needs to accomplish for the base budget.

The Committee plans to meet next week to continue the efforts.

Membership Committee – Hildebrand/Kruzan

There has been recent activity with 2 trade associations (SPI and ISRI) that agreed to join the NRC at a new rate. The Committee recommended a new membership rate for large trade associations: \$5,000. This membership rate is not for state or other affiliated recycling organizations. Committee will work with staff to clarify this on the NRC website.

**MOTION: NRC sets dues for 501(c)6 - Revenues less than \$5 million is \$1500 and Above that is \$5,000 and get one vote (Wiener/Liss).
Motion passes Unanimously except Michelle Minstrell abstained.**

National Standards Certification Board – Frederick/Liss

Illinois was recently accredited. The GreenEducation.us proposal is still pending to provide online training with revenue sharing with ROs. Some issues have been raised but those will be addressed during the National Standards Certification Board call next week.

Policy Committee – McPoland/Bantillo

The Committee Chairs, Fran McPoland and Stephen Bantillo have been invited to speak at a Container Recycling institute [CRI] webinar about the NRC recycling definition on July 27, 2016. Also speaking during this webinar will be Peter Hargrave with the Ontario Waste Management Association.

Sustainable Materials Management Committee – Rhodes/Liss

The Committee will be following up with NRC Board member, Will Sagar, on some possibilities of doing something at SERDC.

Finance Committee - Griek

The Committee has finished filing this year's non-profit applications while a financial review of the NRC organization and tax return is currently being pursued. All RO affiliation dues are on track.

Most areas of expenditures are related to costs of conferences and contract services. A chart was distributed to the Board that shows the costs and revenue when compared to the overall NRC budget. Thanks expressed for Marjie Griek's help with Treasurer and staff.

**MOTION: Move to accept the financial report (Lichtenstein/Gedert)
Motion passes unanimously.**

Public Session

Maggie Clarke: Are ROs and NRC interested in putting up clearinghouse for information? It may be of value to the NRC to have ROs fill out information that may be a resource to all.

CLOSE OF PUBLIC SESSION

Strategic Planning Committee Report – Griek/Rhodes

From previous comments, the NRC Board understands that ROs are looking for short-term action items that can be accomplished in the next 9 months. The NRC strategic plan needs to have short-term deliverables that are not over-promising but do provide benefits to the affiliated ROs. There have been five topics discussed for short-term actions. These areas include: *NRC General Assembly of Markets Development; Website Resource Library; Social Media Program/Increased & Improved Communications; Technical Assistance; Executive Director.*

Board comments included:

- Began working on 6 topics for white papers. Planning to provide 3-6 topics by Board meeting at RR Conference.
- Add Co-Branding of National Recycling Conference and Policy issues to short-term action items for this year priorities

The plan is to finalize this annual plan of short-term action items by the Resource Recycling Conference during NRC Board meetings. With recent RO and ROC comments – the Strategic Plan can shift into the phase of the NRC actually completing these items once formally approved.

The NRC Board of Directors agrees to give comments on both the annual (short-term) plan and the longer, official Strategic plan over the next week.

Other Business

Mark Lichtenstein: Technology difficulties have been an issue in the past. This is a bigger issue beyond the technical difficulties faced today. The NRC needs to figure out a better conference call system. ExCom needs to discuss new possible technology platforms. The Staff assistant will work with ExCom, NRC Board Members, and technical support teams from various platforms to consider new platforms that can be utilized.

Next Meeting

Next Board call will occur on August 19, 2016, including additional Strategic Planning discussion. This will allow the NRC Board time to further discuss the strategic plan so that it will be ready to adopt it at the Resource Recycling Conference.

MOTION: Move to adjourn meeting (Liss/Griek)
Motion passes unanimously

Meeting adjourned at 3:15pm EDT