

Virginia Recycling Association  
Board of Directors Meeting  
August 10, 2006  
Teleconference  
10:00 a.m.

**Meeting Minutes**

**PRESENT - Members:**

Toby Edwards, President; Cumberland Plateau Solid Waste Authority  
Kate Sicola, Vice President; Fairfax County Division of Solid Waste Collection  
Kelley Hope; Central Virginia Waste Management Authority  
Christine McCoy; City of Alexandria  
Ken Mogul, Ace Waste  
Georgiana Ball, Ex-officio; Dept. of General Services  
Steve Coe, Ex-Officio, Virginia Department of Environmental Quality

**ABSENT - Members:**

Ron Vance; ERG  
Steve Heinitz, Treasurer; Virginia Commonwealth University

**PRESENT - Others:**

Erica Trout, Administrative Assistant

The meeting was called to order at 10:05 a.m. A quorum was determined to be in effect with four members present.

**Nomination of Ken Mogul**

A formal nomination was made by Christine McCoy to appoint Ken Mogul to the VRA Board. Ken reviewed his experience which includes municipal recycling in Albany, NY. He has many years of experience in the field of construction recycling and is currently the President of Ace Waste Holdings, LLC. The motion to appoint Ken Mogul was unanimously passed. Ken will be filling the remainder of Ryan Jacoby's term which ends in spring 2008.

Ken introduced himself to the other members and mentioned he is the Chair of the Construction and Demolition subcommittee. He has direct experience with construction waste recycling near Dulles, where the recycling rates are near 95%. He formerly worked in a recycling facility in New York that recycled gypsum into new wall board. He has experience in green building and metal recycling. He also was a recycling coordinator for a municipal recycling program in the city of Albany. In graduate school he had experience working on policy and grants.

**Filling Other Board Vacancies**

Christine McCoy pointed out that there are more Board vacancies to fill and she would not mind recruiting for individuals to fill those positions. Kelley Hope pointed out that there are two vacancies.

### **Membership Report**

Erica Trout reported that the total number of members (111) has increased slightly since this time last year. There are more small and large businesses joining the VRA. The number of expired members is slightly high, a possible reason being that people who became members this time last year due to the conference are not rejoining.

Ken Mogul raised the question of asking delegates and senators to be honorary members of the VRA so that they may know what is happening with the organization and with the recycling industry.

Steve Coe told the group that the VRA had never in the past had honorary memberships. The VRA does however have Ex-officio members who because they work for the state, are on the board for their resources and information, but do not vote. He is unsure of the degree of lobbying allowed by a 501 C3. He suggests that if a state representative wishes to become a member of the VRA they should pay the \$40 individual rate. In the upcoming strategic planning we should address how the VRA wants to engage with state delegates and senators, but he does not think we should offer them free memberships.

Georgiana Ball said it is a delicate issue for the VRA to take a stand on a certain political issue. The largest role of the VRA is to provide education and there should be careful communication with the General Assembly.

Kate Sicola said that she was responsible for leading discussions in SWANA about whether they should be a lobbying group. Christine McCoy thanked everyone for their information and summarized by saying that whether to lobby or not was something that should be addressed in the strategic plan and that if a state representative wants to become a member they should pay the individual rate.

Christine McCoy asked if there is anything we can do to prevent expiring members. Erica Trout responded that in fact there is a faithful base of VRA members who always renew. From time to time there will be a citizen who joins to show support for the industry and then let their membership lapse. There are also people who only join because they are attending the conference and want the conference discount and then let their memberships lapse. Ken Mogul and Christine McCoy both said they could work on getting new members.

Kelley Hope pointed out that each year the VRA mails to about 1,000 people in the industry informing them of the conference. The VRA has also surveyed members to find out what they think the VRA could be doing better.

### **Treasurer's Report**

Toby Edwards decided to table the Treasurer's Report since Steve Heinitz was not present.

Kelley Hope went over the procedures for changing the check signing authority. Kelley Hope moved for Toby Edwards and Steve Heinitz to have check signing authority. Kate Sicola seconded. Motion was unanimously passed. Kelley Hope and Steve Heinitz will go together to the bank and send the form to Toby, who can sign and send it back.

### **2006 Fall Membership Meeting**

The subcommittee planning this meeting had a teleconference to plan. The meeting date is set for November 6. The time is 10 am – 3 pm. A letter and flyer will be going out to the membership encouraging them to register online. The speaker will be Ed Clark. There will be a hot served lunch. Kate Sicola went over the budget for the meeting which is just under \$5,000 if 100 people attend and \$5,400 if 125 people attend. Christine McCoy moved to approve the budget for the meeting. Kelley Hope seconded and all approved the motion.

### **2007 Conference in Williamsburg**

Ron Vance has provided each board member with the contract for the conference with the Woodlands Hotel in Williamsburg. Board member have questions and changes to the contract but would like to devote another conference call to talking about the contract. It was decided that the conference subcommittee would meet by conference call to discuss the final changes to the contract.

### **Construction and Demolition**

Ken Mogul gave a report on the activities of the C & D Committee. The last meeting was held on August 1<sup>st</sup> in Richmond and there were 6 participants. The committee is in an organizational stage and the primary goal of the committee will be to increase avenues and awareness of C & D recycling. To break through barriers that exist in the industry is another primary objective. There is research being conducted to find out if C & D recycling could become part of a state mandate. The development of markets is an important component of furthering the industry and finally the committee wants to create a directory of C & D recyclers.

Ken reported that Brynna Dunn from the Virginia Sustainable Network is lobbying for Richmond to adopt green building standards. Steve Coe supplied a list of questions for the committee to answer and Ken responded to those questions and emailed a copy to all VRA board members.

The Metropolitan Council of Governments for northern Virginia has already created a C & D directory which is a printed brochure and is available on their website. The Virginia Sustainable Network is working on a statewide directory and will enlist the help of the VRA committee to help produce this document. The next committee meeting will be held on September 19<sup>th</sup> at 11:00 in Richmond.

### **New Business- Oak Hill Foundation**

Toby Edwards reported on the status the grant for the Executive Director position. An LOI has been submitted to the Oak Hill Foundation. The LOI requests \$150,000 for three consecutive years to be used to hire an Executive Director.

\$65,000 – Year 1

\$45,000 – Year 2

\$40,000 – Year 3

#### Breakdown of Expenses

\$35,000 for salary

\$5,000 benefits/taxes/insurance

\$5,000 travel/lodging

\$3,000 tools/equipment

\$1,500 supplies

\$16,500 marketing/education

Office space would be donated and the idea is that by year three the executive director would have generated enough revenue through memberships that could pay for education. Kate Sicola said the VRA may want to consider hiring an organizational consultant instead of a staff member and wondered if \$35,000 is a high enough salary for an executive director. She thanked Toby and Ryan Jacoby for helping with this grant.

#### **New Business- Specialized License Plates**

Ken Mogul said he would like to discuss an idea for education and fundraising. Through the specialized license plate program in Virginia the VRA could sponsor a Virginia Recycles plate where the VRA would get a portion of the proceeds. There is not currently a license plate for recycling. We would need 350 pre-paid applications. Toby Edwards wondered if the General Assembly also needs to pass the plate.

Kelley Hope pointed out that the idea of a recycling license plate was presented to VRA members via the electronic list serve and no one responded. Kate Sicola pointed out that there is a difference between the list serve and having sign-ups for it at the conference with a mock up of the design. Ken Mogul agreed that he could work on the design.

#### **New Business- Nominating Someone to the Virginia Markets and Development Council**

Christine McCoy and Kate Sicola attend the VMDC meetings and there is an opening on their board. The VRA should nominate someone. Kate Sicola said that her job encourages her to participate on things of this nature and she would be interested. Christine McCoy and Georgiana Ball said that the nomination process takes a long time and would not interfere with planning of the VRA conference of which Kate Sicola is the chair. Christine McCoy moved to nominate Kate to the Council and Ken Mogul seconded. All were in favor.

#### **New Business- America Recycles**

Kelley Hope reported that posters have arrived and she is working on prizes.

**New Business- Food Waste**

Georgiana Ball proposed that we consider joining the food waste and recovery conference which will target colleges and correctional facilities. There is a lack of food waste composters so please call Georgiana or Steve Coe if anyone knows of one.

**Pass Minutes From Previous Meeting**

Kelley Hope has grammatical changes and wants to correct what is written about her comments in the 2<sup>nd</sup> paragraph. Change the word wonder to expressed concerns and that she did object to the motion. With these changes Kate Sicola moves to pass the minutes and Kelley Hope seconds.

**Next Meeting**

The next meeting is scheduled for September 26<sup>th</sup> from 1:00 – 5:00

**Adjournment**

Kelley Hope moved to adjourn the meeting at 12:34 pm.