



## MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

March 20, 2015

(Meeting held via conference call/webinar)

Minutes Approved by the NRC Board of Directors at July 17, 2015 Meeting

**Boardmembers Attending:** Gary Bilbro, Maggie Clarke, Susan Collins, Jeff Cooper, John Frederick, Jack DeBell, Marjie Griek, Doug Hill, Mark Lichtenstein, Gary Liss, Fran McPoland, Maite Quinn, Julie Rhodes, Antonio Rios, Will Sagar, Lisa Skumatz, Michael VanBrunt, Robin Weiner;

**Boardmembers Not Present:** Stephen London, Robin Wiener, Juri Freeman, Michelle Minstrell

**Ex-officio Attending:** Michele Nestor

**Guests:** Terry Guerin, Meg Morris, Dylan DeThomas, Jerry Powell

**Agenda** (Cooper)

**MOTION:** Move to approve agenda.

(Griek/Skumatz)

**Motion approved unanimously**

**Minutes** (Liss)

January Minutes sent late, so agreed to move those to next meeting for approval. Jeff Cooper requested that there be less detail in future minutes.

**President's Report** (Lichtenstein)

Will be taking a new job starting in April, but will be playing the same role with NRC. Summit is our marquee event, we are partnering with important orgs and we are bringing people back to NRC and introducing new orgs. This event is so relevant and leading on dialog on SMM. Need assistance with generating attendance and fund development. **There will be a Board meeting the second day.**

### **Trust Fund Committee (Rhodes)**

Second page of financial report notes current assets of funds \$202,244.78 and other background. Terry Guerin and Meg Morris request approval for \$6,000 in scholarships. This money can be used for 1 – 6 scholarships.

**MOTION:** Move approval of \$6,000 from Trust Fund to scholarships for this year's Resource Recycling Conference.

(Liss/Frederick)

**Motion passes unanimously.**

Thanks to Jack DeBell, Terry and Meg for all they've done.

### **Committee Reports**

#### **Finance Committee (Rhodes)**

Treasurer transition complete. Cathy (bookkeeper) and Julie can now sign for checks. Registering as charitable organizations, registering in 38 states where required. Works with law firm (pay \$7500/month) to file these- will get done by April. Revenues budgeted \$86K this year, to date \$65K. Need to find more ways to bring in revenue. There are 10 Board contributions so far, \$1,075 to date- please make your annual contribution. Revenues in Feb: \$2,000 in member's dues, \$11,580 for SMM Summit. Expenditures \$72,328 is budgeted, paid \$13K over last period. Payments are all caught up. As of 2/28/15, \$102,407.38 in cash, checking and PayPal. RO letters were sent out in January. Feel comfortable as most payments are coming in. 17 ROs have paid, will send list out to Board.

**MOTION:** Accept Treasurer's report

(Bilbro/Griek)

**Motion passes unanimously.**

#### **Marketing Agreement (Lichtenstein)**

Marjie, Michelle M, and Mark met with Resource Recycling (RR). RR has done a lot for NRC for many years and would like to recognize that with this arrangement. This agreement does not impact Boardmembers or ROs individually. Goal is not to assist other national municipal conferences on recycling. There are 2 other national recycling conferences this year in the same space and month as RR. RR is asking for our support exclusively.

SMM follow-up at other conferences- the hope would be to direct people to come to the RR conference to see any results from that. RR is a Promotional Partner for SMM Summit. They are planning on providing some visibility at the RR Conference on outcome of Summit. This depends on results from Summit, and if there are any next steps (meetings).

Asking for 1 year deal today, but implications may go beyond.

**MOTION:** Move for approval of agreement for exclusive relationship with Resource Recycling  
(Lichtenstein/Skumatz)

Let's do this for 2 years—this is a short time for conference planning. Both parties will be allowed to reconsider any portion of the agreement during the 2 years.

**Motion passes unanimously as amended by discussion (to be for 2 years and both parties will be allowed to reconsider any portion of the agreement during the 2 years).**

#### **SMM Summit** (Liss)

As hoped, the SMM Summit has ignited discussion on SMM around the country. The Advisory committee is very impressive and has done a lot for us. Post list of the committee online to thank them. Only paying affiliates should get support for attending the SMM Summit- make them more visible on the website and at the conference. Those that cannot afford fees reach out to Gary L. and Julie on a confidential basis and something can be worked out.

#### **Fund Development Report** (Bilbro)

Working with USCC on Organics Roundtable for Summit. There are some very interested organics organizations to attend and participate- hopefully will get support from some of them. Will provide written update.

Fund Development Ccommittee - Focusing on fundraising for SMM. This is one of the best things for us to fundraise for in a long time. Identifying who would be interested in supporting NRC generally or specifically for Summit. Goal is to generate enough revenue for overage to go into General Fund. Will update list in DropBox for any Boardmember who wants to pursue for fundraising.

#### **Fund Development Candidate Search** (Cooper/Quinn)

Jeff and Maite have interviewed candidates and found someone they want to move forward with. Gary B. agrees this is the best candidate. Compensation has not been finalized, want Board OK with process. She is asking for \$33K and we only budgeted for \$30K. She also wants \$2K up front to get her started. There would be benchmarks for increases to get more if she meets goals. Would like her to start April 1. She has experience writing grants and is passionate about what we do.

How does this fit in with budget? No budget yet for fiscal year, Board had originally said don't exceed \$30K.

**MOTION:** Motion to proceed to negotiate contract. (Finance Committee and ExCom could have calls to proceed)

(Lichtenstein)

We need to get back to her next week and we've been without someone for a long time. She sounds like she fits this bill.

**MOTION:** Motion to proceed with this negotiation as indicated.  
(Frederick/Bilbro)

\$30K was budgeted, \$18K spent to date, \$12K left for fiscal year. After Syracuse contract payments, \$8K would remain. No impact on this fiscal year. This new line item needs to be added to budget.

This will help raise money far more than her expenses. Can she help with fundraising for Summit? Realistically, can't promise that. 30 day termination provision if this does not work out. It is hard to hire in this area - can go into it with excitement and things don't work out. Negotiation and contract should include clear goals, feedback mechanisms and check-in points.

**Motion carries unanimously.**

**National Standards Certification Board** (Frederick)

PA was accredited by NSCB this past week. Believe will lead to more and committee will begin outreach to all state and regional associations over next 3 – 6 weeks. Asking interested states to submit letter saying what type of help they would like to get started, including whether they would like NRC help in finding funding for new programs.

**Membership Committee** (Griek)

Committee developing "exchange" of membership with some organizations. Putting together details on that, and will come back for action.

**MOTION:** Move into Executive Session (legal/financial issues)

(Lichtenstein/Griek)

**Motion passes unanimously**

**Closed Executive Session**

**Syracuse Contract**

**MOTION:** Move approval of extension of Syracuse Contract to June 30

(Bilbro/Liss)

**Motion passed. Lichtenstein abstained.**

**Recycling Industry Coalition Policy**

Gary Bilbro- There has been very heated discussion. Believes NRC was short-sighted. As FDC chair want to help people get more value for their dollars. A lot of people raised issue with RIC policy and felt they were thrown under the bus by NRC. NRC supported RIC policy because we heard from downstream folks. We should try to help educate dirty MRFs to do better and improve markets for their materials by cleaning up their operations. We need to be inclusive of all different types of processes. When we see a problem, question should be how can we bring our knowledge and experience to help solve the problem. Some of the people I was trying to get funding from are backing away.

Funding is a limited amount of this as we don't pay-to-play. Gary Liss suggested that the motion was stronger than he had wanted. Motion for today to embrace new technology as long as meet other goals. Would like to see the language. Worth exploring softening the statements.

Associated with vote in November had said would get a Board committee to be liaison with RIC. Group interested was Gary B., Gary L., Fran, Robin, Mike and John. Get this committee together and have them come back with recommendations. Mike will work with Laura to schedule meeting.

Put together a tool kit and a recycling hierarchy. Need to help cities evaluate different technologies coming before them. NRC be an impartial source of info. Reach out to US Conference of Mayors to do small version of SMM.

**Meeting Adjourned:** 3:07 pm EST