



MINUTES OF MEETING OF THE BOARD OF THE NATIONAL RECYCLING COALITION (NRC)
February 10, 2017, 2PM Eastern Time
(Phone meeting)
Motions noted; underlines represent follow-up action items)

ATTENDANCE AND CALL TO ORDER:

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

Call to Order: Meeting called to order by Freeman, 2:03 pm ET.

Roll Call: Roll call by Skumatz. Quorum present. 23 in attendance.

- **MOTION and Second:** To approve agenda / no changes; (Liss / Griek). Passed unanimously, none abstained.
- **MOTION and Second:** To approve January minutes / no changes. (Liss / Sagar); Passed unanimously, none abstained.

Agenda calls for Nestor for ROC report. Nestor not in attendance; will defer agenda item to later.

NRC Members and Public Comment: No public comment from Lichtenstein or other public.

Sharon Shi, new communications intern introduced herself.

Budget / Finance Committee: Presented by Griek.

Recommending several motions, which were sent prior to meeting. Thanks to Finance Committee members for hard work (Freeman, Van Brundt, Bylone).

Introduction of Budget Motion 1: Recommend dropping rider regarding employment rider of Directors and Officers coverage (costs \$470/year) because NRC has not had employees for several years.

- Budget Motion1: Motion / Second (Liss / Bantillo) **To authorize finance committee treasurer to discontinue employment practices coverage and have it removed from our current D&O policy while maintaining D&O coverage.** (Liss / Bantillo). No discussion. All in favor; none abstain, none against. Motion Passed.

Introduction to Budget Motion 2: NRC currently gets mail from a PO Box service in Washington DC, delivered to Syracuse University (NRC contract) every few weeks. Changing to an address directly associated with Syracuse University will reduce costs (\$550 / year plus \$40 for mail forwarding every few weeks), and improve timeliness, which will save late fees, etc. Discussion of motion: Liss prefers street address over PO Box. Savannah checked and the likely address would be a street address. Reminder to update website, invoices, billings, IRS, etc. with new address.

- Budget Motion 2: Motion / Second by (Bantillo / Frederick) – **To change NRC’s mailing address from current PO box in Washington DC to an address associated with Syracuse University if that is possible to avoid the cost of PO Box rental and mail forwarding charges.** All in favor, none against, none abstained. Motion passed.

Introduction to Budget Motion 3: NRC has subscribed to a database system for member tracking (Neon CRM). Current staff has limited capabilities on it, it doesn’t do quite what we needed. May have been originally understood as \$95/year rather than \$95/month. Difficult to use and transfer data. Other options show good capabilities and may be more affordable. Prefer spreadsheet-template for easier importing and expandability (suggestions mentioned Constant Contact, others). High priority for working with ROs and for elections. Suggest input from ROs and ROC on recommendations.

- Budget Motion 3: Motion / Second (Keeling / Gedert). **To drop Neon CRM subscription at \$95/month. NRC will discontinue its subscription as soon as an appropriate replacement tracking system is in place and shown to be functional for our purposes.** All in favor; none abstained, none against. Motion passed.

Nestor joined the Call. Will continue with Griek with budget.

Griek reviewed budget spreadsheet, focusing on Line 15 down, with actual and budgeted cost for FY 2016-17; actual numbers through 12/31/16 (budget for entire year). Created new budget or April 2017-Mar 2018. Numbers are preliminary based on historical needs from last year and anticipated cost. Asks permission to bring preliminary numbers to the committee chairs for updated budgets. Within 2 weeks will bring back stronger document to review. Discussed Revenue and expenses, and relationships to strategic plan and other elements. Added Resource Recycling Conference. Finance committee will refine; need adopted budget by 3/31/17. Finance committee will work on. Need adopted budget by March 31, so next meeting will address (vote on) budget. Note apparent discrepancies are because budget is full year, and actuals are part-year. Question by Liss regarding \$7800 legal fees and whether it is for donations (URS). Suggestion to review the percent of donations coming through the donate button; compare costs and benefits, but we should also check with Susan Collins (who helped introduce this) to determine requirements and limitations. It may be that to get donations from any state, we need to maintain If we want to obtain donations (and possibly maintaining non-profit status – it is in the non-profit guidelines) from anywhere in the states, then we must maintain documents and non-profit registry and pay fees for each state. We pay \$7500 to pay law firm to keep this up every year. Costly and time consuming process. Finance committee will check with Susan Collins; it is believed to be

beyond the “donate now” button but also necessary to avoid being in violation of non-profit laws and fundraising / donations. Finance Committee will check on this issue.

ROC discussion / call – Nestor presenting

Mostly presented information to ROC on conference schedule and sessions. Small attendance, but many decision makers; generally favorable. Liss will provide more detail in presentation of the conference. Liss to attend March meeting of ROC for conference; Gedert in April.

Vice Presidents Roles – Freeman presenting.

VPs are expected to serve as Liaison roles to committees. Reminder to VPs (Liss, Bilbro, Bantillo, England, and Griek) and to committee chairs. Too much for all to report to President. Check in on progress, needs, and meetings. Call next week to review and confirm the roles / assignments.

Presidents’ welcome: Gedert reporting.

Welcome Lichtenstein (honorary Board Member). President’s report sent in print; Gedert walked through it.

- Confirmation of VP role
- Reminders about opportunity to prepare Resource Recycling articles (10 completed last year, well-ushered by Rhodes last year). Sent Gedert an email if you’d like to volunteer for that coordination role this year, coordinating with Communications Committee. There is a draft editorial process between coordinator / internal review (including possibly policy & communications) and Resource Recycling. Commitment may be 5-10 hours/month. Topics fairly open; Gedert interested in timely, relevant articles. Positive RO feedback from last year’s articles; topics usually selected to be relevant to ROs and reprinted in their newsletters.
- NRC / State RO Match list – will be provided by Gedert in March.
- Fund development committee report later on. Need greater Board Member Involvement, and Gedert happy to reach out for fundraising and do corporate or trade association “asks”. Asking each Board Member to provide 3 potential contacts to Gedert.
- Reminder in President’s report on 2017 objectives from strategic plan through the committees.
- President’s report also includes president’s value statement – presented at May strategic planning meeting, and focused on partnerships with KAB, ISRI; this month message stresses inclusion – including SROs and state agencies and industry associations as core memberships / partners.
- Spring board meeting scheduling – want 2 in-person meetings (one at RR conference; usually spring for other one). Want focus for on-site meeting to work on legislative positions, implementation strategies, fundraising, and conference planning. Review updated doodle poll. High vote locations currently are ISRI (New Orleans 4/24; 4/25); and Virginia Beach (5/16). Discussion of dates for spring meeting; positive benefits from coordinating with a state RO meeting. Need for call-in option for spring meeting. Not ready to make decision at this meeting but must be soon for flight arrangements. Everyone should sign up on poll by Wednesday of next week.

Committee Reports – Moderated by Freeman

- **Awards** (Skumatz) – Committee starts reviewing application next month, appreciate better slot at conference, will start fundraising sooner this year, and will submit budget to Finance Committee.

- **Campus Council** (DeBell) – Please read report sent in packet, and stand by for follow-up.
- **Conference** (Liss) – Two motions from committee.
 - Motion 1: Motion / Second (Griek / Gedert) - **To approve Draft 4 of NRC Track agenda for RR Conference and authorize conference chair to adjust as needed with input of conference committee.** Description: Changes include moving RO session to Monday rather than end of session, scheduling of recycling partnership timing, and adding a reception. No discussion. All in favor, none opposed, and none abstained. Motion passed.
 - **Motion 2:** Motion / Second – (Skumatz / Griek) - **NRC board approves staff reserving space for a welcome reception in Minneapolis near hotel as detailed in update.** Arrangements have been made to assure there is no financial risk to NRC. Good sponsorship opportunities. No discussion. All in favor, none opposed, and none abstained. Motion passed.
 - Liss discussed invitees for keynotes, and policy sessions. Approaching members of congress and others.
- **Communications** (Young / Quinn). No current update. Clarke noted rapid response document has been posted and Board Members should sign up. Generally related to rapid response, Nestor notes several ROC members say they would have appreciated statement or position regarding NRCs position on any of cabinet positions being nominated (EPA, other).
- **Elections process committee** (Bantillo, reported by Freeman) – Committee will be working on revisions to the election process.
- **Fund Development Committee** (Bilbro) – Held 2/2/17 meeting with Savannah. Discussed working with conference committee on process to meeting goals of \$10K by 3/1 and \$15K by May. Putting together a flyer, and are looking at opportunities for long term sustainable funding. This is a struggle, and must be careful not to overlap with ROs. Interest in considering grass roots membership levels to help fundraising. Received \$700 for “in memory” donations recently; sending thank you notes. Interest in seeing that be an option on the website, and suggestion to better highlight the donation button on the website.
- **Market Council and Jobs Task Force** (Bylone) – Prepared a written report in packet. Working with program subcommittee and conference committee on sessions. Plan markets related content on website, working with Savannah.
- **Membership committee** (Hildebrand) – Hildebrand send email for his report. He thinks trade associations and ROs are important connections. Has sent invoices to ROs. Working on conversations with Powell for discount for NRC members (uncertain). Asks Board members to provide trade associations that might be approached for membership / focused effort. Also let Hildebrand / Gedert know about any states that might be considering non-renewal with NRC. Keeling notes he was approached by a trade association that memberships can be expensive, depending on size; one may be interested, but cost is high (CMRA / IL).

- **National Certification and Standards** (Frederick / Liss) – Talked to SWANA, hoping to work cooperatively to complement state-based programs. Productive conversation, and may work well with states lacking resources.
- **Policy** (Bantillo/Etienne) – Working with Rep. Ellison’s office to reintroduce Zero waste bill / 2017. NRC Board member, Etienne worked closely with Ellison’s office to update and edit the Zero Waste bill with waste prevention, reuse and zero waste definitions. This is consistent with NRC policy / no vote, and ready for Gedert to sign letter in support of bill. Had meeting of a subcommittee (England) on existing policies to work on turning them into ready fact sheets on policies. Suggestion to consider terminology issues including circular economy and other terms.
- **Strategic planning committee Implementation Update** (Griek) – Working on discussion of action plan for Year 2 near and mid-term goals. Progress this year includes market summit (at national conference), not clear on progress on web site library, increased social media program (and help from new intern), progress on ROs, looking for more on technical assistances, and possibly behind on white papers.
- **Strategic Materials Management Committee** (Liss) – Same status as last month; committee members have been in touch with NERC (won’t be spring report, but will be fall 30th anniversary event); CRRR product redesign roundtable (carpet); webinar on redesign by Recyclers global warming conference. Continues focus on product redesign, bringing together designers, manufacturers, recyclers.

Public comment –none.

Other business: Reminder: send fundraising leads to Gedert; fill out doodle poll on spring meeting; committee chairs get budget information to Griek.

- Motion / Second (Bantillo / Griek) **to Adjourn meeting**. All in favor, none opposed, and none abstained. Meeting adjourned at 3:58pm eastern time.