



MINUTES OF MEETING OF THE BOARD OF THE NATIONAL RECYCLING COALITION (NRC)
April 26, 2017, 10am Central Time
(In-Person and Phone meeting)
Motions noted; underlines represent follow-up action items)

Attendance:

- **Attendees (*on Phone):** Susan Attridge*, Stephen Bantillo*, Bob Bylone, Maggie Clarke*, Jack DeBell*, Paul England,, 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:** Gary Bilbro, George Dreckmann, Brent Hildebrand.
- **Staff Present:** Savannah Betkowski,
- **Guests:** Mark Lichtenstein, SUNY-ESF*; Fran McPoland, Paper Recycling Coalition*; Mark Thimons, Steel Recycling Institute; William Turley, Construction & Demolition CDRA; Tom Casey, ISRI; Jerry Powell, Resource Recycling Magazine.

Call to Order: Meeting called to order by Freeman, 10:07 pm CT.

Roll Call: Roll call by Skumatz. Quorum present. 22 in attendance.

Agenda

MOTION: To approve agenda / with change to timing for lunch; (Griek/Keeling). Passed unanimously, none abstained.

Acknowledgement from NRC to ISRI for hosting and providing location for the meeting. ISRI welcomed NRC and glad to have NRC experience 2017 ISRI conference.

Public Comment:

- Thimons and Keeling re-emphasized commitment of SRI to NRC and ready to help / support in any way. Glad to be associated. President acknowledged SRI long-term support / participation.
- Turley Construction and Demolition organization has not been NRC member in the past and looking forward to working with NRC.
- McPoland greeted the group.

Minutes (Skumatz):

MOTION: To approve March meeting Minutes (Gedert / Griek). Passed unanimously, non-abstained.

ROC Update: ROC representative not present on call.

Treasurer Report (Griek/Van Brunt):

NRC accountant/book keeper has had a family emergency and was not able to provide the regular updated financial report. Early next week, Chair and Co-chair will have a preliminary report to work from and can finalize a report for next May meeting. No vote in today's meeting. NRC's income = \$52,236; NRC's Expenses = \$52,431; Fiscal year end on March 31.

Discussion of travel rebates for ROs. Some have not used their/taken advantage of travel reimbursement. NRC will make sure ROs are aware of the benefit and assure it is mentioned on online benefits flyer. ROC help to promote this benefit going forward.

All charitable renewal forms are signed.

President's Welcome: Gedert

Reinstated NRC vision/mission/value statements. Several focus areas for remainder of 2017. Resource Recycling Editorials (8 last year) to help get our message out (still need volunteer/contact Gedert) and Strategic Plan.

Some committees have many tasks to accomplish, setting regular meetings once a month will help alleviate that stress. Attendance at committee meetings has been low in some cases. Suggests all board members think about where they can best help. Also getting VPs on regular "check-ins". Need call to action for ED fundraising since it was a short term goal (9 months in plan). Focus on **Partnerships**, particularly expanding and growing our relationship with ROs (partnership rather than affiliation) and other appropriate national trade organizations, and others, building on current relationships and creating new bonds. Want to fully and more personally include SROs as base memberships, state agencies, industry associations and the other voices in recycling. Requesting an SRO Committee to keep NRC moving with forward with RO needs.

NRC Meetings should be a balance of 2-3 in-person meetings and remote meetings, with planning for next Board's meetings to beginning sooner, and options will be developed asap (possibly in time for next board meeting) using list of upcoming state conferences. Discuss and lay out options during August RR conference to give everyone heads up and planning time. Plan now for next year. NRC Board recognizes important benefits of scheduling in-person meetings with state conferences and professional meetings (like ISRI). Discussion of election issues with August Board meeting, schedule of installation of new board members and board member officer elections.

MOTION to have NRC officer elections before Minneapolis conference is over and to make sure it is on the agenda. (Sagar / Skumatz). Passed, none abstained.

Vice President Discussion: Freeman

Wanted to clarify the duties: Liaisons with assigned committees, make sure they are receiving the support from board if needed. Touch base once a month to help build accountability culture for Committee Chairs. Also VPs help to keep NRC board on track with accomplishing Strategic Plan goals. We can revisit the timeline if needed. Chair agrees to contact VPs mid-month to keep momentum up. VPs not intended to sit in on every meeting, just get updates. VPs and assigned Committees include:

- Marjie Griek – Fund Development, Campus Council, Markets Council
- Bantillo – Communications, SMM
- England – Conference Committee, Membership committee, Strategic planning
- Bilbro – Policy & Finance

- Liss – By-laws, Elections, Fox Fund

Strategic Plan: Griek and Freeman

Griek discussed development of plan and committee responsibilities. Freeman walked through a progress document, identifying areas in which progress has been made and where more work remains. Important to continue progress and continue regular committee meetings.

COMMITTEE REPORTS:

Communication Committee Update (Quinn/Young): Provided presentation / update on Committee accomplishments outlined in strategic plan. Still looking to move forward and keep engaging. Report on increased social media progress and website updates. Very interested in Board member submittals of “content” for outreach (newsletters, etc.). Also suggested Board member committee reports include a quick summary on top of items that can be “released” or included in newsletters and updates.

Awards Committee Report (Skumatz): Fundraising started earlier. Moving forward with revised announcement (with initial deadline allowing time for an extended deadline if needed). Appreciate a better place in RRC program jointly with the Murray J Fox scholarship. Reaching out for more nominations through contact with ROs and state recycling associations.

Policy Subcommittee (Bantillo): Categorizing NRC’s 42 policies and creating overview statement for each. Expect to finish by August.

BREAK FOR LUNCH

Conference Committee Report (Liss): Discussed Markets Council/Town Hall event with 27 total invitations distributed (10 confirmations, 2 maybe, travel details to work out). Next round of invitations are to ROs, mentioning travel reimbursement. Review of Committee report (Draft RRC Agenda for NRC events). Register for conference ASAP and stay at hotel to help Jerry/RR.

Conference - Jerry Powell: Reported on Resource Recycling Conference Progress. Mentioned availability of informal event update (cash bar, if fund not reached, RR covers missing value) if economics look at all worrisome for bigger event. Full video area available in hotel. Reception area can be used to interview people about where NRC is going and other interesting points.

- Reception is organized. Discussed block-out list from RAM. NRC cannot obtain funds from these organizations/individuals.
- Large and top notch audience this year. Goal is 600 attendees. Great and nationally-leading organizations will be present.

Powell asked staff to provide following two things:

- NRC members that are associated with municipalities, city, county, state
- High quality image for marketing (lighting, images on wall, etc.)

President Gedert thanks conference committee and acknowledges NRC Staff/Communication intern support in website design/conference tab.

MOTION to approve Draft 5 agenda in Conference Committee Report (Liss/Griek); Motion passes unanimously.

Discussion of flyer, with questions on Sponsor flyer. Editing and will re-distribute once finalized.

MOTION to approve NRC President to negotiate and finalize agreement with RAM (Liss/Gedert). Motion passes unanimously.

SRO Liaison Report (Freeman): Update to Agenda – Reports from personal outreach to ROs.

- Skumatz – VRA, + many more
- Rios – PR
- Van Brunt – ANJR
- Griek – Missouri, Iowa
- Bylone – PA
- Liss – CRRA
- Keeling – Wisconsin, RAM
- Gedert – AOR, STAR

Request by President to establish SRO committee, including liaisons and others, working on strategic plan elements related to ROs, rebuilding / establishing relationships, and working on RO needs. Provide regular updates (every other meeting). General ok

Executive Director Discussion. Fund Development Chair, Bilbro unable to join call due to excused reasons. FDC submitted report. Focus topics include RRC fundraising and ED position.

MOTION to move into Executive Session to discuss issues related to intern contracts / personnel (Skumatz / Griek). Motion passes unanimously.

MOTION to move out of Executive Session (Skumatz / Gedert). Motion passes unanimously. About 10 minute session.

MOTION to increase intern contract hourly pay by \$1 (Hamilton / Keeling). Motion passes unanimously.

COMMITTEE REPORTS, CONTINUED

Elections Committee (Bantillo): Written update submitted. Slate Committee needs to be assigned. Updated timeline distributed to board. Updated first draft of new process by next May board meeting. Work out the confusions from last election (candidate statement, image on website). Slate Committee Chair, is first order of business. Board agrees having first draft of new process for next meeting. Concerns that the process needs to be well-known and worked out well before the conference, finalized at June meeting. President and Elections Chair will talk through timeline and figure out necessary details. No vote. Note that June 1, 2017 is the last date to have Affiliates be re-affiliation with NRC

Executive Director Discussion Continued: Fund raising issues are critical threshold element, but concerns about the organization's future without an ED. Concerns that ED fundraising should not take away from fundraising for the conference. RRC events as critical as these events are to the name/meaning/importance of NRC and what we have to offer. Discussion of fundraising, qualifications, timing, announcement options, reimbursement, and other items related to ED. No vote. Will discuss again at next board meeting.

Campus Council/Murray Fox (DeBell): Acknowledged the help of NRC Staff/Communications Intern for help and work on new Campus Council website. Working on tours, intern sponsorships. On Fox scholarships, providing notice of availability shortly, with focus on MN (state where conference is held).

National Standards Certification (Liss / Frederick): Two board openings (resignations), and discussing new candidates. Preparing newsletter article on first graduating class. Reaching out with SWANA and Composting Council.

SMM Update (Liss): Working with Mark Lichtenstein to help promote SMM activities and get people involved who may want to be involved. Highlighted NERC conference, CRA, webinars, NYSAR, and other items.

New Business:

- Skumatz / Griek: Suggestion that they be allowed to explore options for a specific type of additional member benefits – specifically purchase contracts that could provide ROs / cities / members cheaper prices on things they may buy. Example is PAYT bags (possibly containers, etc.), with example from a state. Would not cost NRC anything. No financial commitment to pursue idea but this could be a member service. They should research the idea and draft a proposal to board about next steps / potential.

MOTION to Adjourn (Griek / Sagar). Passed unanimously. Meeting adjourned at 4:26 pm CT.

Next Board Meeting: May 12, 2017 from 2-4pm ET via GoToWebinar