



MINUTES OF MEETING OF THE BOARD OF THE NATIONAL RECYCLING COALITION (NRC)
March 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, George Dreckmann, MaryEllen Etienne, John Frederick, Juri Freeman, Bob Gedert, Marjie Griek, Carey Hamilton, Doug Hill, David Keeling, Gary Liss, Maite Quinn, Tony Rios, Will Sagar, Lisa Skumatz, Michael Van Brunt, Robin Wiener, Melissa Young.
- **Board Not Present:** Paul England, Brent Hildebrand
- **Staff Present:** Savannah Betkowski, NRC Communications intern Sharon Shi
- **Guests:** Mark Lichtenstein

Call to Order: Meeting called to order by Freeman, 2:04 pm ET.

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

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

Minutes:

Minor edits to edits noted by Etienne.

MOTION and Second: To approve February Minutes with minor corrections; (Van Brunt / Liss). 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.

Budget / Finance Committee: Presented by Griek / Van Brunt.

Financial report: Through Jan 31, 2017, with two months left in fiscal year, NRC is below budget.

Revenues were budgeted at \$51.0K, and actuals are \$45.8K (and separate investment income dollars in restricted funds \$10K). Doing well in membership, but below expectations in fund development, communications, mini-summit, and national standards certification board income. Have about twice as

much as budgeted in awards and donations. Need more income in by end of month. Expenses: Spent \$44.5K through end of January, with the main out-of-ordinary expenses are insurance and contract service (higher than expected). Graphs were provided. Questions regarding entries on tax preparation. Items of note include bill for law firm to conduct work to make sure we are legal to collect donations from all states (\$7K). Van Brunt prepared updated statement of financial position. In process of changing address, and insurance changes, both approved in last month's meeting.

Budget: Line by line review of budget, because budget must be voted on and approved by March 31 to begin fiscal year with a budget. Committee input was incorporated in deriving the proposed budget.

- **Income sources:** Discussion about being conservative in assumptions for membership (affiliates, trade associations, councils, and government / non-profit memberships and membership drives), fund development, and other sources (sponsorships, summits, certification, awards, RR Conference, donations). Separate Murray J. Fox fund noted. Revisions to numbers put into budget.
- **Expenses:** Discussion about items, which were derived from committee submittals or revised based on last year's performance. Suggestion to better advertise the affiliate conference travel rebate (suggestion to advertise this \$250 rebate better). Discussed committee entries, as well as professional services (accounting, legal, etc.), meetings / events, and other individual items and changes.
- **Motion and Second (Skumatz / Bantillo) to approve budget pending finalization of budget for staff assistance contract (executive committee).** Discussion and Questions. Change in net assets in this revised budget (with changes agreed during discussion) is \$24,685. Recommend re-check on budget at 6 months (September / October). **Motion Passed unanimously** (none abstain, none object).

Elections (Bantillo): Bantillo sent email would like to defer discussion, and start to work on the issue with a smaller subcommittee.

President's Address (Gedert): In-person NRC Board meeting planned for April 26 at ISRI conference (New Orleans), 11:30-5pm central time (conference call access also available). Thanks to Robin for hosting and lunch. Agenda for meeting focuses on discussion of NRC and ROs, NRC's value proposition, check-in for Resource Recycling conference planning, and strategic plan implementation. Contact Gedert for any Board members to volunteer to write articles that can be put in state newsletters, and will meet with communication committee. SRO Liaison spreadsheet with assignments for Board members to states has been distributed; liaisons should follow up asap.

Committee Reports:

- **Awards (Skumatz):** Nomination form has been circulated / edited; outreach strategy ideas welcomed (already send to RO newsletters, SRO award winners, RR magazine). Fundraising starting earlier and will be helped by better placement in the conference program.
- **Campus Council (DeBell):** Undertaking membership drive to higher education and students underway (goals 6 schools and 20 individuals). Working with ROC to connect and promote conferences for interns, speakers, tours, and other assistance / leveraging. Beginning to solicit for scholarship applications (Murray J. Fox) for Minneapolis conference. Reviewing volunteer applications, and collaborating with campuses across the country related to goals of Campus White Paper (2015) on 10 priorities (including coordination with ZW Business Council). If interested in serving area colleges and universities, contact DeBell.

- **Communications Committee** (Young / Quinn): Intern was hired to help with communications elements of NRC strategic goals, web presence, list serves. Has been hard at work on increasing presence (suggestion to consider metrics in future). Also working on website, and committee embarking on list of responsibilities from Strategic Plan. Savannah notes newsletter draft for Gedert approval by next week. Questions regarding better promotion of the NRC webinars; maybe intern can help increase that promotion. Rapid Response spreadsheet only has 6 signed up; would prefer all to sign up with expertise areas.
- **Fund Development** (Bilbro): Scheduled for periodic calls and welcomes new members of committee (1st Thursdays 2-3; contact Bilbro). Discussion strategy for conference fundraising, focusing first on heavy hitter outreach (to attract more), and is coordinating with Gedert. Also looking for on-going support, and link to strategic plan. Behind schedule, but perhaps now-available flyer will help. Time-consuming to make calls and is looking for volunteers, support, or contacts (and committee or Gedert are happy to make “the ask”).
- **Market Council and Recycling Jobs Task Force** (Bylone): Committee has been working with conference planning committee on getting Town Hall / Seminar arranged. Committee working to contact trade associations to participate and working on formatting / moderating for the Town Hall. Monthly webinars still underway, with focus to include topics of interest to ROCs. Contact Bylone if you are interested in volunteering to give webinars or serve as subject matter expert. Popular topics in the past were organics and social media.
- **Membership** (Hildebrand): Not on call today. Griek reports committee is working on outreach piece to affiliates on NRC benefits, and conducting research on additional benefits (discounted umbrella insurance, and others. Liss has additional ideas on webinars and other suggestions). Membership drives underway. Gedert to join next membership committee meeting to prepare for April Board meeting agenda elements.
- **Conference Committee** (Liss): Short report / progress going well, one Board vote needed this meeting. Sponsor opportunity flyer was distributed for comment (adopted from SMM summit). Please review / includes schedule as well (and awaiting input from DeBell). Committee is reconsidering financial split with RAM on welcome reception / fundraiser, because RAM may be more involved. Awaiting some approvals from RAM and SWANA (MN). Invitations for national policy session have gone out to three national Congressional figures; expect RSVPs in a couple weeks. Town Hall reach out to trade associations is an important next step (discussed in fundraising discussion). Discussed sponsorship levels available.

Motion and Second (Liss / Gedert): Motion to approve sponsor levels and benefits listed in the flyer, and provide authority to conference committee to keep updating flyer as information becomes available. Discussion (graphic design assistance volunteered by RRS). **Motion Passes** unanimously (none abstain, none object).

- **National Standards and Certification Board** (DeBell; chaired by Frederick and Cruzan): Working on outreach /communication letter, and coordinating with SWANA on training.
- **Policy Committee** (Bantillo): Continuing work on consolidating existing policy positions.
- **White Papers Subcommittee** (Skumatz / Freeman): Reviewing draft papers and commit to getting drafts out within a month. Informational, not policy documents.
- **Strategic Planning Implementation** (Griek): Last month’s meeting included update, and intern for communication and white papers represent important progress. Web library / recreation progress also needed. Next meeting will include more detailed update.

- **Sustainable Materials Management** (Liss): Working on webinars on product redesign and zero wasting plan with CRRA. Has approached NERC for fall conference, and pursuing future NYSAR conference.

Other Business – None. Regular business concluded at 3:40 pm eastern.

- **Motion and Second (Gedert / Skumatz): To move into Executive Session.** Staff asked to leave the meeting at 3:40pm.
- **Motion and Second: Skumatz / Gedert to close executive session.** Motion Carries (none abstain, none against). Reconvened meeting at 4:03pm.
- **Motion and Second: Skumatz / Dreckmann - Recommend approval of Syracuse University Contract Extension #21 for \$8,250 for 6 months to September 30, 2017.** Note the contract can be cancelled at any time. Motion passes unanimously (none abstain, none against). Note: Melissa not in meeting at this time / not voting.
- **Motion and Second (Skumatz / Bantillo): Motion to Adjourn.** Passed. Meeting adjourned 4:05pm.