

April 24, 2020
NRC BOARD OF DIRECTORS MEETING
12:00 – 2:00 p.m. (ET)

1. Welcome – Chair Barry (12:00 p.m.)
Barry: called meeting to order at 12:07. Wayne is excused. Alec will call in later.
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
Rider

Guests present:

Gary Liss
Bob Bylone
Bob Hollis
Mark Lichtenstein
Bob Gedert

4. Approval of the Agenda [**Motion**] - Chair Barry (12:03 p.m.)
 - Barry: We will go to Executive Session at exactly at 1:30, then come back to the full session and then adjourn.
 - **Barry: Motion to approve minutes.**
 - **Pierpont: 2nd.**
 - **Abstain (no); Opposed (no); Approved**
 - Hollis: Bob sent a separate invitation to the ExComm via Mick on 4/23. (Some did not receive—Mick will re-send.)
5. ROC Update – Bob Bylone (12:05 p.m.)
 - Bylone: Happy Earth Week. At the regular April monthly meeting, Karl Rosengran from Waste Dive presented an overview of COVID issues related to recycling.
 - Maryland member gave a Zoom presentation.
 - An ad-hoc member meeting was held on 4/17 with a dozen people. Both NRC affiliate ROCs and non-affiliate ROCs were welcome.
 - Barry: Bob has done a great job keeping in communication with me and Dave.
6. Campus Council - Jack DeBell (12:10 p.m.)
 - No report

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

[March 25, 2020 Board Meeting](#) [Motion]

- **Pedersen: Motion to approve March minutes.**
- **Anthony: Seconded.**
- {Discussion}
- Marialyce will update March minutes.
- **Motion to update and accept minutes as amended.**
- Bantillo: March 27th meeting.
- Anthony: I accept all the corrections.
- **Barry: Motion to amend, date correction is only on the agenda. Amendment has been approved.**
- **Vote: Abstain (none) Opposed (none). Approved.**

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

- [February 2020 Profit and Loss Report](#)
- [April 2020 Treasurer's Report](#) [Motion]
- Collins: Notable revenues—registration and sponsorship for ZW conference; expenses lower.
- NRC is behind on receiving invoices; will have additional expenditures (Sarah, Jill, Bob/internet, Jeff - accountant).
- Also charitable registration expenses, and annual audit expenses.
- {Discussion}
- Need physical address changes for bank accounts, and debit/credit card statements.
- NRC is ineligible for Federal Disaster Assistance or Coronavirus payments from Congress.
- Keeling: Susan is trying to organize another meeting about finances, re: delays in invoicing, differences in Jill's bookkeeping reports.
- Barry: I would recommend, if Susan is okay, if she could take a look if (expenses) were budgeted or not budgeted and someone can make a motion to approve them if they were not budgeted.
- Collins: Another company, Labyrinth, can do this and cut our expenses in half—I don't have a proposal but can bring it to the board at the next meeting.
- Barry: Do you need any motions?
- Collins: No. Just to make sure our bookkeeper gets the reports to me at least five days before the meeting, to prepare the Treasurer's Report.
- **Barry: Motion to approve Treasurer's Report?**
- **Anthony: Motion to accept.**
- **Bantillo: Second.**
- **Barry: Discussion? (none); Abstain (Nina); Oppose (none). Approved.**

9. President's Report – President Keeling (12:30 p.m.)

- President's Report

- [President's Message](#)

- Keeling: (Summarized written message.) Compliance with charitable registrations is costly and time-consuming, and NRC is not pulling in enough money from them.
- Decrease in affiliates, some tied to NRC Container Policy—now down to 14.
- Need serious conversation about re-structuring NRC—blow it up, take ROs and make them the BOD. If we have a true coalition, sponsorships will follow.
- Suggest scheduling a series of conference calls to make changes, quickly.
- Lisa Skumatz has suggested just all making ROs members, without costs.
- Blue Ribbon Panel? Virtual Recycling Congress with all ROs? There are other orgs, but we are the only ones that believe in recycling in our hearts.
- Barry: I am behind Dave in where we are heading. We need to do this before the next election cycle.
- Anthony: I am with you all the way. As a convenor of the original Congress in 1980, our position was to create a National Recycling Policy—and we haven't and we don't. Now we have a pandemic and without a policy, the shift is to go back to the old ways. Makes more sense to heat or compost waste than put it in landfills, a petri dish! ISRI is an ally. Industry needs feedstock!
- Collins: I think it's a great time to have a greater and strategic discussion—not on this call. No mention of our recent success with the ZW conference.
- Our Board members are willing to volunteer and to work. Are we going to fire them? Is this other pool of people going to be able to serve (given their existing state duties)?
- Would require change in bylaws and for all of us that are members to fire BOD, give up voting rights and give it up to others who may not want it?
- Clarke: Last summer we had a retreat and spent a good amount of time talking about expanding membership, with individual memberships—be the Sierra Club of recycling.
- Second, the climate connection—I think we should be looking in pots of money where it's being dedicated to improve climate, increasing over time, and we should be taking advantage of it as a 501(c)3. Expand mission to be Zero Waste—waste prevention, reuse, recycling and organics.
- Liss: I want to strongly support Susan's position. We need to provide support to ROs and help them figure out the future (virtual).
- We are on the right track—we raised over \$100,000 for the conference.
- How do we go virtually, help our ROs go virtual, come up with new models?
- Let's not throw us all out to bring in people who don't have the desire to take our organization forward.
- O'Brien: I did not take Dave's message as a proposal on the table, but that it details that NRC has some ongoing struggles and needs to get serious about making those changes and exploring a place where we have a future.
- If we are serious about membership questions and our focus, we need to hire an outside facilitator.

- Eckstrom: I do think there's more to think about—not today. One of the reasons I joined NRC is that it represents a diverse and talented group of hardworking individuals from all walks of life in recycling. I'm in the trenches with COVID, a county director of recycling. I would be careful going about a complete switch, although I think there's merit in strengthening the RO involvement.
- Pedersen: Yes, merge Dave's comments, existing BOD, more RO involvement, Blue Ribbon Panel.
- Rubinstein: Dave's letter was courageous and needed. I strongly support more focused, continued conversations.
- Lichtenstein: There are other stakeholders out there interested in the future of NRC. What does our industry need from us now? We might have to be prepared that they'd say "nothing". We have to identify the need—and it has changed in the last couple of months. This urge to change NRC has repeated but it's much worse now—it's been in crisis for decades.
- McClelland: Thank you for all these comments. We did talk about this at the Strat Planning Session last August. I have been emailing Bob Bylone about getting more involved with ROC. I agree that a professional facilitator could help us figure this out.
- Bylone: This conversation is nothing new—there has been ROC leadership and state leadership that has proposed their own ROC-led organization on several occasions. The org's one true asset—that nobody else has—is the ROC. If it was elevated, it could gain more leverage points with the other orgs. There's nobody else that has hold of the ROC. I agree with Lynn that there needs to be a respirator put on this thing. I will volunteer my participation.
- McPoland: This is urgent. It needs to be done very quickly and judiciously.
- Bantillo: I want to acknowledge Lynn for going through the bylaws. Dave has a tremendous passion for this org and most of us do too—this is a huge resource we can tap.
- In the earlier days of NRC, we used to have a Past Presidents lunch at the annual Congress, to talk about issues. We could re-engage them.
- Barry: I think it is time for change. I called industry leaders. All four said, "It's the National Debating Society." I think the sense of urgency is critical. The economy that we're going to face is not going to be pretty. School districts are expecting millions in shortfalls. This is not an industry organization, it's the Barb Eckstroms of the world.
- We need to be very smart in how we move forward, and before the new Congress in August, with new people. Congress, Council, Coalition? We've spun our wheels and we're down to metal and soon we won't have wheels.
- Keeling: I am an RO guy—I'm involved with many, on the board with Illinois association. I suggested an RO rep and an alternate to avoid over-taxing them. By that model, we bring other people into committees to provide ideas and manpower.

- **Send me your email with your ideas about this Blue Ribbon Panel, so we can get something moving.**
 - Rios: Dave, thank you. As an affiliate, there are things I've been saying we need to improve. I am a believer in NRC. Bring back affiliates so they feel they are part of a real national organization, as I believe it is.
 - Barry: For Dave, anybody that wants to work on this topic—a Working Group—to get their information to Dave and myself by Wednesday (4/29) COB.
- Executive Session - Chair will Recess the Board Meeting to Executive Session (1:30 p.m.)
 - Barry: Let's go to Zoom with the ExComm. We will return in 30 minutes.
 - [Return to main BOD Meeting at 1:14 PM]
 - Barry: ExComm session has closed. Dave, would you like to make the motion?
 - **Keeling: The motion was made by Susie Gordon, seconded by Nina—to go ahead and pay the 8 invoices, \$10,000 for NRC duties and \$14,000 for NZWC, for a total of \$24,000 to Sarah DeSouza DBA SouBe Consulting.**
 - {Discussion}
 - **Gary: My amendment would be to say \$5,000 of the \$14,000 (invoice) be paid immediately, and that the President negotiate a payment schedule for the rest that will be based on the inclusion of all the sponsors' requests for refunds, due by April 30th.**
 - **Keeling: Point of order? Granted we have to talk to Susie and Nina—how does someone else object to that?**
 - **Anthony: I make the motion (as stated by Gary).**
 - **O'Brien: Second.**
 - **Collins: Move to table and try again (as Nina is off the call).**
 - **Barry: Because the seconder is not present, we cannot amend the motion.**
 - **Lichtenstein: Nina never came back to the main meeting so there formally is no motion.**
 - **Keeling: I will make the motion that we pay Sarah for her 8 invoices totalling \$24,000.**
 - **Rubinstein: Second.**
 - Barry: Discussion?
 - {Discussion}
 - **Barry: Abstain? (Anthony, Turley, Collins) Opposed? (none) Approval? How many are on the call?**
 - **Pedersen roll call: Adrian, Bantillo, Barry, Eckstrom, Freyer, Gordon, Keeling, McClelland, McPoland, Pedersen, Pierpont, Rios, Rubinstein (Yes)**
 - **Barry: Motion carries.**

10. Reconvene NRC Board Meeting - Chair Barry (2:00 p.m.)

11. Board Business (12:40 p.m.) - Chair Barry

- Communication Approval Process
- Dave: Three media releases had to go out. Nina and Kerrin and Mary worked very hard on them.
- We talked about a Rapid Response team. Table until next meeting. Faster system?
- Pedersen: We can provide a proposal—plan ahead, form discrete editing teams.
- Barry: The President is the only one that should send things out.

12. Committee Reports (1:00 p.m.)

- [Conference Committee](#) (Cooley)
 - Liss: Hotel Shattuck has released us. Regarding COVID seasonality question and people saying they won't travel this year in any circumstance, proposing a hybrid one-day in person plus streaming/online.
 - The likelihood of a Great Depression economically means meeting conference budgets is slim—would need \$45,000 more sponsorships to keep registrations reasonable.
 - Recommending completely virtual-only conference. Leslie and Alec are not feeling it that strongly. Alec will not fly in 2021. A budget is the next priority, based on whether virtual, hybrid or in-person.
 - Keeling: I think it's too early to make the decision, regarding the pandemic and the economy. Is there a way to plan for in-person but shift to virtual if necessary?
 - Barry: Could Gary get an email to the Board about the 3 options?
 - Collins: One of the things to consider about the holding pattern until March...we still have an opportunity to present content—making people wait a long time isn't good.
 - Keeling: Why rush to decide? Let's keep building virtual content until we know.
 - Liss: The timeline is signing of contracts—hotel, university, etc. Conference manager will be required—need to draft that contract—3 month process.
- [Markets Committee](#) (Freyer/Gjerde)
 - [Not present to report out.]
- Keeling: 550 registrants for Market Dev workshop next week.
- Liss: Bob Hollis needs to add registrants.
- Hollis: That's been done, two days ago.
- Keeling: RRS may boost subscription for 1,000 participants. May split costs.
- [Communications Committee](#) (O'Brien/McClellan)
 - O'Brien: You have our report.
- Awards Committee (Eckstrom)

- Barb: It is time to begin work. Lisa Skumatz and I are doing it—need more involvement. Distribution of nominations, etc.
- We would appreciate a few hours' time.
- Other Business – Chair Barry (1:20 p.m.)
- Barry: Other business? None.
- NRC Members and Public Comment – Chair Barry (1:25 p.m.)
- Barry: None.
- Call for Adjournment [**Motion**] – Chair Barry (2:00 p.m.)
- **Rios: Move to adjourn.**
- **O'Brien: Second.**
- **Mick: Meeting adjourned.**

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