

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 Excused:

Stephen Bantillo
Sarah Pierpont

Board Members Absent:

Holly Arthur
Lisa Rider
Justin Stockdale
Bill Turley

4. Approval of the Agenda [**Motion**] - Chair Barry
Motion – Rios
Anthony – Second
Oppose? (No) Abstain? (No) Approved
5. Approval of the Minutes - Secretary Pedersen

1. [May 29, 2020 Board Meeting](#) [**Motion**]

Motion – Gjerde

Second -- Anthony

Oppose? (No) Abstain? (Cooley, Rubenstein) Approved

2. [April 24, 2020 Board Meeting](#) [**Motion**]

Motion – McPoland

Second – Rios

List Alec Cooley as absent. MP will update.

Oppose? (No) Abstain? (Cooley, Rubenstein) Approved

6. Treasurer’s Report – Treasurer Collins (12:25 p.m.)
 1. [May 2020 Profit and Loss Report](#)
 2. [June 2020 Treasurer's Report](#) [**Motion**]
 - Collins: submitted Treasurer’s Report 6/25/20

- Information missing from bookkeeper, not submitted on time, entries incorrectly categorized, difficult to reach to resolve issues
- May need to make changes to resolve situation (ongoing)
- **Collins: Motion to accept June Treasurer's Report**
- **Second: O'Brien**
- [Discussion]
- DeBell: Donation function needs improvements—have made donations and not received acknowledgement, nor seen in budgets
- **Oppose? (No) Abstain? (No) Approved**
- Hollis: We took the “donate” buttons down, on main page and library page, due to issues with charitable registrations.
- Collins: People who donate should get a prompt thank-you letter. We should tighten up those functions.

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

1. President's Report

- Keeling: Congratulations to Chantal Freyer on promotion within agency, and hard work with market development workshops!
- Accepting Chantal's resignation from the board. We do appreciate your hard work and dedication to NRC and to the recycling industry.
- [President's Message](#)
- I cannot see where we are getting any revenue in the next two months—downturn in economy. Like NZWC, will have to shift to a virtual event.
- Opportunity to get sponsors and attendees at NZWC, other suggestions.
- BRBC revitalization has been prioritized by Markets Committee. Once had 500 companies involved. There are opportunities for sponsorships and participation.
- With EPA as partner, NRC cannot solicit sponsors. May de-list EPA as sponsor, but continue partnership.
- There is a lot of free content out there in our industry, due to everyone scrambling to go virtual.
- More participation in More's Recycling Markets Platform is an opportunity.
- Regarding donations, the \$7500 plus expenses and fees was for one year. We may need 2-3 years of filings, which we cannot afford. Firm is negotiating to offer a discount.
- Need to develop programs to make that annual expense worthwhile.
- Requesting Board Members to develop NRC individual membership opportunity--\$25? Newsletter? Non-voting. We are positioned better than anyone else to take a stab at it! Can be grassroots, social media. Send an email if interested!
- Would like to shoot for October date for elections. Looking for slate development committee. Please email. Need to name someone by July.

- Nine BOD members are eligible for re-election in 2020. Three will probably not seek re-election. Plus two resignations—Barb Eckstrom and Chantal Freyer.
- We will sign an agreement with the SUNY office to take advantage of their internships, working with Mark Lichtenstein.
- Lichtenstein will provide permanent address for NRC at SUNY.
- Gjerde:
- Collins: We have an interactive situation where ROs are choosing to renew or choosing not to. That leaves people in the state high and dry—their membership is attached to their org. We need a way to communicate to the entire membership reminding them they are NRC members too. If states are not members, they have to join as individuals.
- Keeling: AROW is again not renewing, this year or next. President said it was finances and lack of perceived value in NRC, concerns on container policy.

8. Board Business - Chair Barry (12:55 p.m.)

1. National Zero Waste Conference Update - Cooley/Lukacs

1. [Conference Committee Report](#)
2. [Schedule at a Glance](#)
3. [Zero Waste Conference Agenda Draft - All Virtual](#)
 - Lukacs: Team is meeting weekly. November dates had conflicts.
 - **Dec. 1-3 is now proposed. Any conflicts? (none) Date confirmed.**
 - Revised program, 3 days, 8:30-noon. BOD review requested—flow, recommendations?
 - Platform research—moving toward Remo/Zoom.
 - Agreement between NCRA and NRC has been signed.
 - O'Brien: Schedule at-a-glance is formatted so we can't see either side—can you update and re-send?
 - Keeling: Regarding the other events—did they require registration and how successful were they?
 - Liss: Indiana Recycling Coalition and Michigan Recycling Coalition events both required registration fees. Michigan was advertised free but donations were accepted. Liss provided \$50. Indiana had regular fees, range of options, discounts for R.O.s; I got in for \$180. Sessions all week, every day, two hours of presentations, 1.5-2 hours of social hours or virtual exhibits, summits, etc. using Remo platform. The value for the money was clear and great. Indiana had as many attendees as recent conferences—220.

2. ROC Update - Bob Bylone

- Bylone: Lynn Rubenstein spoke at last ROC meeting.

- Discussion on potential transition to new NRC structure, a lot of comments. Some like, some don't. Those that were not interested in structural change are not affiliates!
- Next meeting July 2nd.
- Board may wish to consider whether ROCs are open meetings or only for affiliates.
- Cooley: Do we have an articulated value proposition for ROs or an overall strategy, how we attract and retain?
- Bylone: I am not aware of any document that provides our value proposition. Many just believe it's the right thing to do. The barrier to entry is Markets Dev. Sessions, emerging library, not including Nina's efforts—there are questions about whether that is worth \$1,000/year. If it was an amount less than that we might be able to pick up the same revenues but via more affiliates. A \$500-\$600 membership may be more appropriate.
- Not only have I not seen a pitch paper or literature for affiliation, there had previously been a requirements document of the ROs—like showing the NRC logo on publications, some mention of NRC at annual meetings—that I haven't seen. A list of affiliate requirements—for alumni organizations, if you meet a list of conditions—promoting the association, driving new membership, etc.—you get a membership discount.
- Collins: Not mentioned as a benefit—member/non-member prices for conferences. Also the voting issue—can run or vote.
- Liss: Regarding conference discounts, we are calling the third day the NRC Congress, specifically. We welcome feedback. We chose sessions that would be more interesting to RO members that day—market development, recycling, composting, policy.
- Bylone: Several people have told me they are on travel, tour lockdowns. Sponsorships may be limited.
- Liss: We are conveying the value of sponsorships at a virtual event—more chances to interact with participants 1:1, less travel expenses. Trying to lead by example, hiring other ROs like NCRA to help. If our org views this as “refining our tools,” don't think of the NZWC as a thing on the side, but as pioneering new tools and partnerships with ROs in implementing whatever we do together.
- Clarke: Why is NRC membership (\$100) more than NYSAR3 (\$70)?
- Still eager to see NRC follow through on being more like a Sierra Club public membership.
- Pedersen: Email Keeling if you want to talk about individual memberships.
- Butler: Hard to do grassroots membership without value proposition. Minority Recycling Coalition re-invigoration is an opportunity.

- Gedert: Our fund development committee has a value statement and it has been revised over the years. Gary added Market Development info. It is included when invoices, with membership renewal requests, are sent.
- DeSouza: Invoices are generated automatically by PayPal. I do remember the value proposition statement.
- O'Brien: Membership Committee is not very active. Have talked to Bill Turley. At \$25, what about professional memberships, networking value. Needs to be addressed comprehensively. Need a membership chair to host meetings and explore issues and come up with a proposal.
- Barry: I will get with Keeling to support this effort.
- Rubinstein: I have offered to be on that committee and have not been taken up.
- Hollis: I've termed out. We need to think about what ROs want, helping them grow, supporting state legislation, share logos. I found CRRA via trying to join NRC when I moved to California—that's been beneficial! Newsletter -- could post to site to allow any members access. Metals associations charge by size—higher fees with larger revenues.
- Gjerde: I am interested; I agree with reducing fees.
- <https://www.shopwithscrip.com/> allow fees to fund organizations. Garth Hickle was asked what the perception of the NRC is. He says people are not sure. The world doesn't know what we are doing. Smothered by TRP, \$100 million budget, others.

3. Campus Council Update - Jack DeBell

- Working remotely in higher ed.; not knowing about the Fall.
- Penn Markets Webinar was held last week, filled with follow-up. Connecting interns like Lisa Rogero, other competent young leaders, to serve ROs.
- Sponsors may likely be interested in 18-24 segment—can share with NZWC team.
- Campus Council - College Park, MD meeting – 10 best things to support higher ed is being revisited. ZW Youth, ISRI's Emerging Leaders, US Composting Council scholarships.
- Have engaged KC over nitrile (gloves).
- 20 years looking at RecycleMania again.
- If there is a virtual Congress (or even if not), this new Summit among higher ed should be on the agenda and I will take the lead.
- Lichtenstein: Our college students are hungry, hurting. Opportunities we can give to young adults is important. And can we nominate Jack for a lifetime achievement award?
- Barry: Jack has kept Campus Council alive and engaged.

9. Committee Reports (1:15 p.m.)

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

- Freyer: New position as Deputy Director, overseeing buy recycled, small business outreach, connecting suppliers to manufacturers,
- Resigning from NRC Board due to additional commitments.
- We all want to be part of an organization that has an impact like NRC. Thank you.
- BRBA – turning that over to Wayne Gjerde. We will be mostly virtual—how can we add value in a virtual marketplace? How can we connect them to tools and resources?
- Gjerde: Thank you for being a great co-chair.
- On committee with AmeriPen, other groups. They want to know what they can do to help recycling! Want information on their websites, noting how they can work together with NRC. BRBA could lead to demand champions, NERC program. We have the tools, we now stand for something, and need to articulate that to the outside world, our partners. Put teeth in using Nina’s platform and putting effort into that.
- How do we become the center of the universe on Buy Recycled? Like a company wants to promote all their recycled content products and would pay a fee to do so with us!
- Freyer: The idea is for NRC to be the portal, center to bringing attention to buying recycled, circularity. Amplify the voices of others by including them in a conversation. We have a lot of leadership, passion. Just lack bandwidth and funding, but there is work to do.
- We will still have to work with EPA, ARD, CPG, etc. – just not use them as a co-sponsor since we can’t bring in any funds.
- Standing weekly market development calls are held, when we push through agendas, goals. I highly recommend doing this, working through outstanding items.
- Gjerde: Resource Recycling is pushing out six webinars; sponsorship structure – top tier \$4,000. Invading our space, without us. We have to decide what our relationship is with them, how we work together.
- Keeling: Spoke to Bobby Elliott. Did not find any invitations to participate in RR’s webinar series.
- McPoland: Love bringing back BRBA. It was run by them. Bob Langert from McDonald’s was the chair. Needs to be their organization.
- Keeling: Gary has sent a large box of documents.
- Anthony: Al Gore was leader, brought people in!
- Pedersen: TRUE may be interested in partnering.
- Barry: Bring in Nestle—they are the PET problem.
- Gjerde: Target, Cargill, GM are talking.
- DeBell: The 18-24 segment is ear candy for the electronics industry.
- Liss: I gave Dave a bunch of scanned documents.

- Rory Bakke, SPLC, Susan Kinsella, more are involved in buying recycled. Would be great to have update or launch at December NZWC. Keller is updating Buy Recycled business training with ROs.
- Lichtenstein: BRBA funded 100% by participants! NY Center for SMM would like to talk to NRC to launch a NY State version or a component.
- Gjerde: May need 3 co-chairs!
- Bylone: I want to remind everyone that we track metrics. In March, we have done these since Sept. 2011. We've hosted 102 webinars through March 2020, 14,000 participants, 10 Canadian provinces, more. Endorsements of organization may present cloudy interpretation of NRC publicly. When we have looked for sponsorship, we've been told, sponsors get to pick topics. Could turn sponsorships into fee-beneficial propositions—archived, curated webinars on YouTube channel and NRC website—maybe webinars within a year are only accessible to members, other older stuff is released to general public.

2. Policy Committee (Bantillo/McPoland) **[Motion]**

1. [NRC Response to CPG RMAN Federal Register Notice](#)
 - McPoland: Draft NRC response to Federal Register Notice.
 - Participated in EPA webinar about it—bizarre.
 - The issue is not just that they are out-of-date, 13 years since updating; paper maybe closer to 20 years—but hoping you will read what we've written.
 - Don't need to be specific about issues with fly ash or concrete listings. Other industries can.
 - If there are substantial changes, we can hold an ExComm call.
 - **Barry: (Fran), make a motion for the Board to approve it or move it to an ExComm?**
 - **McPoland: They have not had time to read it. My motion is to send this to the ExComm to be discussed next week and approved for submission.**
 - **Anthony: Second**
 - Barry: Policy Cmte to submit final draft to ExComm next week, Policy Cmte can forward to all.
 - McPoland: Set a date-certain?
 - Barry: Yes.
 - McPoland: 6th of July—done by the 2nd.
 - **Barry: Let's make it the 30th, Tuesday. Motion to send comments by Tuesday, 6/30; sent to ExComm on the 2nd, then approve and get it emailed to EPA.**
 - Barry: [Discussion?]
 - Liss: This is an opportunity to build the BRBA, how ROs could get involved.

- McPoland: ROs did not yet comment. EPA has not had staffing to this issue for several years.
- **Barry: Vote.**
- **Oppose? (No) Abstain? (No) Approved.**
- **Bylone:** To answer about ROCs, I prepared a separate document inviting them to comment to us or on their own.

3. Communications Committee - Communications Committee work is ongoing with monthly newsletter and weekly social media posts (O'Brien/McClellan)

1. Diversity Statement Discussion [**Motion**]
2. [BLM/Minorities Recycling Council Newsletter Article](#)
 - McClellan: Postpone discussion. Needs more work. Table or handle via email.
 - Pedersen: Not much time, but hoping we can publish the newsletter by the 30th.
 - McClellan: If the board wants to bless it as is and get final edits from ExComm before it goes out, that could work.
 - Barry: Is that a motion?
 - **McClellan: I make a motion to approve the current version with authority to run final through ExComm for approval.**
 - Barry: Suggest you add the full board. Lynn has not even seen it.
 - **Pedersen: Second**
 - Barry: Edited final version to whole board.
 - Liss: Given the June 30th deadline, could we just review by President and Chair?
 - Barry: If motioners approve that it goes to President only, I'm not sure about by-laws but I am okay with that.
 - McClellan: I would accept the amendment. I didn't know that the whole ExComm didn't see it.
 - Barry: Mary, you may want to withdraw motion and re-make it?
 - **McClellan: Withdrawn previous motion. Communications Committee will review by 6/26; make edits, send to whole Board 6/29 5 p.m. (all comments input to Marialyce and Mary), ExComm will receive edits; Dave will issue final approval for publication on 6/30.**
 - **Pedersen: (re) Second.**
 - Barry: Dave, what is your opinion on being final approver without ExComm?
 - Keeling: I am fine, can do in timely manner.
 - Barry: Discussion?
 - **Oppose? (No) Abstain? (No) Approved.**

9. Other Business – Chair Barry (2:32 p.m.)

- None

10. NRC Members and Public Comment – Chair Barry (2:33 p.m.)

- None

11. Call for Adjournment [**Motion**] – Chair Barry (2:35 p.m.)

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