

VIRGINIA RECYCLING ASSOCIATION MEETING MINUTES

March 23, 2001

Richmond Regional Planning District Commission
Richmond, VA

Board Members Present:

Dori Brown, City of Newport News
Mark Worton, CANUSA Corporation
Michael Benedetto, Tidewater Fibre Corporation
Diane Dodd, Campbell County
Paul F. Alcantar, Prince William County
Michelle Stoll, Central Virginia Waste Management Authority
Jerry Bryant, Bryant Salvage
Charles Poland, ERD

Other Members Present:

Tim Meyers, MRSWA
Gerogiana Ball, VA. Department of General Services
Denny Clark, UVA
John Snarr, Metropolitan Washington COG
Jen DeLong, City of Alexandria

Meeting called to order at 10:15 a.m.

January 23, 2001 Minutes approved

Budget – Mark reported that there is a balance of \$21,558 currently in the VRA account. He presented the proposed 2001 Budget, noting that as of February 2001 there are 143 paid members in the VRA. Mark noted that the 2000 Conference at Wintergreen made a profit of \$7262.72. Approval of the 2001 Budget was postponed until decisions affecting said budget could be made.

SAIC Contract – Dori Brown sought feedback on the future of the VRA's contract with SAIC which currently provides office maintenance. Some discussion regarding the use of SAIC to increase membership, develop newsletters, etc. followed. Dori asked for ideas or suggestions to be forwarded to her.

Election of Officers – The following persons were elected to VRA offices:

Michelle Stoll, Secretary
Mark Worton, Treasurer
Michael Benedetto, Vice President
Dori Brown, President

VRA History – Tim Meyers presented a comprehensive history of the VRA. Tim became affiliated with VRA in year one and has a valuable perspective on the history of VRA. Tim provided a look back at board members over the years, illustrating how representation of public and private sectors has shifted over the years. Tim discussed the accomplishments, goals and brave attempts of the VRA over the years and highlighted conferences, strategic plans, the structure of the VRA and how those have evolved. In closing, Tim stressed that the VRA is more financially stable now than in past years and he emphasized the value and importance of a Vision for VRA.

Out of State Waste Forum – Jen Delong presented the proposed agenda for the Out of State Waste Forum, to be held Thursday, May 10, 2001 in the McCord Building in Prince George County. The auditorium seats about 240. A motion was made and approved that the Forum should be free to encourage attendance and to recruit new members to VRA. Paul Alcantar will seek sponsorship for the event to pay for lunches for those in attendance. It was noted that sponsorship should reflect a balance between the interests involved in the subject of out of state waste. Michelle Stoll will develop a flyer that will be forwarded to Jen and distributed by Board members in April. A conference call is set for April 9, 2001 to discuss membership recruitment efforts at the forum.

Annual Conference – Jen presented an update of the 2001 Annual Conference to be held in Arlington on August 5th and 6th. Due to the higher prices of conference space in Northern Virginia, the conference will be a 2-day conference rather than a 3-day conference. Jen informed the Board that vendor space is very limited and only tabletop displays will be appropriate. Some discussion followed and the Board generally agreed that the purpose of the conference is to increase membership and not attract vendors. The following topics for presentations/speakers were suggested: Electronics recycling, legislative communications/political process, fundraising, special wastes, buying recycled, multifamily recycling, PAYT, markets group, technology and trends. Jen requested volunteers to assist on committees for session speakers/speaker confirmation, meals, sponsors, registration, golf tournament, program development/printing, mailings and promotion, and fundraisers. A conference call was set for April 9, 2001 for the Conference Committee (Mike, Jen, Paul, Dori, Mark and Michelle).

2001 Work plan: Why be a VRA member? – Dori opened the discussion and several subjects were raised including a free seminar series (topics: Green procurement, electronics recycling, environmental lodging C&D recycling). Charles Poland and Michelle suggested an emphasis on education and outreach with an education committee being established. Members include Michelle, Charles, Paul, Jen, Georgiana and Denny. The committee will return to the next meeting with suggestions for outreach projects. Dori proposed applying for a DEQ competitive state grant to fund a joint conference with the Litter Council. The Board supported such a pursuit. Discussion also focused on VRA membership benefits. Suggestions from the board included: an online membership directory, market directory, support for the purchase of Amazing Recycled Products (since the VRA would receive a share of the revenue). The membership committee agreed to work on the online membership directory.

Communications Committee update – John Snarr discussed the VRA website, mentioning that the front page needs to be updated and suggested that changes be made to the appearance to give it a more up to date appearance. He suggested the goals of the website might be to promote recycling news, events and communicate other ideas or goals of the VRA. He agreed to update the site and keep the information current on a limited basis. He plans to have the updates made by May 10th if possible. Michael Benedetto will chair the Communications committee.

ARD Committee – Dori informed the board that she had received a Memorandum of Understanding (MOU) from the National ARD. The MOU is an agreement between the State and the National ARD organization in regards to promotion and support of ARD events.

Membership Committee - Dori requested more volunteers for this committee.

By Laws Committee – Charles reported that he is sorting through the bylaws and that many references and sections are outdated. Tim offered to help in this task.

Reaffiliation with NRC Committee – Dori discussed our goal to vote on the issue with a final decision being made in August at the Annual conference.

Fundraising Committee – Paul and Jen discussed fundraising efforts for the May forum and August conference. They will present an update at the next meeting to include a draft of a fundraising letter and sponsorship structure.

Bottle Bill Committee – Denny approached the board for support on the bottle bill issue. Denny noted that if the VRA were to take a political stand on such an issue it would attract attention and possibly members, too. Denny made a motion that the VRA Board of Directors publicly support the bottle bill in Virginia. Mike made a motion to amend Denny's motion and put the issue out to the general VRA membership for a vote. The motion was seconded by Paul and approved by the board. It was suggested that the issue of the bottle bill (more accurately, the container deposit bill) be the subject of a VRA forum. Information about the issue will be on the VRA website.

Tabled Issues – Paul made a motion to have a conference call to discuss the tabled issues (SAIC and budget). The motion was approved.

Next meeting - The next VRA board meeting will be May 4, 2001 at 10 a.m. at the Richmond Regional Planning District Conference Room in Richmond.

The meeting was adjourned at 3:06 p.m.
Minutes submitted by Michelle Stoll