

May 29, 2020
NRC BOARD OF DIRECTORS MEETING
12:00 – 2:00 p.m. (ET)

1. Welcome – Chair Barry (12:00 p.m.)
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
Cooley
Rider

Guests Present:

Jack DeBell
Bob Gedert
Bob Hollis
Bob Bylone
Gary Liss
Mark Lichtenstein

4. Approval of the Agenda [**Motion**] - Chair Barry (12:03 p.m.)
 - **Gordon: Motion to approve minutes**
 - **Pierpont: 2nd**
 - **Abstain? (No) Opposed? (No) Approved**
 - Bantillo: We had discussed including policy committee and conference?
 - Barry: Asking to amend the motion?
 - Bantillo: Yes.
5. Approval of the Minutes - Secretary Pedersen (12:15)
 1. April 24, 2020 Board Meeting [**Motion**]
 - Barry: Motion to table approval due to not having been posted.
 - **Motion: Rios**
 - **Second: Keeling**
 - **Barry: Tabled to May meeting?**
 - **Opposed? (No) Abstain? (No) Approved**
6. Treasurer's Report – Treasurer Collins (12:20 p.m.)
 1. April 2020 Profit and Loss Report
 2. May 2020 Treasurer's Report [**Motion**]

- Collins: No records from March or April from accountant. Dave has been doing Treasurer's work. Backlog on financial house, annual audits, tax returns, compiled tax returns, charitable contributions.
- [Discussion]
- Gjerde: My colleague has offered her legal services to the Board.
- Keeling: That is awesome. Mark Lichtenstein's firm can only handle the trademark processes.
- Gjerde: I will set up a call.
- Rubenstein: I believe fiscal year has started and I have not seen a budget?
- Collins: Good point. That is another thing we need to put together. I don't have records or information to put together the 2020 budget.
- Bylone: I was involved with other orgs in arrears 3-6 years that went through re-instatement. It was all-but automatic—as long as you work through it, the penalty can be restored prior to revocation without significant challenge. There is a fee to establish a tax-exempt status, around \$800. Do we have any idea what our fees might be?
- Collins: Yes. In general, we have the funds we need to operate and for the conference, but can I tell you the balances? No. We had about \$100,000 in checking and \$15,000 in PayPal after conference refunds. But there is stuff I don't know.
- Keeling: We need about \$25,000 in reserves to meet commitments. Things are moving forward and we will have the information we need soon. Jill is a bookkeeper. The Accountant is the CPA.
- Bylone: If Jill is a (licensed) CPA, why not seek quote from her to do 990 report and compilation?
- Keeling: Per IRS website, NRC is still in good standing as 501c3.
- Bylone: An extension, at a minimum, can be filed to prevent losing tax status.
- **Barry: I will accept a motion to table the May Treasurer's report.**
- **Keeling: Motion**
- **Anthony: Second**
- **Barry: Discussion? (no) Abstain? (no). Motion carries.**

7. Executive Director Report - Sarah DeSouza (12:30)

- DeSouza: No Executive Director report this month; family is affected by COVID.
- Website challenge--library is growing quickly. It is taking 50GB of Bob's system, so we are monopolizing space on the server. Sometimes there is no room left at the end to upload reports. Bob is going to migrate the library to a new server to alleviate this problem. It was fixed this morning.
- Hollis: Jack is doing a fantastic job with his team getting content up. The simple solution is to migrate it to a different server. (I have 12 with 300 accounts!) I have access to the roots but it has limited capacity.

- I can get more unlimited space accounts at \$10/month, but without access features, so I may move it over to that, and can pick up the costs myself. It will take time to migrate due to size, so I will work on the weekend.
- GoToWebinar has some inconvenient features. I can't send Gary the phone number. I have to keep checking who's self-muted or system muted.
- I have a ZoomPro account, used in our ExComm session last week. It has advantages of not needing to keep muting, more options to participate and share documents.
- Keeling: Regarding Zoom, folks can use it via computer or call in?
- Hollis: Yes. It has all those options.
- Keeling: We may need to rebuild our website to be more user-friendly. I wanted to get your input?
- Hollis: Yes, I agree completely. My other websites are far better-designed. Getting away from drop-downs and using long pages and anchors. It would be nice to have a small budget.
- Pedersen: Yes, the Comms Committee does want to update the website. And Jack DeBell has students that would like to help. We thought Bob Hollis was too busy to help but I am thrilled that he's offering now. I will be on a committee.
- Bylone: Zoom is good; security has improved.

8. President's Report – President Keeling

1. President's Report

- [President's Message](#)

Keeling:

- Need to take time to plan next steps now that RRC has been canceled.
- Met and discussed NRC re-org. Gary has summarized. Will re-convene soon.
- We need a proposal from the task force to determine how we'll do elections—Fall (late Sept./early Oct.).
- Concerns about revenue—how are we going to make money? Because of COVID, in-person is not going to happen for a while. Ron Vance at EPA and I have discussed why we can't get sponsors for our webinars. Everybody is doing webinars these days so what is going to set NRC apart and provide value to sponsors?
- Anthony Rios is ineligible to run. Susie Gordon won't run, and Barb has resigned due to family issues.
- I want to thank Susan for working to get our financial house in order. Charitable registration costs are costly and not cost-effective if we are not receiving sufficient donations.
- Gjerde: Am I up for re-election this year?
- Keeling: Yes.

- Rubinstein: We need to be registered in states where we are fundraising (only). Is there a way to structure our revenue model to avoid this in the future or minimize it?
- Keeling: I agree.
- [Discussion about charitable registration issues.]
- Lichtenstein: Susan knows more but in 2010, NRC was informed that a “donate now” button on our website requires a charitable registration in all states.
- Collins: We send out fundraising emails requesting donations, and we have a database of thousands of people across all states. We can look at where we are getting donations and may be able to eliminate a state or two (will get that info to Board). We would incur penalties later if we received money from a state where we were not registered.

9. Board Business - Chair Barry

- Barry: Bob Hollis, let’s plan to do the next meeting via Zoom.
- Collins: Do we need to establish an NRC account and budget for it?
- Hollis: No, we will use the account I have.
- Bylone: ROC has been using Zoom since January. Our next affiliate meeting of the ROC will be next Friday, June 5th. We have Lynn Rubinstein talking about NERC and APR and the Demand Challenge Program.
- I will provide an update on proposed structural reorganization.

1. [Campus Council Update](#) - Jack DeBell

- DeBell: May need to delete “donate” button on the library.
- Meeting on June 16th: industry/university connections; intern industry placements.
- Dusting off the *Sustainable Materials Management White Paper* on connecting universities and industry, delivering value. Working with Lynn Rubinstein.

2. National Zero Waste Conference Update

- [Conference Committee Report](#)
- [Comparison of Zero Waste Conference Budget Options](#)
- [Zero Waste Conference Budget Draft - All Virtual](#)
- [NCRA-NZWC Management Proposal](#)
- [Motions](#)
- Cooley: A March 2021 conference may be inviable, even hybrid in-person/on-line.
- Planning committee is advocating an all-virtual event, this Fall; requesting endorsement from the Board. We sent four motions.

- Trying to do an event with social distancing would be difficult. UC Berkeley Conference Facility is probably not going to allow more than 25 in a room. The economics to do in-person is not there.
 - We've already sunk \$20,000 into 2020 event. How can we make sure we are covering our costs, at least breaking even, maybe making some money?
 - Four asks of the Board—vote to move to a Virtual event (with flexibility on fine print). We have a proposed budget. We have a NCRA proposal to provide registration and other management services and are asking the Board for permission to continue negotiating. The fourth point is to authorize a contract for the AV work to do a virtual conference.
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- **Cooley: Motion to move National ZW Conference to be all-virtual and take place in October or November.**
 - Rubinstein: Did I miss my chance to make an amendment?
 - **Anthony: Second.**
 - Rubinstein: Recommend eliminating a reference to months—just say “this Fall.”
 - **Cooley: I will amend my motion.**
 - **Anthony: Seconded.**
 - **Barry: Discussion?**
 - **Opposed? (no) Abstain? (no) Motion carries.**
 - Liss: The two budget drafts are before you.
 - [Discussion]
 - Liss: We need a budget to get clarity on getting contractors in place and publicizing it.
 - Rubinstein: A serious area of confusion for me is what is NCRA providing? In my reading of your report, they would have included the Zoom/AV support, and all the registrations and refunds, also Eventbrite and PayPal. I don't know why we have promotion and office supply expenses. Aren't they the same thing?
 - Liss: It is incorrect that NCRA would handle all the Zoom support—they are not technical experts in virtual platforms. Their proposal included registration responsibilities. NCRA would handle registrations, transactions, communications. Also responsible for notifying all current registrants of the refund amount assumptions.
 - Bylone: I recently attended a very subject-matter specific training course with three SMEs, at a cost of \$500.
 - Pedersen: At Disney we used a virtual conference provider and it was excellent, very engaging, not “just another Zoom call.” Different options for participation. I can find out who was the host and provide that to the committee.
 - Liss: Hop-In can do that—virtual exhibit halls, tours, etc. Alec has been researching them, going to different conferences. Indiana Recycling Coalition is doing an all-virtual four-day event. We want to pioneer for the ROs the evolving space we will need to be in, in upcoming years.

- O'Brien: There is an immense amount of work on the back end in managing virtual events. I wanted to ask what the budget is and caution that that takes a lot more time. Maybe we need to re-frame this from "conference" to "training".
- Rubinstein: My concerns relate to sponsors and exhibitors. I am worried about our ability to break even on the continued support of people who have not pulled. Could be a huge lift to replace them.
- Liss: Alec did a great job of getting those commitments and getting them to stay with us. \$20,000 have agreed; \$13,500 have not responded yet. We will provide more value to sponsors than they would have gotten in-person. We are confident we can retain them.
- **Cooley: (via Liss) Motion to adopt the budget as proposed for the all-virtual conference.**
- **Collins: Second**
- **Barry: Discussion? (none) Oppose? (no) Abstain? (no) Motion carries.**
- Liss: [Discussion on NCRA conference roles.]
- Rubinstein: The document says "The NRC President will pay all expenses approved by the conference co-chairs..." I'm not sure that is allowed by our by-laws?
- Liss: The intent of that is that the role of NRC is paying expenses. NCRA will take in money but they won't spend any of it.
- **Rubinstein: Amend...**
- **Barry: We need to re-clarify the motion.**
- **Liss: "NRC will approve all expenses as approved by the conference chairs."**
- **Cooley: Separate motions.**
- **Barry: We can correct the written motion.**
- **Cooley: I will make a motion: "NRC Board authorizes the NRC president to negotiate contract with NCRA to provide admin services in support of NZWC..."**
- Liss: NRC will pay all expenses within the adopted conference budget approved by conference co-chairs.
- Keeling: Shouldn't it say "proposed"?
- Cooley: Let's just say "the proposed budget".
- **Cooley: NRC president will pay all expenses within the approved conference budget.**
- **Liss: The NRC Board authorizes NRC president to authorize an agreement with NCRA not to exceed \$10,000. NCRA will receive all payment from sponsors and NRC president will pay all expenses within the approved conference budget.**
- **Rubinstein: Second.**
- **Barry: Discussion? (none) Opposed? (none) Abstain? (none) Motion carries.**
- **Liss: There's a fourth motion for the NRC Board to authorize the NRC President to authorize other technical support services, not-to-exceed \$10,000.**
- **Rubinstein: So moved.**
- **Bantillo: Second.**

- **Barry: Discussion? (none) Opposed? (none) Abstain? (none) Motion carries.**

10. Committee Reports

1. [Markets Committee](#) (Fryer/Gjerde)

- Gjerde: Webinar was a huge success, 1200+ registered; more than 800 attended, avg. 4.2 rating on Survey Monkey. Opportunity to build on Buy Recycled Business Alliance (umbrella for these efforts).
- Had a discussion with AmeriPen and Target Corp on “how can people/Target help”. Put products with recycled content on the shelves and advertise it! The discussion point is, “Should we pursue Buy Recycled” as a major campaign theme moving forward for the next two years?
- Bantillo: Wonderful idea. Target’s Jim Bosch used to be on NRC’s BOD. The BRBA was successful with him on it. Can relate to policy development ahead.
- McPoland: EPA has a Federal Register notice out. I believe the reply date is early July, for input on the Recovered Materials and Comprehensive Procurement Guidelines. When you say EPA is re-invigorating buy recycled—is that federal? Should the NRC be responding to that Federal Register notice?
- Rubinstein: I was not tickled by conversation with Vance—no responsibility from federal government—just encouraging public to buy more.
- Gjerde: Yes, I don’t think WasteWise is the org to take the lead on this. NRC is the organization. Partly because of the word, WasteWise!
- McPoland: WasteWise has staffing. CPG and RM do not. The one time the NRC brought a lawsuit against the Federal Government was about the CPG. It was a great success. We should continue to put our marker down.
- Barry: Let’s have the President look into this.
- Keeling: Wayne, why don’t you consult with Fran on these details?
- Pedersen: I will be on committee to review CPGs.
- Butler: Plastics information in CPGs—we have that list.
- Gjerde: What are people’s thoughts?
- Liss: I support that—it came up in Strategic Planning, something we have a strong history on. Over 4,000 members of BRBA. Huge opportunity, focus since then on EPP, sustainable purchasing—we’ve lost the edge on recycled content. I think we should make an unsolicited proposal for EPA to contract with NRC to promote Buy Recycled, out of WasteWise section.
- Anthony: Our issue is recycling. We are the advocates. Too many people are using recycling to bash what we are doing.
- Gjerde: Do we have any documents?
- Keeling: Gary has sent them; I will scan and send them.
- Gjerde: Send me an email about participating in this discussion.
- Barry (for Bylone): ISRI has a Design for Recycling trademark.
- Lichtenstein: As Director for NY State Materials Management, it helped bring in resources to NRC, brought in Turner Broadcasting. I totally support it.
- Gjerde: It might be good to have ISRI as a partner.

- Rubinstein: What are you asking about working on? The CPG comments or Buy Recycled initiative?
- Gjerde: Buy Recycled. Add to the Markets Committee, come back with a proposal.
- **Marialyce, Fran, Stephen and Nina will work on CPG reviews.**

Policy Committee

- Bantillo: Report was sent via email. We are talking about consolidating NRC's 43 policy papers.
- We can succinctly summarize them to serve as jumping-off point for NRC policy webinars. Includes legislation...market development, outreach, etc. It created a platform for engagement, allowing us to communicate NRC's position on those topics as they came to us.
- Not the sexiest formatting, different authors, time-frames. Fran has now updated them; they were not visible on the NRC site. Consolidated into Education, SMM, Defining Recycling, Diversion and Recycling Markets. We now have the ability to post them on the website, share what NRC stands for!
- McPoland: We now have five separate documents. Markets was long-ago vetted and approved by BOD—others were not. We plan to work with the Communications Committee to ensure that formats will work for them. We are not changing policy, folks. A lot of it is pretty damn good! You may see things that need to change, and we can go over that. This is who we are and we need to tell people that!
- Barry: Are you requesting anything of the BOD?
- McPoland: John Frederick did the graphics. He couldn't find a better version of the NRC logo—who is responsible for that?
- Hollis: I believe I have the graphic artist's original files and can provide them.

1. Communications Committee (O'Brien/McClellan)
 - Report submitted

10. Other Business – Chair Barry

- Pedersen: What about my proposal for engaging with an Organizational Development person? I sent information, but I don't think Dave followed up?
- Hollis: Website re-design group?
- Barry: Contact the Communications Committee if you are interested.

11. NRC Members and Public Comment – Chair Barry [None]

12. Call for Adjournment **[Motion]** – Chair Barry (2:41 p.m.)