



MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

December 10, 2015

(Meeting held in-person at Sims Municipal Recycling in Brooklyn, NY and via conference call)

Approved by NRC Board of Directors at January 15, 2016 Meeting

Board present and on call: Stephen Bantillo, Gary Bilbro, Bob Bylone, Jeff Cooper, Jack DeBell, George Dreckmann, MaryEllen Etienne, John Frederick, Juri Freeman, Brent Hildebrand, Doug Hill, Mark Lichtenstein, Gary Liss, Fran McPoland, Michelle Minstrell, Maite Quinn, Julie Rhodes, Tony Rios, Will Sagar, Lisa Skumatz, Mike VanBrunt, Melissa Young

Not present: Bob Gedert, Marjie Griek, and Robin Wiener

Guests and staff present: Laura Flagg, NRC staff and Lisa Ruggero, NRC staff; Angela Gehlert, Charlie Reighart; Maggie Clarke; Rebecca McGillicuddy; Michele Nestor, Meg Morris, Dylan DeThomas; Dan Leif

Call to Order: Meeting called to order by Lichtenstein, roll called by Flagg. A quorum was present.

MOTION: Move to approve agenda (Skumatz/Dreckmann). Motion passes.

President's Report: Lichtenstein

Before NRC has an Executive Director we need to look at the duties that the President has. NRC should consider having one of the Vice Presidents be an Executive Vice President/CEO. President would be the spokesperson (i.e. person to do big asks, representative for external organizations) and Exec VP would be more internally focused (e.g. management of staff and liaison to ROC and ROs). Lichtenstein does not intend to run as president. Have been involved for 6 years and values the time spent on the Board.

Discussion included conversations about bringing on an Executive Director, possibly part-time shifting some planned expenditures, with a Senior VP position serving as a bridge to the most critical roles that an Executive Director might play. Also discussed the need for a succession plan (and electing officers that have more than 1 year remaining on their term in office) but not having an automatic succession from Senior VP or VP to President. Mark arranged to have the terms of Boardmembers listed on the

white board in the front of the room to consider in proposing and voting for Officers. Also discussed returning to having Officer elections at the Board meetings at Resource Recycling Conference.

Officer Elections

Chair of the Board

Nominee: Julie Rhodes

MOTION: Close nominations for Chair (Skumatz/Dreckmann)

Julie Rhodes voted Chair of the Board by acclamation

President

Nominees: Bob Gedert and Jeff Cooper

MOTION: Close nominations for President (Skumatz/McPoland)

Bob Gedert voted in as President

Vice Presidents

Senior Executive Vice President/CEO

Nominee: Marjie Griek

MOTION: Close nominations for Senior Executive Vice President/CEO (Skumatz/Lichtenstein)

Marjie Griek voted Senior Executive Vice President/CEO by acclamation

Additional Vice Presidents (2)

Nominees: Will Sagar, Gary Bilbro, Stephen Bantillo, Gary Liss

MOTION: Close nominations for additional Vice Presidents (Skumatz/Cooper)

Stephen Bantillo and Gary Bilbro voted additional Vice Presidents

Secretary

Nominees: Gary Liss (Dreckmann/Bilbro) and Mike VanBrunt (Freeman/Cooper)

MOTION: Close nominations for Secretary (Cooper/Liss)

Gary Liss voted Secretary

Treasurer

Nominee: Julie Rhodes

MOTION: Close nominations for Treasurer (Sagar/Hill)

Julie Rhodes voted Treasurer by acclamation

At-Large Executive Committee Members (3)

Nominees: Fran McPoland, Lisa Skumatz, Will Sagar, Mike VanBrunt, George Dreckmann, MaryEllen Etienne

MOTION: Close nominations for At-Large Executive Committee Members (Cooper/Rios)

George Dreckmann, Will Sagar, and Fran McPoland voted At-Large Executive Committee Members

Minutes

MOTION: Approval of revised minutes (Liss/Bilbro)

Friendly amendment: should read “executive session” not “executive committee”

Motion passes with friendly amendment. Abstentions from Hildebrand, Etienne, Lichtenstein and Dreckmann

Financial Report: Rhodes

Rhodes distributed updated financial report. \$193,369 annual budget for fiscal year of April 1, 2015 – March 31, 2016. Summit generated largest revenue, expenditures have been staffing, contractor, accounting, meetings and scholarships. Need to increase revenue or decrease expenses. \$28K in a hole year to date.

Discussion about closing storage unit, adding cash flow analysis month by month to reports, and Board donations.

MOTION: Move to approve Treasurer’s report (Cooper/Dreckmann)

Motion to approve Treasurer’s Report will be tabled until after Fund Development report

Fund Development Report

With the work of Lisa Baranello (Fund Development Contractor) there have been new processes and the development of a Strategic Plan. Need to get more of the Board involve in Fund Development. SMM Event was extremely successful and has been a way to generate revenue. Report included information on the Fund Development Strategic Plan, funding for projects and programs, SMM Founders Council, Board involvement, process of grants, increasing membership and affiliates, acquiring an Executive Director. Distributed documents to the Board regarding soliciting funds.

Discussion on focus of SMM. ROC has issued memo that NRC is too focused on this issue, could potentially change SMM Founders Council to Recyclers+ Council or SMM and Recyclers+ Council. Discussion also included need for a Contact Relations Management (CRM) software and whether the contract for the Fund Development Contract should be extended. CRM could save a lot of staff time. Work accomplished to date by Fund Development Contractor includes: wrote funding plan, researched history, researched corporate prospect lists, regular calls and meetings, developed collateral materials, pledge forms, acknowledgement letters, press releases, and wrote foundation letters of interest. Needed clear product to sell and deliverables of interest to potential sponsors clearly delineated to be successful in fundraising on a sustainable basis.

Discussed that events bring in money and need to do more events. In Austin Jerry Powell said just let us know when NRC wants to take over the National Recycling Congress. In Arkansas on October 2, 2016, Dylan DeThomas said he had not heard that, and was not excited to have that happen. Options need to be explored. Maybe could co-brand.

Discussed the need for more tangible workproducts to be developed by NRC ASAP, like white papers and SMM Mini-summits.

There is a need to do strategic planning to be clear about priorities for the Fund Development Contractor to pursue.

MOTION: Move forward and secure CRM software at no more than \$49/month (Cooper/Lichtenstein)

Motion passes

MOTION: Approve full amount for Fund Development Contractor (Liss/Cooper)

Friendly amendment: by mid-January send out collateral materials for 2 – 3 priorities that will bring in \$94K by end of FY.

MOTION: Table Fund Development Contractor motion (Lichtenstein/Dreckmann)

Motion passes. Nay votes from Liss and Skumatz.

MOTION: Motion to increase Murray Fox scholarship line item \$200 for FY2015-16.

(Frederick/Dreckmann)

Motion passes

ROC Memo: Nestor

Memo sent requesting action from NRC. Need tangible products—top of the list being Executive Director. All support SMM, to what degree is the question. NRC should be the strongest voice for recycling in the SMM world. Need more individual outreach to ROs to discuss things such as white papers and policies.

Discussion focused on identifying what ROC is expecting of NRC, what NRC can offer as tangible products and how to strengthen partnerships with ROs, including while raising money for NRC, help raise money for ROs at same time. Discussed that NRC should be the strongest voice for recycling in the SMM world.

MOTION: Charge Executive Committee with moving to the creation of a market council, policy committee outreach, crisis response team and develop Plan of action to secure Executive Director. (Lichtenstein/Cooper)

Discussed how Executive Director could be funded part-time soon by reducing Syracuse U. contract to help fund that.

Also discussed National Standards Certification Board, Campus Council, white papers and tool kits, webinars, SMM Mini Summits, and SMM Founders Council.

Motion approved.

White Papers: Skumatz

Quick products that we could deliver that are beneficial to membership and not controversial. Gathering info that already exists and assembling it into something that's helpful

Discussion on having white papers do a quick pass through the Policy Committee. Should steer clear of controversial issues at the moment to get something developed quickly.

MOTION: Move approval to develop white papers, to be approved prior to publishing by Policy Committee (Liss/VanBrunt)

Motion passes.

Campus Council: DeBell

Asking for assistance from Board for launch scheduled in spring for number of activities. See Campus Council report. Survey—hyperlink is in report.

Conference Committee: Minstrell

Coordinate with conference committee during fund development.

Membership committee: Rhodes

Membership Committee recommends change in highest cost of membership to be lowered to \$8,000 to establish a difference between that and \$10,000 level of SMM Founders Council.

MOTION: Move to pass changes to membership fees (Liss/Dreckmann)

Motion passes

National Standards Certification Board: Liss

Working with Fund Development Committee to get new state training programs up and running. Prepared budget request that could be integrated into the fund development committee's strategies and next year's fiscal budget.

MOTION: Ask Executive Committee to consider the NSCB as one of the tangible products to be implement as soon as possible by the FDC and the FY-16-17 budget. (Etienne/Liss)

Motion passes

Policy committee: Stephen Bantillo

NRC needs to consolidate NRC policy issues and be more agile in responding to recycling bashing. Liss was asked to come up with Zero Waste resolution. Liss suggested NRC adopt ZWIA definition—which is best out there. While updating definition of recycling, hierarchy kept coming up. Incineration/combustion addressed in a number of key areas by NRC. Included in Guiding Principles on NRC website. Led us to conclusion, needed a policy to clarify that incineration is not recycling. Would allow NRC to be able to respond quickly to issues as they come up.

Discussion focused on needing more time to digest the documents. Instead of bringing a motion forward regarding the incineration policy, this discussion will happen at the next Board meeting.

MOTION: Accept zero waste report and resolved that the NRC hereby adopts the ZWIA definition of Zero Waste to clarify what Zero Waste means and encourages members, stakeholders and other interested parties to adopt the ZWIA definition of Zero Waste. (McPoland/Dreckmann)

MOTION: Table Zero Waste Motion (VanBrunt/Bylone)
Motion defeated

Original motion passes. Nay vote from VanBrunt, abstention from Bylone.

Sustainable Materials Management Committee: Liss

NRC has gotten a seat at the EPA table because of SMM. NRC leadership is on an email list that Mathy Stanislaus sends info out on. EPA asked us to do this 2 years ago, NRC Board adopted policy that this was a priority and it was done due to volunteers stepping up to lead the effort. Next steps of coordination with EPA was almost done with having NRC December 2015 Board meeting in DC, but will do other meeting in DC for SMM issues early in 2016.

Discussion about SMM mini-summits that Freeman is executing. Colorado Association of Recycling is very interested in doing this. Potential cost to doing this. We will add this to the same pot of ideas that the executive committee is going to be evaluating to put forward as priorities.

Awards Committee: Skumatz

Patty Moore of Moore Recycling has already pledged money for next year's awards.

Staffing Discussion: Lichtenstein

Opportunity to reduce SU contract.

Other Business

MOTION: Have officers elected at Resource Recycling Conference and new Board members installed so they can participate and be eligible for Officer positions (McPoland/Skumatz)

Motion passes

MOTION: Ask Fund Development Committee to reduce billings until clear direction from the Executive Committee to properly continue the fundraising efforts (Liss/Dreckmann)

Motion passes. Nay vote from Skumatz

Public Session

Maggie Clarke- NRC talked about a number of program areas: Consider national database of disaster debris, clearinghouse, best practices.

Dylan DeThomas- Resource Recycling offered a regular op-ed column with NRC Board members. Will attach a donate now button to the articles.

MOTION: Adjourn (Dreckmann/Hill)

Motion passes