

**National Recycling Coalition  
Board of Director Meeting  
November 10, 2017  
Via conference call**

Name, Role	Email	Attendance
Bob Gedert, Board President	robert.gedert@gmail.com	Present
Stephen Bantillo, Executive VP	stephen.bantillo@gmail.com	Present
Lisa Skumatz, Chair of the Board	skumatz@serainc.com	Present
Dave Keeling, Vice President	dkeeling@steel.org	Present
MaryEllen Etienne, Vice President	maryellen.etienne@gmail.com	Present
Kerrin O'Brien, Vice President	kobrien@michiganrecycles.org	Present
Leslie Lukacs, Vice President	llukacs@scsengineers.com	Absent
Sarah Pierpont, Secretary	sarah@recyclenewmexico.com	Present
Charlotte Pitt, Treasurer	charlotte.pitt@denvergov.org	Present
Susan Attridge, Board Member		Absent
Mick Barry, Board Member		Present
Robert Bylone, Jr. , Board Member		Present
Maggie Clarke, Board Member		Present
George Dreckmann, Board Member		Present
Barbara Eckstrom, Board Member		Present
Wayne Gjerde, Board Member		Present
Susan (Susie) Gordon, Board Member		Present
Carey Hamilton, Board Member		Absent

Brent Hildebrand, Board Member		Absent
Maite Quinn, Board Member		Present
Melissa Young, Board Member		Present
Antonio Rios, Board Member		Present (web based)
Justin Stockdale, Board Member		Absent
Robin Wiener, Board Member		Absent
Melissa Young, Board Member		Present
Marjie Griek, Executive Director	nrcexecdirector@gmail.com	Present
Savannah Betkowski, Administrator		Present
Michelle Nestor, ROC Representative		Present
Bob Hollis, Guest		Present
Gary Liss, Guest		Present
Lori Scozzafava, Guest		Present
Fran McPoland, Guest		Present
William Turley, Guest		Present
Jack DeBell, Campus Council		Present

**MOTIONS**

<b>Motion</b>	<b>Pass/Fail</b>
Approval of Agenda (Etienne/Keeling) All in Favor. Motion passes	Pass

Approval of September 29 <sup>th</sup> Board Meeting Minutes with board to review attendance information and email their attendance to Sarah Pierpont (sarah@recyclenewmexico.com) (Pierpont/Keeling). All in favor. Motion passes.	Pass
Motion to establish the NRC library committee at the Nov 10, 2017 board meeting. Initial chair: Maggie Clarke with 4 initial members to include Maggie Clark, Jack DeBell, Bob Hollis, Perri Longley, Justin Stockdale and any others who may volunteer. (Bantillo/Etienne). All in favor. Motion passes.	Pass
Motion: The NRC Board accepts the direction recommended by the 2019 Conference Committee to proceed with RR as a partner in 2019 as it did in 2017 and is doing for 2018. The 2019 Conference Committee is directed to work with RR to finalize details of roles and responsibilities of NRC and RR for the 2019 Conference to return to the NRC Board for approval (Barry/ Gjerde). All in favor. Motion passes.	Pass
Motion to adjourn (Bantillo/Clarke).	Pass

### ACTION ITEMS

Action Item	Who
Finance committee and full board – continue to make requests for donations	Griek & appropriate board members
Committees – continue to meet and make progress	All

### MINUTES

TIME	ITEM
12:09 MT	Meeting Starts
	<ol style="list-style-type: none"> <li>1) Welcome/Introductions/Roll Call</li> <li>2) Approval of Agenda</li> <li>3) Approval of Minutes</li> <li>4) Treasurers' Report &amp; Finance Committee Report           <ul style="list-style-type: none"> <li>• Charlotte Pitt – outlined September income and expenses, question as to what the fundraising goal was for 2017 conference.</li> <li>• Susie Gordon – finance/membership merged committee, focusing on approx. \$1500 donation asks, developed a solicitation script, if anyone does have a contact or make a request for donations, please notify Marjie so we don't make duplicate "asks"</li> <li>• Finance committee asked to develop bullet points for solicitation outreach</li> <li>• Lisa Skumatz – noted it's possible to ask for more</li> <li>• Kerrin O'Brien – remind attendees that this call is a great opportunity to develop form and message of what NRC is doing</li> <li>• Marjie Griek – noted that membership sub committees is working on member, sponsor, donor and the differences between each related to benefits, interconnection of different donor types, etc</li> <li>• Bob Hollis Comment: There are a lot of things we could also do with our</li> </ul> </li> </ol>

	<p>website, social media, and newsletters that I am doing with other organizations. Just let me know who to connect with on the board to review some possible options.</p> <p>5) President's Message</p> <ul style="list-style-type: none"><li>• Fundraising challenge – current challenge to raise \$10k by end of November. Is board up to the challenge?</li><li>• ARD challenge – what is NRC board doing to celebrate ARD, Send info to Melissa Young for social media campaign.</li><li>• Traveling to DC to represent NRC at Keep America Beautiful's ARD Plastics Recycling event, hosted by ISRI</li><li>• Robin Weiner is helping to author an article on NRC's response to the China Ban</li><li>• Bob Gedert will write a follow up article on an "Action Plan" to respond to China Ban</li><li>• Bob Gedert has submitted comments to WTO on behalf of NRC</li><li>• NRC Markets council will provide nationwide discussion on these issues in future</li><li>• Recommends any Board member offer letters, articles to industry publications, etc</li><li>• As we interact with the public and members of NRC, Bob Gedert has a value statement when representing NRC based on 1) Partnership; 2) inclusion (ROs, state agencies, etc); 3) collaboration; 4) leadership; 5) relevancy; 6) activism; 7) innovation; and 8) urgency</li><li>• Maggie Clark asked if WTO document is public and if we can share that. Also value statement is public and could go in bullet points for fundraising</li></ul> <p>6) Staff Update</p> <ul style="list-style-type: none"><li>• Included WTO letter in e-newsletter</li><li>• Working to update social media with ARD events</li><li>• Working closely with newly formed fundraising/membership committee</li><li>• Working closely on her transition as new career opportunities have come up. Will phase out working for NRC by Dec 31 – will help with transition</li><li>• Well wishes for Savannah and noted that she will be missed!</li></ul> <p>7) Executive Director Report</p> <ul style="list-style-type: none"><li>• Sorry to be losing Savannah, but happy for her new opportunities – working to find a replacement in collaboration with Jack DeBell at CU to see if there's a way to find an intern or staff person. Narrowing down options of that working relationship. Figuring out details of what CU will cover and what NRC will cover.</li><li>• ExComm committee decided to go with MemberClicks to serve as a membership management tool. Working to streamline data into MemberClicks – should boost efficiency of member/donor tracking. Rec'd discount on software and set up. Also software that NRC can offer to affiliate members at a discount</li><li>• Crafting donor script with consistent and concise message. Working for "Giving Tuesday" campaign later in the month</li><li>• Possible member benefit to explore is Rubbermaid (or other brand of bin) discount that provides discounts to members and raises funds</li><li>• Working on RR Conference 2018</li><li>• Outreach to RR, KAB, Carton Council, etc on funding and partnership opportunities</li><li>• Dave Keeling – noted Member Suites is another similar program</li><li>• Michelle Nestor – word of caution on partnering with one company such as Rubbermaid in terms of not offending any other members/potential members</li></ul>
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- 8) Committee Updates – See committee reports emailed out to board
- Campus Council & Murray J Fox Trust Fund (DeBell/Young) – see report
    - Jack made a plea to contribute personally to the NRC board – easy to do online with Donate Now button online or through Amazon Smile
  - Communications Committee (Young/Gjerde) - see report
  - Disaster Debris task Force Update (Bantillo) –
    - Working to build committee presence with best practices library
    - California fire response is coming primarily from the state and other agencies in educating public about hazardous materials that are IN the debris. Fires burn at such high temperature that there isn't much left.
    - From a policy perspective – important to defend recycling. Mark has been invited to give congressional testimony to defend recycling and composting, been involved in response to US Virgin Islands and Puerto Rico – keep organics on the island, composting, etc
    - Disseminating info to help with clean up and also promoting policy to recycle/compost in disaster situations
    - Working closely with Library and Policy Committees
  - Library Committee (Clarke) – see library committee report
    - Close to a soft launch, hard launch by Jan 1
    - Initial tasks for library committee will be completed by Jan 1, and these include determination of which materials will be in the public domain and which will be limited to NRC member access, vetting procedures, and submission protocol.
    - Initial categories developed –
    - NRC policies, publications and best practices – possibly merge some info with Colorado University's next practices
    - Legislation, Regulations and Policy
    - SW Plans
    - Gov Reports and Studies
    - Articles, Presentations, Webinars and Videos
    - Educational Materials & Behavior Change
    - Waste Characterization Studies
    - Databases
    - Financial Information
    - Resources, Organizations, Toolkits, Speakers, Grants and Jobs
    - Pre-vetted items for library Kent Forrester from EPA giving them info, Dylan De Thomas, NRC Board, Former Board, ROs, State Governments, Resource Recycling, Peer Reviewed journals/magazines, conferences
  - Markets Council & Recycling Jobs task Force (Bylone/Gjerde)
    - Idea of regional markets development workshops in partnership with ROs
    - Quarterly phone calls
  - National Standards Certification Board (DeBell/Etienne/Pierpont) – see report
    - What does NRC need from ROs to provide the information for classes/trainings, etc in order to EASILY get the info onto a calendar from NRC....who is the person and how do they need info from ROs to circulate it. Is this possible?
    - The NSCB is hoping that NRC can help to promote the training classes to become nationally certified for the 5 states with national cert programs. This could be via email, national list-serve, etc.
  - Policy Committee (Bantilo/McPollan)
    - Rec'd request to sign on in opposition to Hefty Bag program for non-

	<p>recyclable plastics as a fuel – reviewed language of campaign and determined they couldn't sign on, but are further researching with DOW and KAB</p> <ul style="list-style-type: none"><li>○ Reviewed federal documents on miscommunicated recycling claims – eg communication on how this shouldn't be termed recycling</li><li>○ DOW/KAB agreed to not use the term recycling in their Hefty Bag incineration program</li><li>○ Mick noted his communities have walked away from this b/c of greenwashing effort – would cause damage under current MRF systems, adding contamination etc</li><li>• Recycling Organizations Council (ROC Rep Nestor)<ul style="list-style-type: none"><li>○ Working with ROs to help provide content and organize calls</li><li>○ What ROs board were saying to the state Ex Directors – some need to justify \$1k fee, boards willing to spend money to affiliate b/c their Ex Directors get direct benefits participating on the ROC, a lot of benefits aren't trickling down to RO memberships, what do Ex Directors WANT from NRC – general programmatic and policy resources, admin, conference help etc</li><li>○ Glad board is responding to China ban statement – moving forward needs to be more timely, send out formal communication to let ROC know NRC is working on a response</li></ul></li><li>• Strategic Plan Update (“Business Plan”) (O'Brien)<ul style="list-style-type: none"><li>○ Working to get clear picture of who NRC is, what it does and who it serves</li><li>○ Waiting on a few responses from board</li><li>○ Goal of producing business-plan type of document based on this survey</li></ul></li><li>• 2018 Conference Committee Planning (Chair Keeling)<ul style="list-style-type: none"><li>○ 2018 St. Louis Conference will follow same format as 2017 conference in Minneapolis</li><li>○ Tues/Wed concurrent sessions – looking for input from board about topic ideas</li><li>○ Market development may be main theme, markets town hall will continue</li><li>○ Move awards committee to better timing to be heard (maybe after breakfast, etc)</li><li>○ Needs names of potential moderators, speakers, topics, sponsors, etc</li><li>○ Need to get more attendees</li><li>○ Michelle Nestor – noted that very few of the ROs ask for their travel reimbursement for the conference, need to have plenty of networking opportunities</li><li>○ MaryEllen Etienne – can help with ReUse speakers</li></ul></li><li>• 2019 Conference Committee Planning (Chair Liss/Keeling)</li><li>• Other Committee updates as requested</li></ul> <p>9) NRC Members &amp; Public Comment - none</p> <ul style="list-style-type: none"><li>• MaryEllen Etienne – reaching out to MASS Recycle to become an affiliate. If anyone has a good contact there a concerted effort to get them to join could be useful.</li><li>• Maggie Clark – Solid Waste Technology and Management Conference interested in partnering with NRC to promote their conference</li><li>• Dave Keeling – is a member of MASS Recycle, just sent out conference committee October report</li><li>• Gary Liss – response to Maggie it'd be good to see agenda from conference before we endorse and partner with them – continue discussion at another mtg when more research has been done.</li></ul> <p>10) Call for Adjournment</p>
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2:06	<b>Move to Adjourn</b> (Bantillo/Clarke)