

July 31, 2020
NRC BOARD OF DIRECTORS MEETING MINUTES
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:

None

Board Members Absent:

Holly Arthur
Stephen Bantillo
Sarah Pierpont
Bill Turley

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

Motion – Rubinstein

Gordon – Second

Oppose? (No) Abstain? (No) Approved

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

1. [June 26, 2020 Board Meeting](#) [**Motion**]

Motion – Pedersen

Butler – Second

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

6. Treasurer’s Report [**Motion**] – Treasurer Collins (12:25 p.m.)
 1. [Assets and Liabilities March 2020](#)
 2. [Profit and Loss Report March 2020](#)
 3. [Balance Sheet April - June 2020](#)
 4. [Profit and Loss Report April - June 2020](#)

Collins: Our bookkeeper is a member of the Connecticut legislature, which just held an all-night session. The report is inadequate. Totals are right but incorrect categories were applied. Zero revenues from ROs, though we are receiving those. To get these

straightened out, it will take several hours. She may be able to update this now. We will file an extension with IRS. \$124,000 net unrestricted assets. We received invoices from Sarah which do not appear in these reports.

Keeling: Bookkeeper has sent March reports. (It is July so we are behind.) She did write and sign checks, sent to Sarah.

Collins: If we could get the QuickBooks file, we could hire an Accountemps temp. Or Mark Lichtenstein at SUNY may have interns. Dave has also reached out to (past president) Margie Griek.

Barry: Let's refer this to the Executive Committee to make decisions.

Gordon: Thank you for working through this.

Keeling: We checked the accounts; there are no nefarious things going on.

**Motion – Collins (Treasurer's Report – caveats that P&L and Assets reports are wrong.)
Rios – Second
Oppose? (No) Abstain? (Cooley) Approved**

7. President's Report – President Keeling (12:40 p.m.)
 1. President's Report
 - [President's Message](#)

Keeling: Had discussions with Stephen Bantillo. The virtual membership meeting will be Tuesday, Oct. 20th. Pete Adrian will chair slate development committee. He has coordinated with Mary and Kerrin for the newsletter. We have a large number of board openings due to retirements, end of terms. You have to have been an affiliate for one year. I polled the folks that are eligible to re-run.

First meeting of new board will be Oct. 30th. All positions are open. I will not be seeking another term as Board president, unless my employment situation changes.

Pedersen: Emphasis on diversity inclusion, per newly reforming Multicultural Recycling Council.

Keeling: Angela Moore is not a member. Lynn Rubinstein is chairing the membership meeting next week. They will be talking about the membership structure, and incorporating some type of public membership.

The Multicultural Recycling Council has been re-formed—very exciting.

I reached out to Mark Lichtenstein on a permanent address, not a P.O. Box. He also suggested developing an MOU for the university for interns. We would have to pay them. A mailing address will enable us to apply for pandemic relief.

We need revenue! I apologize to Gary, Alec and Leslie on overlooking the conference (in my report). That is a huge opportunity!

Nina and I have talked about updating the MOU on the Info Exchange.

Butler: The MOU expires for the Info Exchange. It lacks visibility and use. Responsibility to board. Recommending we let MOU expire. We can make a badge for the site but NRC is not hosting it. I don't feel okay about asking for fees, given where we are financially. I would rather that funds go to updating the design of the website, and supporting sponsors and BRBC.

Keeling: Need to discuss with Markets Committee. I also sent a meeting about Sarah DeSouza's contract.

Collins: Sarah, Dave and I talked behind the scenes. If we are talking about a members meeting Oct. 20th, there is the issue of affiliates needing to be paid up so affiliate members can vote. There's also the issue that people who want to run for the Board...if the affiliate hasn't renewed—the individual can't run. Some invoices have been outstanding for six months. We need an updated list. We need to update these individuals if their affiliates have not renewed.

DeSouza: We have been sending out invoices and reminders since December. Some organizations that paid mid-year last year are reluctant to send 2020 payments (in the same year). We have 8 organizations outstanding.

NYSAR3 is trying to pay by credit card, so 8 will be six. I've been in touch with Georgia, Puerto Rico. I've tried to reach Minnesota, Missouri, Alabama—hoping to re-up this year.

Rubinstein: Do we have the possibility that the late-pay calendar year folks—do we have the ability to bill for six months?

DeSouza: I'm amenable. Susan says no.

O'Brien: The newsletter will go out today. Let's add any new information on elections.

Keeling: Affiliates like Wisconsin have not renewed. Have we reached out to the individuals?

Rubinstein: I've been asked to remind everyone that when renewals go out, there is some sort of statement of the value to them. I didn't hear you say, Sarah, whether it had been in the packet?

De Souza: The emails did include the value statement.

Gedert: In responding to the half price question—the board has authorized half price in a few situations, on board votes, not in bringing ROs back. No voting. Only for the remaining half and they needed to provide full payment to gain voting privileges.

Pedersen: Will Sarah be at the membership meeting, and can we get her list of RO status?

Keeling: Thank you to Susie Gordon for her service.

Rubinstein: What about the committee working on the revisioning?

Keeling: I asked everyone to concentrate on revenue—very little coming in; need to concentrate on sponsorships and BRBA.

Rubinstein: I think we need to come up with a plan. I don't think talking about alternatives is doing us a lot of good.

Keeling: I agree, but there is finite band-width. We need to focus on sponsors for the ZW conference, and other revenue-generating activities like the BRBA.

- Board Committees

New Blue Deal – Bonnie Monteleone

Butler: Bonnie is a fellow North Carolinian and the Director of Academic Research – Plastic Research Project. She assists students in independent learning and has received conservation awards on marine plastic. She was previously a professor; is now working on *If the Oceans Could Talk* book. Welcome Bonnie.

Monteleone: Thank you. I do think this is important information, because it's gaining such incredible leverage. The Blue New Deal was started a few years ago, before Elizabeth Warren. Incorporating profit and treading lightly on the ocean. To date we have engaged with Tom Udall's office (his bill, *Break Free From Plastic*). Working with David Halbarn, Blue Front (Blue Summit). He created the first March for the Oceans, has published books, *Fifty Ways to Save the Ocean*. He is working on his own version of the New Blue Deal. We are engaging with Elizabeth Warren's office.

We have broken it into three tiers. Why this is important to you is that this is about plastics in the ocean, and how we change how we look at plastic. Three economic tenets: valuing marine life. (Each whale is worth \$2 million, alive.) The new concept is, what are they worth ALIVE? Taking CO2 out of the atmosphere, fertilizing the organisms that take CO2 out of the environment. Maybe we increase whale watching, get better at reducing noise and running

them over. (Creates jobs.) Ghost fishing gear management—turn it into an economy instead of waste. This is the future; it’s happening. We are shedding light on these companies. The necessity of having a Circular Economy is where you come in.

We can get rid of a lot of plastic, but we can’t get rid of all of it. Plastics have a high BTU value. A lot of plastic-fuel value has been based on burning it. We need our government to help our recycling industries. We are proposing taking oil and gas subsidies to mandate that some of it goes into recycling. We have got to figure out a way to work together!

The last leg is the commons—how to empower it. Coming up with these “Hope Spots” where we protect them in certain ways, so the fish can populate. Also working with economic or community justice—BLM—how do we protect communities that are most affected by fracking, etc.? Where they live has value and therefore, they are valued too.

Bluenedeal.net We are looking for people to get behind it. We want to show the world and show our nation there is a lot of good out there and we need to focus on that.

Butler: Can I make a motion to ask the policy committee to consider and make recs to board to support and be a signatory to the New Blue Deal coalition?

Motion – Butler
Rider – Second

[Discussion]

Monteleone: We could use your intellectual knowledge on how to move forward.

Oppose? (No) Abstain? (No) Approved

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

1. ROC Update - Bob Bylone

Bylone: Dave attended our monthly meeting. He talked about transitioning the org to different leadership, org structure. I think he alluded to people who are much in favor, others who aren’t warm to it. Gary may have brought up that there are ROC members who have said, whether there is a group of elected people running the NRC or it’s managed by RO leadership, until there’s desirable programming and value presented to hopeful members, it doesn’t matter who is leading the group. There needs to be meat on the bones to go with it.

One person has commented that instead of transitioning to a new management structure, the ROC consider other organizations—and does it make sense to partner with an organization that appears to be more active? The Recycling Partnership?

That comment was raised by a non-affiliate. A second non-affiliate provided a lot of commentary on the whole concept of transitioning to a different management structure. Nobody expressed malice or hate to the organization. I believe the NRC+ROC relations are healthier than they have been in the past. I don't believe Georgia intends to re-affiliate. (The ED) has a conflict with the bottle bill policy.

At the August regular meeting, the National Stewardship Action Council will join us to describe their work and advocacy.

Keeling: Gary Liss has put forth a business model with ROC members as an Advisory Council. The conversation keeps reverting back, especially to non-affiliates—what is our value-proposition? Structural change is one thing but folks want to see value for their membership dollars.

Liss: The proposal was for the ROs to take over the board, not to be an Advisory Council to the Board. All affiliated and non-affiliated ROs would require a board of 30-50 people. I propose ROs elect representatives by EPA regions (9). They would appoint five people to represent five policy sectors. They would serve as board members. The full board would appoint them to continue or be replaced.

Keeling: I apologize.

Cooley: What about Georgia dropping out?

Keeling: They are sponsored by beverage associations. I think Gloria feels those sponsorships would be in jeopardy without it.

Bylone: Her message is also that value-proposition question.

Cooley: That was my second question? When did we survey or have a discussion session on what value we could bring them—what they would like from us?

Bylone: There have been recent surveys done.

Cooley: The value proposition...

Bylone: It's not only how the ROCs are served but any individual—those individuals need to know what they are getting for their membership.

Collins: The first mistake in interacting with the ROC was many years ago—making it open to affiliates and non-affiliates. That value proposition was given away for free. There should be some projects we are working on. In my own org, we have a Business Advisory Council. I have a big project, 10 meetings, producing a White Paper, getting input. We need that for NRC—that is the value proposition. A perfect

project would be state and national recycling policy. We don't have a US recycling rate—we have fifty states' recycling rates, from low to high! We could all decide the best practices, for these organizations. Then we'd really be fulfilling the promise of National Recycling Coalition!

O'Brien: I don't think the issue is affiliate/non-affiliate ROC membership. I think issues are far deeper-seated. The whole Bottle Bill discussion did not demonstrate how we work together on how we work together and move forward on policy.

Pedersen: Did ROCs have the opportunity to rebut the Bottle Bill position? If they believe it's wrong, they should be allowed to say so—state why they have such a position so that others can decide if it's legitimate.

McPoland: We got crickets from the states on the CPG comment period. I think going into Blue New Deal, we will have to include the states.

Liss: Coming together for policy issues, policy leadership, is something many of the ROs have requested. The Bottle Bill discussions were unfortunate. It is going to take a lot of concerted effort.

Bylone: ROCs look for advocacy support related to federal legislation and bill proposals. NRC doesn't have to be a leader to propose, but to monitor and comment to these states. The second point of advocacy is this idea of being quickly reactive to national debate as it relates to the value, purpose and intent of recycling. So, if we see an aggressive commentary in NYT, NRC can rebut or provide input. The second area the ROC coalesces around is peer-to-peer engagement and learning.

The NRC can serve as a concierge or curator of recycling information that the ROC can expose itself to and find useful. This is growing through Nina's efforts and (the library).

Keeling: Pete Adrian and I have talked about developing a legislative committee, keep track of it, bring it to the board and ROC. I have reached out to the policy committee on this—Fran and Stephen.

2. Campus Council Update - Jack DeBell

DeBell: Thanks to the Communications Committee for including internship opportunities. Next month we can report on leadership the council has had with Position paper with priorities for higher ed. We are seeing from emerging groups. (Will provide comments in writing.)

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

1. [Markets Council](#) (Gjerde/Liss)

Liss: We discussed revival of the BRBA revival proposal. Whether it is a consortium or part of NRC remains to be seen. Plus wanting more meat on the bones. May convene a meeting of a lot of Buy Recycled leaders. There is a list of 28 possible organizations to get involved with such a discussion. The NZWC does have a session scheduled for Dec. 3rd. NRC might not be the exclusive place the Markets Development Forum would be placed. There were 114 comments received by EPA on CPG—a good showing. We may not have gotten comments into our policy process, but I am hoping some of those comments may have come from ROs. We have discussed doing webinars in 2021.

Dave had requested EPA support. Our next meeting is Wednesday.

Gjerde: I am working on a sponsorship proposal. We have done eight Market Development workshops. We've kind of run out of gas, at least temporarily. We didn't make money but it did make us visible.

2. [Membership Committee](#) (Rubinstein)

Rubinstein: Our first call next week, and we have a long agenda. Articulating what is our membership goal, what to do about SROs, what is our value proposition, including the “why”. We are going to talk about swapping memberships, like with NERC, and renewal systems—timelines, etc. Maggie asked about individual memberships and I said yes.

Keeling: One thing that bothers me is that we are at the mercy of our affiliates when it comes to membership information—all we get is an email address. I wonder if members could register—a CRM type of thing—so we can build up our database of members, so when we lose AROW or Georgia, we still have basic membership information and can directly solicit memberships.

3. [Conference Committee](#) (Cooley) [National Zero Waste Conference Program](#) (draft)

Cooley: We got the website updated. We sent an email to all original March 2020 registrants, notifying them of the change and directing them to update their registration—confirm or cancel if they so choose.

Liss: The third day is The Recycling Congress, for our trademark purposes. Focus on recycling, composting, product policy, etc. We put them all together to market that one day more aggressively with RO members. Two-thirds of registrants were from California; one-third from the rest of the country. We have over 100 speakers for the main event, plus the breakout tables, etc. Indiana Recycling Coalition provided a 75-minute video on how they pulled off a virtual conference, and learned a lot.

Anything you can do to get sponsors is helpful. ZWConference.org has a list of sponsor benefits and a form to fill out.

Cooley: We solicited board member donations of \$100 and a number of you volunteered, but I don't know if there was a follow-up—the opportunity is still there. I can invoice you or you can submit to PayPal. Please reconfirm and what your preferences are via email. Log into the Remo Platform – will give you an idea of how the networking will work.

Keeling: Can we get a flyer to put on social media platforms?

Cooley: Excellent idea. We will convene with Kerrin and Mary on when to do a broad announcement.

4. [Communications Committee](#) (O'Brien/McClellan)

O'Brien: If you want to be on the reminder list about newsletter deadlines, let me know. We do have a Google doc of meeting notes. The NRC Event Form is linked in our report, so we can communicate about anything NRC is doing. Our next meeting is August 11th.

Keeling: Everyone on Communications Committee—thank you for your hard work!

5. Policy Committee (Bantillo/McPoland)
[NONE]

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

Adrian: I talked to Lisa Skumatz. We are getting ready to go with an announcement. We are considering a diversity award. The ceremony would be Oct. 20th.

Pedersen: We were asking for the status of the Strategic Plan?

Keeling: We did create one, last year.

Pedersen: Oh yes, I remember now. I may just need to send it to Lisa Rider?

Liss: I think the issue is that it was only a draft, never formally adopted.

McClellan: It has never been passed or adopted by the board.

Pedersen: Dave is listed as the sole member of the Strategic Planning Committee. I think that may be the issue—he needs support!

Keeling: Sarah passed along a request for input for a Maryland agency on plastics. Please let me know if you have expertise in this topic and can help.

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

[NONE]

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

Motion – Barry

– Second

Oppose? (No) Abstain? (No) Approved

###