

**March 27, 2020**  
**NRC BOARD OF DIRECTORS MEETING AGENDA**  
**12:00 – 2:29 p.m. (ET)**  
(Times listed are tentative)

1. Welcome – Chair Barry (12:00 p.m.)
  - Welcome. Quarantine time
2. Call to Order Board Meeting – Chair Barry (12:00 p.m.)
3. Roll Call – Secretary Pedersen (12:01 p.m.)

**Board Members absent:**

Arthur  
Pierpont

**Guests present:**

Gary Liss  
Maggie Clark  
Bob Bylone  
Jack DeBell  
Bob Hollis

4. Approval of the Agenda [**Motion**] - Chair Barry (12:03 p.m.)
  - Change – item added to #11
  - **Barry: accept motion**
  - **Bantillo**
  - **Anthony Second**
  - **Abstain (none) Opposed (none) Approved**
5. ROC Update – Bob Bylone (12:05 p.m.)
  - ROC meeting held first Friday – 30 connections. Udall and Lowenthal representatives’ presentation on plastics bill
  - Provided correspondence from their office to Mick, Stephen and Dave
  - Next meeting April 3<sup>rd</sup> – using Zoom (tips, tricks); shorter
  - Offering pre- Happy Hour for ROC members (seeking sponsor)
6. Campus Council - Jack DeBell (12:10 p.m.)
  - Launching resource tab on website—library, InfoExchange, standard certification board.
  - Calling for meeting – Comms Meeting, next Thurs, 3 p.m. EST
  - Looking for better connections to campuses through survey – developing forum for APR conference or reschedule NZWC (campus + industry engagement)

- Announcement of Fox Scholarship, Heenan Emerging Leader award – outstanding higher ed

7. Approval of the Minutes - Secretary Pedersen (12:15)

- [January 31, 2020 Board Minutes](#) [Motion]

- **Stockdale moved to approve minutes**
- **Gordon seconded**
- **Bantillo – who seconded CPA contract approval under President’s Report?**
- **Anthony: Put Rick Anthony down** (Pedersen – okay will update)
- **Abstain? (no) Not approve? (no) Approved**

- [February 25, 2020 Board Minutes](#) [Motion]

- **Keeling motion to approve minutes**
- **Gordon second**
- **Rubinstein – Jan minutes correctly spelled; Feb not (update)**
- **Abstain? (Cooley); Oppose? (none) Motion carries**

[March 20, 2020 Special Meeting Regarding Zero Waste Conference](#) [Motion]

- **Alec motion to approve minutes**
- **Keeling second**  
[Discussion]
- Liss: small edits—suspension not cancellation, conference committee chairs will develop list, approve by NRC ExComm, not the Board. Shattuck Hotel--\$5000 (not \$5000-\$6000); he will email and Pedersen will make changes
- Rubinstein – does not see resolution about what amount we will refund
- Liss – it’s in the Conference Report (see friendly amendment to defer to ExComm)
- Final bullet should say – to what end? To decide the registration cancellation fee amount—not clear. Pedersen will fix.
- **Collins – do we want to vote or make changes and approve next time?**  
**Motion to postpone until next meeting**
- **Original motioners accept amendment – tabled to next meeting**
- **Abstain? Oppose? Approved.**

8. Treasurer’s Report – Treasurer Collins (12:20 p.m.)

- January Treasurer’s Report
- January NRC Financials
- February Treasurer's Report
- February NRC Financials

- Collins sent report at 9 a.m. 3/27
- Conference/unraveling primarily
- So much activity in February related to conference – numbers will change

- Rubinstein – Jan. Financial Report – question marks and strike-throughs?
- Collins says those are questions for accountant; still in transition
- Insurance, charitable registrations status has consumed time
- ~\$40,000 income from conference in January
- Rubinstein – loss of \$29,000 for ZW event – where should I see that in financials and do we have cash to pay for that?
- Collins – that will appear in Conference Reports
- Keeling – need to figure out budget further, improve reporting

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

- President’s Report
  - [President's Message](#)
  - [Trademark Pro Bono Agreement](#) [Motion]

- Discussion with lawyers on trademarks – “Congress” with Mark Lichtenstein
- Establishing “continuing use” (Congress has not been used in a while)
- Could name next conference ‘National Recycling Congress’
- Requesting examples from files of when word was used
- Fees needed for US Gov Patent Office
- Keeling requests participation from interested board members
- Approval of work with Barclay Damon engagement letter requested (no cost to NRC – pro bono, but there will be costs later)
- Rubinstein – why isn’t Campus Council on the list? (no – can revisit)
- Protection on NRC logo expired in early 2000
- Anthony – National Recycling Congress first held in 1980 and was called that for 26 years
- **Bantillo makes motion to approve President’s pro bono work on trademark items**
- **Gordon seconded**

[Discussion]

- Rubinstein questioning lengthy list of database work, etc. that might incur costs?
- Keeling – if not contested, okay, but will check with Kate that it’s pro-bono
- **Barry- vote Abstain (Rubinstein); Oppose? (none) Motion approved**
  - RRC Conference agenda is set
  - Room for NRC to have membership and board meetings
  - No room for Market Dev workshop
  - Room for annual fundraiser
  - To boost attendance, suggest getting groups like Campus Council revived; military; Buy Re Business Alliance, etc.
  - Trying to be clear on NRC sponsors vs. whole conference sponsors
  - 2:30 – 5 on Tuesday of conference – plenary – Bobby would cover Product Stewardship, EPR, container deposit legislation, federal legislation (opportunity for NRC support)
  - Not a money-maker; not getting sponsors for NRC

- NRC will be responsible for AV for our meetings (still in discussion)
- Barry: on Market Dev workshop, if we see it as a true value, plus connections to Austin with Bob Gedert, may be an opportunity to have it
- Keeling: tours and other workshops may conflict
- Pedersen: yes
- Butler: rather continuing to rely on revenue from conferences—laborious and high risk. Prepare for Congress, vet candidates by hosting online event before the Austin event – really focus/strengthen policy, to attract RO and other members. Secure more engagement through value offered by NRC
- Butler requests visual graphic on trademark process – then ready for prime time for members
- Freyer: echo what Nina said; conferences are high-risk. COVID-19 make produce flare-ups; August is unknown. Manage exposure, reduce liabilities – virtual better way to bring in money
- Butler: convey value to ROs. Radical shift – we have resources to offer – can hold space of what a national voice looks like
- McPoland: are you talking about doing this instead of or in anticipation of?
- Butler: in anticipation; can prep and strengthen presence of NRC with an online Congress, hear from Board candidates, background ed on policies, how they play out on InfoExchange
- McPoland: if we don't jump on this idea, others will
- O'Brien: NRC as thought leader on policy is good; still need revenue-generating trigger. Never reformed membership – need to complete that
- Send email to Keeling if interested in participating
- Keeling - feeling of being pushed out of RRC since APR took over, but still included as partner. Must take advantage of opportunities
- Would national policy forum at RRC mean they own that? No – we could do it again at 2021 NZWC
- Butler: At Nat Geo Forum it was LiveStreamed – 50,000 viewers! May not want to make it free, but my mind is thinking of how to attract members beyond NRC
- Bantillo: do we call this a National Policy Forum at this conference, to better defend our ownership? Keeling will ask Kate.
- Butler's lawyer—the more you're using it as your own entity, the better you can trademark it
- Freyer – chance that RRC conference won't happen - you need to have virtual options
- Up-to-date with California on Charitable Registrations
- Keeling – regarding individual memberships – Charitable Registrations are expensive and time-consuming—need to re-look at whole membership issue, look at individual memberships
- Fiscal year ends on Monday – Keeling working to get a new proposal for a CPA

#### 10. Board Business (12:55 p.m.)

- Covid-19 Updates/Communications

## 11. Committee Reports (1:15 p.m.)

### Conference Committee and Communication to Attendees (Lukacs/Liss/Cooley)

- Liss sent report, now posted. NZWC rescheduled for March 17-18, 2021. Agreed on refund level, minus 20% Admin fee
- Achieved half our goals, 325 registered; \$100,000 in income
- Need contract with UC Berkeley for 2021
- Need 60 more days to finalize conference financials; estimating 50% retention of attendees and sponsors
- Alec Cooley has been appointed as Conference Committee Co-Chair (with Lukacs)
- Cooley: past-due invoice to EventBrite, threatening to shut down account (will be handled)

### Markets Committee (Freyer/Gjerde)

- Keeling: we are talking about Michigan workshop in late Fall; everything else is on hold due to COVID

### Communications Committee (O'Brien/McClellan)

- O'Brien: proposing sending a message about available resources, people providing services
- Barry: recycling facilities are already well-equipped with PPE. We should avoid sending fear to public about running out of paper products! Critical to keep recycling going, to supply pulp to produce paper. Recyclables will compete with wood pulp again. Business dropoff is going to affect supply.
- Bylone: PA Markets Center drafted a piece, run through governor's office – drop-offs require people to break stay-at-home rules
- Pedersen: concerned about plastics industry advocating more single-use plastics due to virus—we have always advocated for safety—sturdy reusable bags can be washed and safely used
- Collins: redemption bills - states are busy and have relaxed requirements on retailers. Adaptations – Clink has asked customers to bag and tie with a colorful ribbon to indicate 3 days passed (COVID died). Reverse-vending machines in 8 states have been reprogrammed to be touchless. Dramatic drop in materials works its way through the supply chain, In MI, retailers are refusing to accept containers – no redemption. Reduced in other states too. Glass processors, aluminum and PET reclaimers are receiving less material—needed to make bottles and cans to put on store shelves – concerning! Aluminum cans require 50% recycled
- Bantillo: So much people do not know. Conversations about the supply chain and its place in the world are missing. Could we write an article about consumption and markets/economics and recycling facilities?
- Bantillo: Contracts...C&D companies have curtailed admin activities. Expecting up-tick in disposal, ADC – no bodies to process. Looking at force majeure clauses related to COVID-19. Clash expected between performance, goals and laws – legal cases expected

- Barry: regarding force majeure, it is an Act of God. Contractually, we could shut down (but won't). State insurance department in Iowa says there's not an insurance policy in the world that will cover (a pandemic) – no one's insurance allows for that
- Keeling: where there is curbside, we could promote the convenience, safety, touch-less (not drop-off)
- Barry: Steel prices will go down; shutting down plants. We will have short-term spike in fiber. Everything but groceries are closed. WM has suspended service at businesses. Massive amount of forests need harvesting – to prevent more fires. Pulp mills need to make additional pulp. Aluminum down 9 cents today—no one is building cars.
- O'Brien: I think we as BOD need to agree what kind of communications we can push to members and public-at-large, to see us as an authority on our issues
- Anthony: small business loans are available if they keep employees—perfect for recycling centers
- O'Brien: can add links; can't include ALL opportunities but can point them in the right direction
- **Pedersen makes motion to send comms out on Social Media platforms**
- **O'Brien: amendment – special newsletter**
- **Pedersen: accepted amendment**
- O'Brien: Press release would be different, could begin that work
- **Seconded by Keeling**
- **Abstain? (no); Oppose (no); Approved**

## 12. Other Business – Chair Barry (1:50 p.m.)

- Butler: barriers from federal perspective – can put recommendations in to GAO
- Butler: InfoExchange – thanks to Bob Hollis for enhancements, more filtering, better user interface. MOU is in place from last year, meant to be temporary. Paused on relationship with NRC and broader Market Development Platform. Received donation, ReFold 75% - MOU obligation to cover \$7,000 – now free & clear—revenue all goes to NRC. Site needs further directory populating. Love to get Board input from specific states, market development opportunities missing
- Rubinstein: I thought we weren't able to sign MOU?
- Butler: there are two MOUs – InfoExchange tool currently exists, MOU signed last year. InfoExchange sits within Recycling Market Dev Tool which will roll out next month – second MOU for bigger tool not signed, would have superseded first MOU
- Opportunity to upload documents from InfoExchange to NRC Library
- Still open to webinar, end of April
- Pedersen: pre-intro to NRC members, show them how to use the tool?
- Butler: needs structuring, strategy
- Cooley: Fundraising Committee can meet on this
- Freyer: Also needs to be connected to Market Development
- Butler: BOD—look at tool, find one piece of information that needs to be added
- Also look at licensing fee that we obtained through a sponsor

- DeSouza: \$7,500 is earmarked for InfoExchange so we will have to use it; it's already been banked
- Keeling: Butler's question to Board—can she invoice NRC for \$7,500? \$2,500 for Admin costs to NRC. Need Board approval needed to pay.
- Liss: why is Board action needed if we have the MOU?
- Collins: it's not in our budget, so it's a budget amendment
- Keeling: should it be Accounts Payable, this Fiscal Year (paid next Fiscal Year)?
- Collins: we can include in the current year if Butler sends invoice today (good fit).
  
- **Collins: Motion to approve InfoExchange expenditure (\$7,500) and amend the budget for FY19**
- DeSouza: I am invoicing separately for NZWC, also not in the budget, so that will need amending
- **Gordon seconded**
- Keeling: get the invoice to both Sarah, myself and Susan via email – will request from Jill
- O'Brien: request for Butler to send email with link to work with states
- **Barry: Abstain? (no) Opposed (no?) Motion carries**
  
- DeSouza: NZWC work will be about \$10,000—want to amend this FY budget
- Liss: we used \$12,000 as amount to-date incurred by Sarah and Jill for NZWC
  
- **Collins: (Motion) would be a \$10,000 increase to Executive Director budget and \$2,000 for bookkeeping line-item**
- Collins: can do motion – important to get budget amended as it gives authority to write checks
- DeSouza: 25-30 hours per week times 12 weeks: \$14,580 (not including Jill)
- Liss: That is a different number than we had
- DeSouza: did not include March
- Liss: further financial details... "Not to exceed"?
  
- **Collins: do a friendly amendment to change \$10000 to \$14,580**
- **Butler made motion to approve budget amendment**
- **McClelland seconded**
- **Abstain? (no) Oppose? (no) Motion approved**

13. NRC Members and Public Comment – Chair Barry (1:55 p.m.)

14. Call for Adjournment [**Motion**] – Chair Barry (2:00 p.m.)

**Keeling motion to adjourn**  
**O'Brien seconded**  
**Approved**

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