



MINUTES OF MEETING OF THE BOARD OF THE NATIONAL RECYCLING COALITION (NRC)

November 9, 2016

(Meeting held at SERDC Summit, Atlanta, GA and via Phone)
Motions noted; underlines represent follow-up action items)

ATTENDANCE AND CALL TO ORDER:

- **Attendees In Person:** Gary Bilbro, Bob Bylone, Paul England, John Frederick, Bob Gedert, Marjie Griek, David Keeling, Fran McPoland, Will Sagar, Lisa Skumatz
- **Attendees On Phone:** Susan Attridge, Stephen Bantillo, Maggie Clarke, Jack DeBell, MaryEllen Etienne, Brent Hildebrand, Maite Quinn, Tony Rios, Michael Van Brunt, Robin Wiener
- **Board Not Present:** George Dreckmann, Juri Freeman, Carey Hamilton, Doug Hill, Gary Liss, Melissa Young
- **Staff Present:** Savannah Betkowski, NRC Staff.

Call to Order: Meeting called to order by Gedert (as Rhodes is not in attendance), 10:05am ET.

Roll Call: Roll call by Staff. Quorum present.

INTRODUCTION AND WELCOME (GEDERT).

Gedert welcomed new members / thanked old, summarized meetings held recently, and mentioned two most important agenda items today were officer election and near-term strategic plan assignments.

Voting procedures for officer elections were summarized, and the officer positions and responsibilities were described.

- **MOTION:** Motion and second (Frederick / Griek) – to keep a total of seven members on the Executive Committee (Ex Comm). Motion Carried/Unanimous. Gedert noted this motion does not elect these positions, and we can revisit the number in future.

The length of term is until next board is seated in August 2017. Gedert suggests that next time we elect officers at board meeting at Resource Recycling meeting (just after board elections to avoid lag time), which would indicate officers elected at today's meeting would hold office 10 months. General agreement.

Gedert opened the call for nominations / elections.

OFFICER ELECTIONS (Old holders of office in parentheses)

- NRC Chair: (currently Julie Rhodes).
 - **MOTION** / Second for nomination for Juri Freeman; (Frederick and Gedert/Skumatz and Griek). Gedert noted Freeman has agreed and is interested, although is not in the room.
 - **MOTION** by Englund for Carey Hamilton. Hamilton respectfully declines by text (England).
 - **MOTION** / Second to close nominations (Keeling / Bylone). Motion Carried (unanimous).
 - Vote for Chair held / **Freeman elected** (unanimous).

- President (Currently Gedert). Griek takes over Chair position for this office.
 - **MOTION** / Second for Gedert (Skumatz and Etienne / Bilbro). Accepted by Gedert.
 - **MOTION** / Second to close nominations (Keeling / Frederick). Motion carried (unanimous).
 - Vote for President held / **Gedert elected** (unanimous). Griek passes Chair back to Gedert.

- Vice President (currently three: Bilbro Fund Development, Griek Financials; Bantillo, Policy).
 - **MOTION** / Second for Bilbro, Griek, Bantillo (Frederick / Keeling). All accepted.
 - **MOTION** / Second for Liss (Clarke / Skumatz). Indicated Liss accepted prior to meeting.
 - **MOTION** / Second for England (England / Keeling). England Accepted.
 - Note that responsibility areas are not nominated with election but assigned by President. Also note that no “Executive VP” position is noted in Bylaws.
 - **MOTION**: Friendly amendment to Frederick’s motion: Name all 5 candidates in motion; agreed by Keeling.
 - Vote for Vice President held / **5 elected** (unanimous). Bilbro, Griek, Bantillo, Liss, England). Duties to be assigned by Gedert later.

- Secretary (currently Liss).
 - **MOTION** / Second (Griek / Gedert) for Skumatz as Secretary. Accepted by Skumatz.
 - **MOTION** / Second to close nominations (Frederick / Keeling). Motion Carried.
 - Vote for Secretary held / **Skumatz elected** (unanimous).

- Treasurer (currently Rhodes)
 - **MOTION** / Second for Griek (Bantillo / Frederick). Accepted by Griek.
 - **MOTION** / Second for Van Brundt as Co-Treasurer. (Gedert / Bantillo). Van Brundt respectfully declines.
 - **MOTION** / Second to close nominations (Keeling / Englund). Motion Carried.
 - Vote for Treasurer held / **Griek elected** (unanimous).

- At Large Executive Committee (currently Dreckmann, Sagar, McPoland).
 - NRC Board present discussed and determined not to hold At Large Executive Committee nominations because 5 VP positions were elected. Can revisit in future. *Note Chair is non-voting member / tie-breaker.*

End of elections.

APPROVAL OF AGENDA:

Discussion. Gedert requests new item, replacing President's message with feedback on election.

- **MOTION** / Second (Skumatz Bilbro) to accept agenda as modified. Motion carries.

MINUTES:

Call for comments on minutes. Minutes to be amended to add Etienne as attendee in minutes submitted by Liss. Question regarding executive committee minutes.

- **MOTION** / Second (Sagar / England and Keeling) to accept the multiple meeting and Executive Committee minutes as amended (multiple minutes including executive committee submitted, dated 8/30-16-8/31/16). Motion Carried.

FINANCIAL REPORT: (BY GRIEK, TREASURER).

Income from membership, awards, and board donations exceeds budgeted goal. Missing mark on fundraising, national standard certification fees, and summits. A question was raised by a board member on how to make 501(c3) donation, and the response was donations can be made on-line, with receipt provided on-line. Note: Amazon Smile purchases with NRC as designee earns NRC ½ of 1% of purchase value as a donation.

Expenses: Fee for Constant contact has increased from \$110 TO \$195 per month. NRC staff working to reduce duplicates in contacts to keep price at \$110. The storage locker rental is increasing from \$99 to \$108 per month. Thanks to staff and Minstrel for weeding out the historical documents that were critical to keep. NRC expects to continue records storage at this facility until NRC establishes an office.

First Quarter 2016 earned \$4,802 income. Cash Flow is \$10,000 check from City of Austin, which has supported NRC for multiple years (round of thanks from Board). NRC received a memo from Board of the Fox Trust Fund (Guerin, Morris, Fox) summarizing status of trust fund, including old resolutions. Conclusion is that all funds are restricted and can only be used for Trust Fund purpose – and only the interest may be used, not the principal. The books need to reflect the loan received from that fund, and the financials will include loans and payments.

The Executive Committee approved an extension to the Syracuse staff assistance contract, including an additional \$7K through the current fiscal year. In-person Board Meeting expenses exceed budget (about \$1105). The NRC Board thanks Sagar for contributing lunch and room for this meeting. Gedert would welcome contributions to help defray costs (Bilbro contributes \$100, Skumatz contributes \$50 – prepare invoices).

Griek notes the NRC budget this year was bare bones. Gedert notes City of Austin has donated \$10K this year, and \$45K over last 6 years, but City of Austin has hit their limit. Gedert requests those representing corporations to consider donating, as City has provided leadership, and makes a call for donations for whatever people can give.

- **MOTION** / Second to increase board meeting budget by \$1105 (Skumatz / Keeling). Motion Carried (unanimous). Minstrel notes some A/V costs for conference; Rhodes states it is in error and will follow-up.

- **MOTION** / Second to accept treasurer's report (Skumatz / Keeling). Motion carried (unanimous).

ROC AGENDA ITEM (GEDERT)

Nestor sent report in the Board Packet of information that summarized the ROC meeting, letter, and response. Gedert notes NRC membership is 97% provided by ROCs membership. ROC is very important to NRC, and ROC requests a quarterly update of tangible progress toward elements they've asked about, particularly related to strategic plan.

- ROCs want NRC to formally accept ROC plan; it has been informally accepted. A formal acceptance of the ROC strategic plan will be added to next NRC agenda.

FUTURE BOARD MEETING SCHEDULE:

Discussion leading to motion for monthly meetings on calendar (which can be cancelled if not enough business). Suggestion was to alternate agendas monthly between committee reports, then next meeting is strategic plan focus. Strong suggestion to avoid doing committee work in Board meetings – accept or return committee products (concurrence). December meeting should reflect progress / plan by committees in November (call for November committee meetings).

- **MOTION** / Second (England / Griek) monthly meetings December (Dec 9th) through August Term, 2nd Friday of each month from 2-4 Eastern Time. Motion Passes (unanimous).

NRC MEMBER AND PUBLIC COMMENT (MCPOLAND).

McPoland suggests better advertising NRC Board meetings to all members, including on web site. Discussion of whether public comment should be at beginning or middle / end of meeting. Keeling suggests beginning and later so members have a voice at the beginning about topics, and follow-up on topics discussed at the end of the meeting. General agreement. (Modify agenda)

Executive Committee Report on Election (Bantillo), replacing President's Welcome on original agenda. This past election for the NRC was had complexities in handling floor nominations and other elements. Griek and Bantillo are asking for volunteers (preferably Board members, suggests Gedert, because of link to bylaws) to help in a committee to clarify process, with feedback by December 9. Volunteers include: Bilbro, Keeling, Clarke. This is not the elections committee – just a review committee to make recommendations to the board.

STRATEGIC ACTION PLAN REVIEW (GRIEK & RHODES):

Griek and Rhodes discussed Strategic Plan. Short and Long Range Strategy plans approved in New Orleans Meeting; this meeting focuses on short term goals. Discussions of multiple topics:

- **Meetings and Outreach:** Bilbro and Bylone discussed technical resources and webinars. The next webinar will lead to a total of more than 9000 attendees, in 50 states, and multiple countries. This webinar partnership is made possible by the Pennsylvania Recycling Markets Center organization. The webinars well-advertised, and previous webinars are archived on NRC site. NRC can be helpful by suggesting topics and Board speakers (Skumatz giving one in early 2017). RPMC has also reached out to ROs for topics, and has been working on funders / fundraising concepts. RPMC has considered monetizing the webinar, but feels that could hurt the perception of unbiased webinars, and fees could be a barrier to municipal attendees. They are considering options like only NRC members can get previous recordings, etc. A suggestion for the future is to add encouragement to join local ROs as part of the webinars.

- **National Conference with Resource Recycling (RR):** Griek is NRC liaison with RR (RR asked for 1 voice). Two key areas are apparent for the NRC to work on for the 2017 NRC conference – panels on policy and on markets. Keeling noted he works with RR on RAM markets panel and volunteered to help the RR team finalize details. Other suggestions for NRC at RR include:
 - Consider working on SMM as another mini-summit, possibly in conjunction with MN conference.
 - Consider RO-specific session with governance issues, fund raising, speaker engagement for conferences, etc.
- Gedert plans to organize a super-committee, across multiple committees, to work on the RR event. A super committee is needed because the work relates to markets, communication, finances, policy, etc. with three key areas of policy, markets, and SMM. Volunteers include: Keeling, Clarke, Skumatz, Bilbro. The Board discussed the fact that good communication is key to successful conferences. This is a prime opportunity for the NRC to show relevance and membership value. A comment was made that NRC may be able to help Powell make conference more profitable through offer of use of sales tax exemption for 501c3.
- **Web Resource Library** (Griek): Communications committee is taking on the task of deciding which reports from the old NRC web library to move over to the new NRC website based on value / relevance. NRC staff also working on that transfer.
- **Social media program:** Improvements in internal and external communications are a focus. Gedert suggests ideas be forwarded to Young / Quinn.
- **Hiring Executive Director:** On hold until funding threshold met.
- **Membership:** Reminder that membership base is critically important to NRC organization. Board members should actively reach out to community / contacts to talk about NRC membership benefits.

COMMITTEE LEADERSHIP APPOINTMENTS (GEDERT)

RO Liaisons: Gedert gave out list to have Board Members email him by Dec 9 with top 3 choices for state liaison preferences. Gedert expects report out at each board meeting, as this connection is an important part of Strategic plan. Keeling / Skumatz available to backstop when regular appointees can't attend, as they attend many meetings around the states.

President's Report will usually be PowerPoint, sent in advance with the Board packet of information. President Gedert ran through committee chair appointments.

- Awards: Skumatz named Chair. Staff requests photos of winners on website (Gedert has photo from Iowa)
- Bylaws: Nestor Chair.
- Campus Council: Elected by Campus council; DeBell to continue as chair.
- Communications: Young and Quinn Co-chairs.
- Conference: Reshaping as super committee – volunteer to Gedert.
- Finance: Griek Chair with Van Brundt as assistant.
- Funding: Bilbro Chair, and looking for co-chair.

- Strategic planning committee: Griek and Liss as Co-chairs moving into implementation Phase.
- Markets council: Bylone Chair.
- Membership: Kruzan and Hildebrand Co-chairs.
- Policy: McPoland, Bantillo, Frederick, Dreckmann. See Gedert if also interested. McPoland non-voting. Volunteers include: Etienne, Weiner, Clarke possibly interested.
- ROC council elects their liaison: Currently Nestor. Invitation from ROC to have NRC meet with them Quarterly. Gedert will initiate the first quarterly meeting (December) and consider other members.
- National standards certification board: Appoints their own. Kruzan, Gregory (secretary), DeBell project manager.
- Murray Fox Trust Committee: Meg Morris, Jack DeBell, Terry Guerin as permanent appointees. Also, the President (Gedert), Secretary (Skumatz), and Treasurer (Griek) are appointed to that committee (includes Scholarship benefits).
- Diversity, social justice and engagement committee (relatively new): Young volunteered. Suggestion to reorganize this as subcommittee to Communications committee – general acceptance.
- Recycling jobs task force: Bilbro Chair. Article in Resource Recycling this month.
- SMM committee: Liss and Rhodes Chairs.

The NRC Board is reminded to contribute Resource Recycling articles and editorials (generous offer from Powell). The NRC needs a strong volunteer to coordinate these contributions. Rhodes has been handling this in the past. This may be a new role for the Communications Committee; Frederick also volunteered to do this role. Provide suggestions / let Gedert know if you want to do an editorial (include topic).

COMMITTEE REPORTS

Written reports were circulated prior to the meeting in the Board packet. Expect bigger reports during the December 9 in conjunction with Strategic Plan. Contact Savannah in advance if your committee's report needs any decisions from NRC Board – desire to clearly label this on agendas, etc.

OTHER BUSINESS:

Griek notes Gedert needs to assign responsibility areas to VPs.
No other business

ADJOURNMENT OF MEETING:

- **MOTION** / Second (Sagar / Keeling and Bilbro) to adjourn. Adjourned 1:32 ET by Gedert.