

Virginia Recycling Association  
Board of Directors Meeting  
January 20, 2006  
Richmond Regional Planning District Commission  
2104 W. Laburnum Ave., Richmond  
11:00 a.m.

**DRAFT**  
**Meeting Minutes**

**PRESENT - Officers:**

Kelley Hope, Outgoing President; Central Virginia Waste Management Authority  
Toby Edwards, Incoming President; Cumberland Plateau Solid Waste Authority  
Kate Sicola, Incoming Vice President; Fairfax County Division of Solid Waste Collection  
Steve Heintz, Treasurer; Virginia Commonwealth University  
Steve Coe, Ex-Officio; Virginia Dept. of Environmental Quality  
Georgiana Ball, Ex-Officio; Virginia Dept. of General Services

**ABSENT - Officers:**

Ryan Jacoby, The Habitat Store of Charlottesville  
Gail Harris, Prince William County

**PRESENT – Others:**

Erica Trout, Administrative Assistant

**PRESENT – Guests:**

Ashley Weatherford, Weyerhaeuser	Pam Edwards, Weyerhaeuser
Ron Vance, ERG	Carrie Dorsey, Computer Recycling Initiative
Andy Vojtecky, S.B. Cox	Deborah Devine, Southeastern PSA
Ed Hacker, Southeastern Public Service Authority	Talmadge____, GBB
Michael Mee, TFC	

**Call to Order:**

Ms. Kelley Hope called the meeting to order at 11:08 a.m. It was determined that a quorum was present because 4 out of six members present constitute a quorum.

**Approval of Past Minutes:**

Toby Edwards motioned for the minutes from the previous two meetings, dated 3/16/05 and 6/15/06, to be approved. Georgiana Ball seconded the motion and the minutes from both meetings were approved.

**Guest Presentation: \$5,000 check presented by Weyerhaeuser Foundation**

Ashley Weatherford and Pam Edwards presented a grant in the amount of \$5,000 to the VRA from the Weyerhaeuser Foundation. The funds are intended to support VRA outreach efforts, particularly our annual conference. Special thanks were noted for Christine McCoy who assisted Kelley Hope in completing the grant application. Annually the Foundation awards \$23,000 in grant money.

**Election of Officers**

Georgiana Ball presented a slate of officers for the 2006 Board. For the office of President she presented Toby Edwards and for the position of Vice President she nominated Kate Sicola. Steve Heinitz was again nominated to serve as Treasurer. All three candidates were unanimously elected to serve on the VRA Board.

**Appointment of Ex Officio Officers:**

Each year the VRA must reappoint the ex-officio Board members, currently Steve Coe and Georgiana Ball, both of whom are interested in serving on the Board for another year as ex-officio members. A motion to re-appoint Steve and Georgiana was made by Steve Heinitz. The motion was seconded by Kate Sicola and carried.

**Membership Report**

Erica Trout distributed the membership report. The membership report showed statistics for membership in June 2005 and January 2006. There are currently 112 members, with 13 more members expected to renew their memberships. There were 34 new members in 2005, 68 renewing members and 23 expiring members. The membership income for the year was \$8,312.

**Financial Report**

Steve Heinitz distributed copies of the budget and operating expenses for 2005. The largest expense for the VRA each year is the conference. Toby, Steve and Kelley will work together on a 2006 budget for the Board to approve at their next meeting.

**Conference Report**

Kelley Hope presented a summary of the 2005 VRA annual conference, including a budget and statistics on attendance, exhibitors and evaluations. A suggestion was made to hold the conference in 2007 in Williamsburg in conjunction with the 400<sup>th</sup> Anniversary of Jamestown. Georgiana Ball commented that the last location for the conference was great and the event was well organized for speakers. Any decision about a 2006 conference was tabled until the next meeting.

### **Newsletter**

Erica Trout reported that the next edition of the newsletter would be published on or around February 14<sup>th</sup> to announce Electronics Recycling Awareness Month information, events and dates. Contributions to the newsletter have risen over the past year, an indication that members view the newsletter to be a valuable resource. Several special weekly editions of the newsletter were published in late summer and early fall to promote the conference.

### **America Recycles (AR) 2005**

As Virginia's AR coordinator, Kelley Hope gave the report on Virginia's 2005 AR events. Kelley gave a brief overview of the prizes and contests associated with AR 05. She passed around a written report that highlighted VRA and local events. Highlights included Governor Warner recognition of November 15, 2005 as "Virginia Recycles Day" and an article published in the Virginia Review.

Kelley proposed that the VRA raise the budget for America Recycles next year to \$1,500 so that there can be a \$500 award to a coordinator, as there was in 2004. The award was a good incentive for coordinators to devise events and contests and report on them.

The focus of America Recycles has changed in recent years from a day to a year-long event. Materials for America Recycles 2006 should be available sooner than they were last year.

### **Electronics Recycling Month**

Carrie Dorsey with Computer Recycling Initiative (CRI) reported that April will be Electronics Recycling Month (ERM) in the state of Virginia. CRI is working in conjunction with VRA to promote e-cycling events held in Virginia in April. There does not appear to have been any other statewide event such as this, so the VRA could receive national media exposure for this effort. A request will be made to Governor Tim Kaine for official recognition of ERM. Georgiana Ball said that the state wants agencies to recycle and reuse within their departments and she would try to have an e-cycling event for the state employees.

### **Telephone Book Recycling**

Steve Heinitz brought up a discussion about telephone books. Steve feels that the volume of telephone directories that are distributed have become excessive. He feels this creates a burden on recycling programs to recycle unnecessary and unwanted books. Steve wanted input from other recycling coordinators about their experience with this material and proposed that the VRA consider making a statement to the publishers about reducing waste.

Ashley Weatherford explained how Weyerhaeuser recycles the phone books and mentions that they are not printed on high quality paper so there is not much of a market for them.

### **Construction and Demolition Recycling**

Andy Votecky (S.B. Cox) introduced the idea that VRA devote attention to construction and demolition recycling in Virginia. He recommended that sessions on this topic be included in the annual conference. He will also work with his colleagues to increase the number VRA members who represent in the C&D industry. Kelley Hope thanked Andy for his idea and accepted his offer of assistance in bringing more awareness about C&D recycling to the VRA and the annual conference.

### **Recycling Legislation**

Kelley Hope briefly described the proposed recycling and litter legislation before the General Assembly in the 2006 session. Several members requested that the VRA take a stance on the legislation. Prior to the meeting, members were invited to submit written comments about the proposed legislation, specifically SB57 and HB647 which proposed a lowered minimum recycling rate. Comments from Betty Byrne Ware, Dori Brown, Annette Mills, Skip Decker, Bill Johnson, and Michael Mee were read. Those present also shared opinions about these bills, during a lively and lengthy discussion.

Steve Coe gave a brief history of the recycling rate. In 2004, 49 out of 99 localities failed to meet the recycling mandate, with 46 of those representing rural communities. This wasn't a significant problem until recently, when achievement of the rate began to be connected to approval of Solid Waste Management Plans (SWMP) and permits. Urgency grew quickly to change the law once permits were delayed or denied because of low recycling rates.

The two bills (one via amendment) propose a tiered rate, with the current rate maintained for most localities and a lower 15 percent rate for communities with significant unemployment or sparse populations. This is intended to provide relief to rural counties without hurting programs that are already recycling over the current minimum.

The Board voted to draft a letter to encourage General Assembly members to consider the positive benefits of recycling and support legislation that strengthened recycling rather than weakened it. Kate Sicola volunteered to draft the letter and send it for review and comments to the rest of the Board. The letter is to be mailed by January 27, 2006.

### **SWANA Partnership**

Kate Sicola introduced a request for VRA to partner with the Virginia chapter of SWANA for a recycling training session in April. As co-sponsor, VRA would permit the use of the VRA logo on conference materials, provide SWANA with a membership list, and post event information on the VRA website. The training includes continuing

education credits needed for SWANA certification. There would be a tiered fee that would benefit members of SWANA and the VRA. Kate made a motion that the VRA participate in the training. Toby seconded the motion and it passed.

### **Vacancies on VRA Board**

Due to several vacancies on the Board of Directors, Kelley invited anyone in attendance interested in serving on the VRA Board to email her a bio and letter of interest.

### **Miscellaneous**

Steve Coe recommended that the VRA consider having an exhibit at the annual Environment Virginia conference in April.

Steve Heinitz thanked Kelley for her leadership as President.

### **Adjournment**

Kelley Hope made the motion to adjourn the meeting. Kate Sicola seconded the motion. The meeting was adjourned at 3:15.