



## MINUTES FOR THE NRC BOARD OF DIRECTORS MEETING

June 9, 2017

(Phone meeting with GoToWebinar)

(Motions noted; underlines represent follow-up action items)

### Attendance:

- **Board Members in Attendance:** Susan Attridge, Stephen Bantillo, Gary Bilbro, Bob Bylone, Maggie Clarke, Jack DeBell, George Dreckmann, Paul England, MaryEllen Etienne, John Frederick, Juri Freeman, Bob Gedert, Brent Hildebrand, Doug Hill, David Keeling, Gary Liss, Maite Quinn, Tony Rios, Will Sagar, Lisa Skumatz, Melissa Young
- **Board not present:** Marjje Griek, Carey Hamilton, Michael Van Brunt, Robin Wiener
- **Staff present:** Savannah Betkowski, NRC staff
- **Guests on call:** Kris Kaar (Illinois Recycling Association), Mark Lichtenstein, Michele Nestor (ROC)

Roll Call by Skumatz. 21 in attendance, **Quorum present. Meeting called to order by Freeman** at 2:04 eastern time.

Agenda: Freeman proposed adding agenda item to discuss and vote on adoption of the Reuse Definition / Resolution, brought forward by the Policy Committee.

**MOTION: Move to approve Agenda (Bilbro/Skumatz) to approve the agenda, adding the discussion of the Reuse resolution and definition to the agenda after the policy discussion. Motion passes unanimously.**

Skumatz introduced the Minutes from last meeting. No discussion / questions.

**MOTION: Move to approve May Minutes (Liss/Gedert)**  
**Motion passes unanimously.**

**Public Comment:** No public comment.

**ROC update** (Nestor) – Attended MI conference where Keeling noted NRC presence / well-received. Some concern by Nestor that some ROCs may not be widely promoting NRC's webinars and other

events, which may be a reason some don't see NRC as that active. Hoping to start a "nudge" campaign having more active promoters talk to / serve as model for those that have not promoted NRC actively. Keeling also asked for straw vote support for NRC at Oregon conference with majority supporting, and hopes that will influence upcoming vote on issue by new board. Liss / Bylone noted strong support of Markets initiative (14-16 organizations), adding value to the conference. Suggestion to designate one participant per state for clarity / avoid overlap. Bylone to work out arrangements with Powell.

### **President's Message (Gedert)**

Two main topics. Met with EPA Region 5, and Regions 4 and 5 are re-starting initiatives on common metrics, working with Re-Trac and others. Interested in bringing NRC into the discussion. Send Gedert an email if you are interested.

Second issue is fundraising. It is a critical time right now, and he is asking each board member to be involved in reaching out for donations. Next 30 days are a critical time, and a shared document will be posted on the website to allow people to note who they are reaching out to and store comments. There are many things to tout, including markets initiative / panel, national training, webinars, and other advantages. He noted the NRC has friends out there. Bob will be happy to make follow-up calls for any that would like that assistance.

### **Executive Director Search (Lichtenstein)**

Lichtenstein, Chair of search committee, has assembled variety of people to help (Liss, Bylone, Cooper, McPoland, Quinn, and reaching out to O'Brien) but would be interested in other volunteers and suggestions to broaden the stakeholder representation and general diversity. Fast track action for the committee and meeting scheduled next week and trying to make significant progress by conference. Job description was written and edited, with input from several Board members. Unless additional comments are received, the circulated version is the one that will be distributed to solicit / announce search – with accompanying cover letter. Note that pay is \$25K for 6 months, and \$10K for travel / expenses and potential for renewal. Notes that some on Board may be interested and they should take care in their discussions and be mindful of potential appearance of COI.

### **Slate (Sagar; couldn't connect at this time – Savannah read his update)**

First meeting was held, focusing mostly on timeline revisions, revising / updating wording on relevant documents – to be widely disseminated. Savannah sent out first request for membership lists to states. Committee is interested in suggestions for people to run for the Board (send to Sagar). Looking for people that are possible fundraisers, and for workers, as several key current workers are cycling off the board this time.

Questions / Discussion about "issues" with the last election. Noted that was addressed by Elections committee in the updated process (no bios etc. posted for floor nominees, and other changes). Noted floor nominees required by bylaws and/or State law. One suggestion to consider writing FAQs on that process. Interest in having the Board see the number of total votes cast and by region or state to see if good promotion / visibility / participation / engagement of NRC and elections (not vote totals by person).

### **SRO update (Liaisons Gedert, Keeling, Liss, Bylone, Skumatz, Englund, Rios)**

Provided updates on recent contacts in OH, MN, OR, WA, CA, PA, VA, NY, CO, WY, NERC, MI, IN.

### **Conference Committee** (Liss)

Liss sent one page summary of committee agenda and talking points. Monday night reception has a small fee (\$35 fundraising) and is a cost-sensible event (RAM interested in smaller meet and greet, no band, Hyatt); note the event even allows serving of donated beverages (and they are checking on food). That may allow opportunities for sponsors. Awards ceremony will be there. Agendas have been sent out to Board throughout the past months / meetings for feedback. Tracks have been updated, including RO non-profit training session (with professional trainer). Closing plenary is no longer markets (moved elsewhere), but the big legislator session (Franken, etc.). There is a backup plan in place in case one or more of the invitees don't show up. Updated flyers on sponsorship are now available on the NRC website. Blackout list for who can / cannot be called for fundraising in the near term are included in the Board packet. Requests the Board registers for the conference and hotel soon to start the buzz. Suggests reminders go to state newsletters also.

Freeman leaves, Skumatz chair for remainder of meeting.

### **Awards** (Skumatz)

Ceremony moved to Monday Night reception. Widely broadcast for award nominations (all states with any association, SWANA regional chapters, NRC newsletter, other). Nominations due June 30; haven't started fundraising quite yet. 35 have started applications / earlier than usual. Keeling asks if there is information on a history of the Bill Heenan award that can be developed and keep it going / prominent.

### **Campus Council** (DeBell)

Murray Fox scholarship received 14 applications from 4 colleges / universities. Entering judging phase (Griek, DeBell, Freeman, Dreckmann, Liss judges – happy for more judges / volunteer). Four winners to be selected on basis of 250 word essay.

Academic Development conference had a good soft launch and is gaining steam. Membership development campaign is underway. Savannah provided a database of past campus contacts. DeBell will provide a Resource Recycling Article, and volunteers to do a webinar for Bylone.

### **Finance committee** (Griek couldn't Join; Savannah provided update)

Researching potential to do an online fundraising campaign and in a memo, Griek requests help with organizations that have done this or know of folks that do on-line fundraising campaigns. Interested in leads, costs, requirements.

### **Policy Committee** (Bantillo)

Have been working on definition of Reuse (coming up for vote within this meeting), and have been working to complete it before the conference and so it can be distributed to ROs. Are also continuing to try to assemble NRC's past policy positions and documents (recent ones are posted on website). Keeling noted Oregon has a good website of policy positions that may be of interest, and they have a very active (and large) policy committee headed by Justin.

**Reuse Definition Vote** (Etienne)

Brought forward the resolution (in packet) on reuse definition.

**MOTION: Move to approve Reuse Resolution (Etienne/Bantillo) to approve the definition; friendly amendment (accepted) changed it to adopting the resolution on Reuse. Motion passes unanimously**

Discussion included note that some of the Board members that couldn't be in today's meeting were in favor. Note that if the reuse international changes definition, then NRC may wish to update this.

**Other Business:**

- Resource Recycling Articles – Skumatz asked for volunteers to contact her
- Fundraising reminder from Gedert

**MOTION: Move to adjourn (Gedert / Keeling) Motion passes unanimously**

Meeting adjourned at 4pm.