

**National Recycling Coalition  
Board of Directors Meeting  
February 9, 2018  
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		Absent
Antonio Rios, Board Member		Present 12:37
Justin Stockdale, Board Member		Present
Robin Wiener, Board Member		Absent
Melissa Young, Board Member		Absent
Marjie Griek, Executive Director	nrcexecdirector@gmail.com	Present
Savannah Betkowski, Administrator		Present
Michelle Nestor, ROC Representative		Present
Gary Liss, Guest		Present
Jack DeBell, Campus Council		Present
Lynn Rubinstein, Guest		Present

### MOTIONS

Motion	Pass/Fail
Approval of Agenda (Gedert/O'Brien). All in Favor. Motion passes.	Pass
Approval of January board meeting minutes (Keeling/Gjerde). All in Favor. Motion passes.	Pass
Approval of Treasurer's Report and 2016 Taxes (Keeling/Bantillo). All in favor. Motion passes.	Pass
Motion to repeal and replace membership structure with that membership levels presented by the membership committee (Eckstrom/Keeling) All in favor. Motion passes.	Pass
Motion to adjourn (Bantillo/Barry). All in favor. Motion passes.	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
12:04 MT	Meeting Starts
	<p>2:04 1. <b>Welcome / Introductions / Roll Call Chair Skumatz / Pierpont</b></p> <p>2:10 2. <b>Approval of Agenda Chair Skumatz</b></p> <ul style="list-style-type: none"> <li>• Lisa - Insert Membership Committee</li> <li>• Marjie – extend time for Treasurer’s and vote on 990 tax return.</li> <li>• Need more time for membership committee for new member levels.</li> <li>• Need more time for Markets Council for sponsor levels.</li> </ul> <p>2:12 3. <b>Approval of Minutes</b></p> <ul style="list-style-type: none"> <li>• Maggie – Disaster Relief status? Any more input on that? Budget deal included. Don’t know what discussion was about.</li> <li>• Discussion of keeping minutes at a high level, but comprehensive</li> <li>• Sarah – Can add Committee reports as appendix to minutes.</li> <li>• Lisa – if people have strong feelings about minutes, send suggestions to Bob G. Went from long minutes to short minutes. Nonprofit advisors recommended keep them short. If Maggie wants longer notes could talk with Gary to get his.</li> <li>• Lisa - feedback on phone number used to call in? Let her know if anyone had trouble to get on, or if it worked better than in the past.</li> </ul> <p>2:18 4. <b>Treasurer’s Report &amp; Finance Committee Report Treasurer Pitt</b></p> <p><b>Treasurer’s Report</b></p> <ul style="list-style-type: none"> <li>• Charlotte – December Financials. Need to look at 2018-19 Budget. Need to approve that next month.</li> <li>• Decent revenue in December (trade association)</li> <li>• Expenses – low (Marjie, accounting/bookkeeping)</li> <li>• Murray J Fox Trust Fund. With Murray’s passing, some uncertainty. Net restricted assets of \$255K by end of December.</li> <li>• 2016 Taxes – Income: \$61K Expenses: \$56,600. Fund balance for Fox fund. 1<sup>st</sup> year looking at taxes. Haven’t seen last year’s. Don’t know if significant differences. Charlotte – taxes need to be signed by Bob Gedert and Gary Liss and mailed by next week.</li> </ul> <p><b>Finance Committee meeting</b></p> <ul style="list-style-type: none"> <li>• Susie Gordon – discussed membership levels as fundraising tool.</li> </ul> <p><b>Budget Committee</b></p> <ul style="list-style-type: none"> <li>• Charlotte – new reporting form at last Board meeting that integrated the proposed budget. Reviewed all expenses with Marjie to create next year’s budget. Noticeable difference from last year is the introduction of regional workshops.</li> </ul>

	<p>Income for these includes sponsorships and revenue from registration fees. Modified RR income. Expenses – included costs for Regional Workshops and for Executive Director. Budget is not balanced. Still some more work to do. Would like to see balanced.</p> <ul style="list-style-type: none"><li>• Marjie – noted that changing member levels could potentially reduce income from certain categories, but could also introduce possibility of getting more members, because memberships would be more accessible. If needed, will modify the budget to reflect any membership level change.</li><li>• Kerrin – not a fan of passing negative budgets. Like the simplification of member numbers. Would like to see more programs to get us to a balanced budget.</li><li>• Charlotte – goal is to get to a balanced budget by next month. Membership may significantly impact this.</li></ul> <p>2:131 5. <b>President’s Message</b> President Gedert</p> <ul style="list-style-type: none"><li>• Bob G – See attached statement. Discussed - Statement on Quality, Leadership opportunity for NRC, not just on China issues, but relating to domestic markets as well. Attended Murray Fox funeral. Terry Guerin attended as well. Jack will talk about his scholarship fund. Murray generous to NRC. Family appreciated Bob attending. His brother thanked Terry and Bob for being there. In testimonies, they mentioned his dedication to recycling and the NRC.</li><li>• Discussed Spring Retreat Agenda - Would like to develop agenda with Marjie and Kerrin. Date of workshop is 4/4 at Sheraton 9-4:00 in Portland. <b>Board meeting, 4/5, 8 am – 2 pm.</b> There is a room block at the Sheraton for \$149/night. Marjie noted to reserve asap, should be set up and ready for discounted booking by next week. NRC Board meeting will be at another hotel nearby as there isn’t space at the Airport Sheraton. April 5<sup>th</sup> board mtg should be at the Loft Hotel at Cascade Station, 1 mile away, 2 miles from airport. Haven’t signed that agreement yet, but hope to have it signed by next week</li></ul> <p>2:35 6. <b>Executive Director Report Executive Director Griek</b></p> <ul style="list-style-type: none"><li>• Marjie – been working diligently to plan Markets Council event in Portland. Utilizing event to show that NRC is engaged, has value, provides a service, and to present ourselves on a national stage. This is an NRC Event. Event co-host, the Oregon Association of Recyclers, want it to really be a NRC event. We want to really do it well and see some success in terms of moving the needle on market development in the Northwest. Would like to see the Board be more engaged on this event and others. Need help from Communications Committee on outreach materials and getting them distributed/campaign quickly. Need help from Fundraising Committee with fundraising – sponsors who want to show support for NRC and markets development.</li><li>• Longer range, would like to see a value piece like a Tool Kit that comes out of the regional training. Gather info from all the events being planned and bring that info together to see if there are basic standard fundamentals that everyone can benefit from if they’re trying to develop local markets, and other messages that might be more regional.</li><li>• Working with Campus Council. If specific questions on other items in my report. Big Q is fundraising. Haven’t had much time to concentrate on that. Hiring Admin. Asst., Member Clicks, Financials (990s, Budget). Believe these workshops are great opportunity to fundraise and income to NRC.</li><li>• Barb – would like to make some phone calls on that. Easier ask than donations. True about Communications Committee preparing something we could share with donors for this event. Need something simple that we can provide.</li></ul>
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- Kerrin – need to enlarge impact of this event. Marjie’s talked about 3-4 events around the country, cumulative around the country that NRC at the end can deliver a toolkit, report, incentives, roles people play. Important strategic work needed for NRC to move forward. Trying to get sponsors, hard to see value of supporting this event in Oregon. Need to be fundraising for the whole package. What are we promising to deliver in the end? Need to agree on that, then we can get partners to deliver that. Need whole package and deliverables.
- Marjie – discuss with Markets Council report. They have some plans.

**2:52 7. Committee Updates Chair Skumatz/ Comm. Chairs**

- **Campus Council & Murray J Fox Trust Fund DeBell / Young**

Jack – Murray Fox passing impacted many students. Re-energizing scholarship program. Murray’s brother would like to continue and expand. Reaching out to St. Louis area schools to get applications in before they leave for the summer. Working with Carton Council on possible collaboration – may be good funding source for local market development workshop U. of CO – still working to get work study students. Will save 50% of wages to NRC to fill Savannah’s shoes.

- **Communications Committee**

Gjerde – Not a lot to report. Any volunteers would be good on how to focus on fundraising message for regional workshop, e.g. what we’re offering, name of workshop, agenda, etc. Talked on MN Public Radio about value of partnerships.

MaryEllen – Leslie and I have been working on social media.

Wayne – you’ve been doing a good job on that. Please keep that up. Forgot to mention that. I was on Facebook page – how many people following us? How can we expand that? If RO members would like our page, that would expand the reach. I’m learning as we go on that.

MaryEllen – we’re a stopgap until staff comes on. Happy to continue adding content.

Formal volunteering for Communications, can’t at this time. Keep me in the loop.

Wayne – Kerrin comments about members following page?

Kerrin – looked on Facebook for NRC

ROC has a Facebook page.

MaryEllen - @nrcrecycles is what I have access to

Kerrin – nationalrecyclingcoalition? Need to figure that out.

Dave K – we have a facebook page and Twitter; we have 1500 followers on ours. I’ll see if I can link those up. If everyone could do that, would be good.

Lisa – write emails and phones if you want to help on his committee

- **Disaster Debris Task Force Update Bantillo**

Stephen – No update.

- **Library Committee Clarke**

Maggie – Active this month. Have something to show you. Sent email with links. Deciding what’s public vs. for members.

Dave K – great work! Exciting! Great value to members and general public. Anyone can submit?

Maggie – at this moment, we’re considering pre-vetted, anything that a current or prior Board member sends to us. Others like EPA, state or local government that we consider pre-vetted. So much material in that. As you are submitting, there’s a field or 2 that characterizes what is being submitted.

Gary – compiled a list of past Board members for RR Conference. Would be good to invite their participation.

Maggie – good idea.

Lynn Rubinstein – Did not hear you say NRC members being pre-vetted.

Maggie – correct. Haven’t discussed that. We will discuss.

Stephen – some organizations have publications for public and then members only.

Maggie – I alluded to that earlier. Yes. Members free. Charge non-members for access to full library – will explore that.

- **Rapid Response Network**

Maggie – please add your name to that. Bob Gedert had expressed interest in NRC responding rapidly to things happening in world, e.g. any recycling bashing, legislative opportunities, etc. Need to ID what our expertise is. ExCom will have tools for more rapid responses then.

Dave K – when I was at AROW Board meeting to get them to remain as affiliate. Delayed response to China National Sword and anti-recycling articles a couple of years ago was their main issue about the NRC. Highly encourage everyone to fill out the form.

Wayne- good point. Couple articles we can push out rapidly. Will bring up in Committee.

- **Markets Council & Recycling Jobs Task Force Bylone / Gjerde**

Bob Bylone – Idea of having regional events was brought to us in November by Marjie and Bob G. Wayne working on symbiotic events. Not only as a current issue (e.g. National Sword and Pacific NW). Also opportunity to raise revenue, like SMM Workshop did.

Selected Pacific NW as reported at Town Hall meeting last year, they are particularly struggling due to National Sword due to location of their markets.

Goal of regional workshops – there are many national conferences and state-based events.

But not lot of regional events, other than NERC and SERDC. This could be a niche for NRC to fill. For long-term visioning, don’t have answer yet. Haven’t looked for similarities and differences region to region. Don’t believe NRC has the finances or the time to do something regionally when people are in MN, PA. We can act as facilitator and subject matter expert. Can provide summary documents of what we learned. Consider working on these issues with your members.

When this concept first came up, Wayne Gjerde talked with Betsy Dorn and Nina Bellucci of MORE Recycling. To have national discussion to raise with EPA, to ID what they would be interested in.

With regional workshop in Portland, assuming positive outlook on NRC and regional event after a few of these, we would have the data accumulated so we could carry that back to EPA and twist into some type of funding opportunity.

That’s where regional event is going. That’s where originally intended. Defer to Wayne to add comment, then Marjie.

Wayne – agree with that. Last conversation with Nina and Betsy, way I’m looking at regional workshops – need to light the fire again. These regional workshops will do that – gather interest and see who’s out there. For Nina and Betsy, if you don’t have a program in your state, how do you do it, how do you form a program? Different than what Bob described.

Regional workshops important to raise our visibility around the country. There will be some very hands-on things at these workshops. As these 2 efforts move forward, will dovetail by end of year.

Bob B – since November, have met 2-3x. Discussed on conference calls. Bridging the gap between economic development people and subject matter experts in recycling, and making sure that they are communicating together. With some exceptions (MI, MN), those conversations are not occurring.

Marjie – fine job of sharing bigger and longer term picture and goals of these regional events. Pulling that up into a national event as well. NRC is filling a different niche with this workshop than we're seeing in other places around the country, because we are pulling in folks that don't talk to each other and those who have been successful in building circular models, collecting materials and making products. Economic development folks. Case study in Portland of industry hadn't dealt with before, and how to make successful.

Dave K – on ExCom yesterday, discussed 2 issues. Kerrin on Markets Council call asked if we could use regional events as more of a fundraiser. Talked about getting RRS involved, because have relationships with ROs around the country. Develop a strategy to put on these forums, culminating at RR Conference and preparing toolkit to provide to ROs on how to do recycling market development in their regions. Kerrin had initial conversations with RRS. Bob G works for them. Providing value to our members and affiliated ROs. RRS may be able to provide staff support to help organize these around the country.

Kerrin – Fundraising will be hard if only fundraising around 1-shot deals.

Michele Nestor – We did talk about markets and impact of National Sword on ROC call. Had 2 ROs that volunteered to host one of the regional meetings. Chris Carr, Illinois. Gloria Georgia. Experiencing in their markets different than imagined at first. They get down to where rubber meets the road. It may not be as complicated as some of the things we're talking about. Issue that came up – what is happening with local single-stream MRFs. Their impacts are due to National Sword. How that's impacting smaller recyclers/haulers delivering materials to those facilities.

Marjie – that's exactly what we did hear from that call. Was interesting to hear changes happening. Regional workshops are intended to tailor to their needs as best we can.

MaryEllen – mentioned to ExCom. Ohio Recyclers would like to host a regional workshop. Do we have any potential sponsors to fund the series of 3-4 workshops? Contents – target to regions is smart. 2-tier.

Marjie – Anyone who could benefit from more local markets for their secondary materials are who we want to go after. They will benefit in the long run. Need to get working on next workshops. Volunteer to help ID locations and work with local hosts. G

- **Membership Committee**

Justin Stockdale – send 2 pdfs. 25 separate classes of memberships currently. Not a simple process at what level you're supposed to be a member. Proposal:

Base: \$250 entry level by financial size or head count.

Branded membership: 1 voting member, 4 non-voting that get discounts. Logo.

Pre-paid event sponsorships: for events in future.

Temporary fix until have more members.

Shoot for 500 members by end of 2018. This type of structure gets us to that type of goal.

Bob B – See a base membership for nonprofit is \$500. Affiliate pays \$1000 (they are all nonprofits). Why would affiliate pay \$1K.

Justin – no classification for Affiliate. Affiliate question is a different question. We have considered that and understand it is complex. Affiliates are not part of membership base in this proposal.

Dave K – having that same conversation with Illinois Recycling Assn and TN Recycling Association (they only get 1 vote and their members can't vote or serve on committees). Every member of PROP can vote and serve on committees and rest of benefits developing

Kerrin – agree the membership fees are very different than Affiliation fees. Keep base level really affordable, unless targeting businesses and governments regional in nature. If our purpose is to grow our numbers, may be more effective way. Really like idea of branded membership – gives something back.

Justin – valid point. Want to be considerate of any possible tension between NRC and RO. To solicit local government for NRC membership could antagonize ROs. Our target should be those who see value in both, or don't join ROs for some reason.

Kerrin – do feel it's an open question about how we manage difference between Affiliate and real member of NRC. Some of us has talked about value Affiliates get for \$1000. Can NRC truly serve our 450 member for \$1000 in Michigan. Answer in tandem.

Justin – numbers on page are just a first cut. Trying not to Base member at \$250 would be OK. No objection to that. Challenge with ROs, needs to be a quick followup to this conversation.

Susie – thanks for hard work on this. Last Board meeting, we talked about sending letter to major cities soliciting their membership. Difference with ROs and NRC. Think there's a handful of big cities. Charlotte and I are prepared to cosign to bring them in – think we can get some response on.

Michele N – rules of thumb that have always existed – one of the agreements between the Affiliates and NRC, any memberships in the state that was affiliated, would be directed to state RO. Only in states where no affiliates would they pursue direct NRC. Knowing temperament of ROs, inquire before you make any solicitations that could be a conflict with the ROs.

Justin – If not a member of RO, can't be a member of NRC. Does anyone have a compilation of State RO member structures to see how this fits into them.

Michele N – long time since we asked for that type of info from ROs. Not one type of uniform membership.

Marjie – talked for number of months to streamline. We could debate about numbers. Concept being presented here – most of us can live with. We can always make changes. Won't solve this discussion about Affiliates and direct members and who can't be a member. Now we have 45 direct members. Doesn't negatively impact our ROs if 1-2 from the RO states. Trying to simplify membership. Need this to grow. We're getting ready to put out registration form for Portland event. Want to have simplified registration for that event.

Barb – ready to support this proposal. I would suggest with government, would propose \$250. Hate to see another month go by.

Lisa – in future, if don't submit Committee reports, won't get time on agenda.

- **National Standards Certification Board DeBell / Etienne**



	<p>MaryEllen – meeting. NY RO discussed joining and pursuing certification.</p> <ul style="list-style-type: none"> <li>• <b>Policy Committee Bantillo / McPoland</b></li> </ul> <p>Stephen – talked about Infrastructure and Markets. Theme of quality and reducing contamination. Supporting ISRI’s resolution on Infrastrcture at subsequent meeting. Nebraska – proposing to divert \$ from recycling grant funds. NRC will oppose.</p> <p>Dave K – Talking with Gary Liss in Markets Council as sole topic for Town Hall in St. Louis.</p> <p>Stephen – we had similar conversation with Gary as well.</p> <ul style="list-style-type: none"> <li>• <b>Recycling Organizations Council ROC Representative Nestor</b></li> <li>• <b>Strategic Plan Update (“Business Plan”) O’Brien</b></li> <li>• <b>2018 Conference Committee Planning Chair Keeling</b></li> </ul> <p>Leave Disaster Debris to SWANA and Organics to Composting Council</p> <p>Dave K - Monday night – Reception at hotel. Busch Stadium Monday evening social and tour. Angie commented that hotel has clause with Jerry – if Cardinals go deep into post-season – they could buy out the conference.</p> <ul style="list-style-type: none"> <li>• <b>2019 Conference Committee Planning Chair Liss</b></li> </ul> <p>Gary - No comments</p> <ul style="list-style-type: none"> <li>• <b>Other Committee updates as requested</b></li> </ul> <p>3:50 8. NRC Members &amp; Public Comment Chair Skumatz 3:55 9. Other Business Chair Skumatz</p>
1:59 MT	<b>Move to Adjourn</b> (Bantillo/Barry)