

February 28, 2020

NRC BOARD OF DIRECTORS MEETING MINUTES

12:00 – 2:00 p.m. (ET)

Minutes taken by Gary Liss and edited and submitted by BOD Secretary Marialyce Pedersen

1. Welcome – Chair Barry (12:00 p.m.)
2. Call to Order Board Meeting – Chair Barry (12:00 p.m.)

Board Absent: Arthur, Collins, Cooley, Lukacs, Pedersen, Rider, Rios, Turley

Staff: DeSouza

Guests: Liss, Clarke, Bylone, DeBell

3. Approval of the Agenda [**Motion**] - Chair Barry (12:03 p.m.)

Motion: Bantillo/Pitt 2nd

Motion approved unanimously.

4. ROC Update – Bob Bylone (12:05 p.m.)

- Meets monthly, first Fridays, 1 PM EST (2nd Fridays in July and September)
- NRC Director features are a standing item, to acquaint BOD and affiliate reps
- Keeling spoke and provided NRC updates at February meeting
- Dylan DeThomas from The Recycling Partnership gave preview of TRP's [State of Curbside Recycling Report](#), released in February
- March meeting is Friday 3/6, 1 PM EST
- Shane Trimmer and Jonathan Black from Senator Udall and Lowenthal offices to present on Plastic Pollution bill
- Bylone will include a copy of the NRC letter on bill being voted on today, so ROC is aware
- Keeling, Barry and DeSouza have Zoom connection
- Barry thanked Bylone and stated there will be lot of things to discuss, with China recycling issue, Coronavirus, global recycling changes

NRC News Release to Support [Break Free from Plastic Pollution](#) legislation

- Bantillo stated that NRC has policy on all the items in the bill
- A letter of support will make NRC visible and relevant
- Comments have been submitted from Kerrin and Dave and Bob Bylone
- Request for a citation about Bottle Bill, not typical in a News Release, but online post could include
- Other industry comments would call for less bold action; need some sort of reference
- Last sentence could be attributed to Chair Mick Barry since President Dave Keeling is looking for a job?

- DeSouza stated that it is important to say that current challenges are not solvable in the existing system
- Bantillo states that NRC may want to edit to temper, but wants to get it out ASAP—a systems approach is needed
- Barry: The public should no longer be the major responsible party with regard to pollution
- Keeling is uncomfortable with statement as written, would be find with editing—moving it elsewhere
 - Get rid of “reap billions”; saying “Corporations that produce the products take more responsibility cradle to grave” would be OK.
- Bylone discussed RO concerns with container deposit policy process, noting that this letter has been handled quickly, without procedural review by ROC
- NRC needs standardized written policies and procedures on how to adopt something, including an allowance for dealing with time-dependent situations
- Barry thanked Bylone and confirmed that the Policy Committee is working on procedural guidance
- Keeling agreed and suggests using this statement release and ROC call item with bill sponsor staff, to entice Affiliate and RO representations to participate in this call, as it is a big deal and an opportunity to engage with the ROC
- Bylone will encourage affiliates to discuss this during the 3/6 ROC call, and receive input from non-affiliates at end of call; Keeling supports
- Barry made a motion to table finalizing the letter edits until the end of the meeting

5. Approval of the Minutes - (12:20)

1. [January 31, 2019 Board Minutes](#) [Motion]

- Rubenstein states that minutes are overly detailed and requests more traditional format, simplified and include full names of Board members

Move to table

O'Brien – 2nd

Motion Unanimous, except Nina Butler, Abstained

6. Campus Council Report

- DeBell states that he is at a critical juncture to launch the NRC Resource Center Library
- Need to confirm Scholarship funds and set early promotion date for awards as well as re-establish funding and title
- Confirming future support for Campus Council with staff and Board and ROC involvement
- Council works with lots of state efforts; needs a budget to support Bylone’s work
- Council has the ability to raise pass-through funds
- 18 to 24 year olds support the mission
- Inquiry about what state resources are available
- Requesting more advisors step up and meet at the Resource Recycling Conference in Austin
- Ready to glean info from other campuses, bug professionals in your states; submit your documents
- Maggie Clarke and others have supported project; Bob Hollis created a simple form for submittals—appreciated

- DeBell has been asked to create a ROC-positive event at Resource Recycling Conference, and invite a pre-selected cohort of 8-10 colleges/companies that have completed a survey on the Campus Council site
- Has information about what companies need from colleges and universities
- Also helped support the National Standards Certification Board. Networking opportunity for LinkedIN group
- Keeling: Resource Recycling Conference organizers asked for ideas on how to expand attendance; a Campus Council event was suggested
- Can't expect NRC or Campus Council to pay for room, but likes the idea of having event there—younger crowd will keep things going for the future
- Can speak to Ed Fox about scholarship funds
- SRI paid for award trophy at \$100/year for 8 years, two years ago
- Will provide SRI contact Mark Simmons to explore paying for a conference registration or certification
- Liss suggests asking RR Conference not to require attendees to pay for full registration for Awards Ceremony
- DeBell says trade organizations have raised scholarship funds and could work with APR; believes money is out there
- Keeling: TRP may wish to provide scholarship funding as well

7. Treasurer's Report – Treasurers Pitt and Collins (12:23 p.m.)

- Pitt has no Treasurer's report. Tabled to next month.

8. Executive Director's Report - ED DeSouza (12:30 p.m.)

Sarah – Submitted written report. Nothing further to report.

9. President's Report – President Keeling (12:40 p.m.)

1. President's Report

- President's Message
- Only 4 people still missing on Board Commitment Letters
[NRC Board Commitment Letter](#)
[NRC Director/Officer Conflict of Interest Policy Statement](#)
- Sarah's contract is due up today. Hourly rate same. 20 hours/week, \$2500/month
- Need to do budget for 2020 FY, which ends at end of March
- NRC is up to date with IRS; will get in 2019 tax returns now – shopping around for accountant
- Special thanks for everyone who worked on that process; still working with various states saying we're in non-compliance
- Had workshop with KAB Conference in Memphis; should receive between \$7-8K in revenue sponsorships after expenses--appreciated
- KAB wanted NRC to sign an MOU but Keeling wasn't comfortable with some language in there but they are still providing that revenue (surprising)
- Executive Director Contract Renewal

Motion: Requesting OK from Board to sign contract renewal with Sarah DeSouza. Sarah's already signed the contract.

O'Brien Moved; 2nd Susie Gordon.

Motion Unanimous

10. Board Business (1:00 p.m.)

1. Market Development Platform Update - (Butler)

- In development mode; lots of evolution. Just presented to World Bank yesterday. Lot of enthusiasm for it; on the verge of asking for funding partners. EPA interested. Lot more to report next month

11. Committee Reports (1:10 p.m.)

[Conference Committee](#) (Lukacs/Liss)

Mick – Conference Committee doing lot of work

Gary – reviewed full report submitted in writing. Requested action on proposed motions in report.

Keeling made a motion

Motion seconded by Bantillo

Motion: "The NRC Board of Directors authorizes NRC President or Executive Director to negotiate and execute Agreements:

- a. With Todd Sutton not to exceed \$1,000 to manage the organizing of all PowerPoints for the National Zero Waste Conference.**
- b. With ACT catering not to exceed \$36/person/day for food and beverage services**
- c. For A/V services support, not to exceed \$5,000**

Motion unanimous

Motion: "The NRC Board of Directors approves the Contingency Plan for Corona Virus and the National Zero Waste Conference, as modified by Board discussion."

Rubenstein made a motion

Motion seconded by Keeling

Discussion:

- Keeling asked if conference committee had looked into to get event insurance; requests contacts

Keeling moved to amend motion, to have Gary check on event cancellation insurance and report back to Dave for ExCom to address

Motion unanimous.

Conference Committee Discussion item: Consider if NRC would want to hire a part-time Conference Manager or Conference Management firm to help organize this event again for about \$30,000.

- DeSouza states that conference has been a lot of additional work; praised Oren's work, coordinating Eventbrite and zwconference.org
- Because all the financials are coming through the NRC and PayPal is our account, DeSouza must do the invoicing
- Going forward, NRC could acquire these capacities; Bob Hollis could have set up registration; we could move work in-house and budget it into Executive Director time-- for 3 months, requires 40 hours/month (been doing it already)
- Butler request de-brief to help NRC learn and improve and budget for 2021, etc.
- Rubenstein requests that the Board undertake a substantive conversation about what sort of event we want to do and not leap to conclusion to do another ZW event
- Freyer agrees with Rubenstein and the need to be more strategic in leveraging our resources
 - Great to raise sponsorships, but in being strategic – why are we doing this? What do we expect to accomplish from that?
- Eckstrom stated agreement with Rubenstein
- Liss recommends NRC do debrief after the ZW Conference
- Barry agrees; states, "We're at the precipice of being able to do what we wanted to do – recreate the National Recycling Congress. This gave us the experience and visibility to do that."
- Liss defers to President and Chair to figure out process
- Barry suggests ExCom discuss action plan for next Board meeting; perhaps form special working group to make recommendations
- Liss states it will be 30-60 days out for financial results of the ZW Conference to be clear. Same amount of time needed to understand how NRC wants to proceed
- Freyer praised conference work and financials but requests needs analysis, a survey— what it is that we want going forward, then put that out to the BOD to vote on
 1. Policy Committee (Bantillo/McPoland)
 2. [By-Law Committee](#) (Rubinstein)
- Rubenstein states that many people still involved in NRC that took leadership in developing current bylaws may want time to provide substantive input (e.g. Gary); will report back in April
- Liss will participate. Michele Nestor and Cliff Case should be consulted as well
 3. [Markets Committee](#) (Freyer/Gjerde)
- Freyer stated that 2/11 San Diego workshop was successful, with close to 300 attending; sold out

- 67 attended KAB workshop in Memphis, also successful. Brands talked about their roles; innovations in recycling. Brought in \$7800 from Dr. Pepper pledge and workshop registrations
- ISRI/NRC/EPA – off the table. ISRI and EPA are speaking separately
- August is RR Conference – asked Dan Leif about doing a Market Development workshop
- O’Brien and Gjerde firmed up 9/17 workshop in MI, with EPA, MRC and NRC
- Marty wants to wrap up the Market Development Workshop series and go out with bang in Michigan, putting out toolkit info
- Heard from NYSAR3 – interested in November 2020 workshop or session
- December 2020, SWANA WasteCon Dallas, and a session or mini-workshop David Biderman, Executive Director of SWANA, has been raised
- EPA talking about working on webinars, other forums to reach larger audiences; engaging people more on-line. EPA SMM webinars typically have 1000 people on those calls—could be done in 2021
- Gjerde is speaking at National ZW Conference; MRC – Region 5 has Markets meeting in Chicago
- Anthony expressed thanks for cosponsoring conference in San Diego, stating the combo of CRRRA, NRC and San Diego filled the house (300 tickets). Speakers were excellent; crowd stayed all day and it was a Zero Waste event with the only trash being one Frito bag--we used our own flatware and foodware and 45 pounds of food scraps were reclaimed for food pantry
 - [Fundraising Committee](#) (Cooley—says to read report)
 - [Communications Committee](#) (O’Brien/McClellan)

Policy Committee Motion on Udall Lowenthal bill

- Bantillo states that this was a special work-group led by Barry, not the Policy Committee
- Bantillo suggests the following edits:
 - 1st item in 2nd paragraph – “The public has long shouldered the burden of costs dealing with waste and pollution. This bill begins to shift responsibility from consumers and asks corporations to pay their fair share.”
 - Keeling comfortable with that
 - 2nd item – “Our current system of resource management has been a good start, but for the sake of our climate, our environment and our public spaces, we need to do more and we need to do it better.”

Barry calls for motion to accept letter as modified with approval

Anthony moves to approve Draft Letter as amended by these 2 items.

Adrian seconded motion

Roll call vote: Y: Adrian, Anthony, Bantillo, Butler, Gordon, Eckstrom

Abstain: Freyer, Gjerde, McClellan, McPoland, O’Brien, Rios, Rubinstein

Not voting: Mick Barry

Gone: Keeling

Barry: Motion passes. Can now be put on letterhead. Can be put on website. Make a copy. Send to Bob Bylone on letterhead.

- Other Business – Chair Barry (2:05 p.m.)
- NRC Members and Public Comment – (2:07 p.m.)

Maggie Clarke: Requests that NRC consider NYC for future market development conference—biggest city, well connected, but poor recycling rate; 80-85% exported to landfills and incinerators

Barry: Chicago is a great place for conferences too, but expensive—a stumbling block

Clarke: Newark, NJ is also a possibility

Call for Adjournment [**Motion**] – Chair Barry (2:10 p.m.)

Motion; Rick 2nd Bantillo. Unanimous ###