

Virginia Recycling Association
Board of Directors Meeting
March 16, 2005
Fairfax Government Center

DRAFT
Meeting Minutes

PRESENT - Members:

Kelley Hope, President
Meredith Eisenberg
Steve Heinitz
Cassandra Kincaid

ABSENT - Members:

Gloria Puffinburger
John Schlegel

PRESENT - Others:

John Snarr, Webmaster
Erica Trout, Administrative Assistant
Georgiana Ball, Dept. of General Services
Anna Collinson, City of Alexandria
Pam Edwards, Weyerhaeuser
Linwood Hynes, Philip Morris

The meeting was called to order at 10:17 a.m. A quorum was determined to be in effect with four members present due to the fact that three positions are vacant, leaving six filled positions.

Appointment of Officers

A motion was made, seconded and approved to appoint officers as follows: Cassandra Kincaid, Vice President; Meredith Eisenberg, Secretary; Steve Heinitz, Treasurer.

Appointment of Ex-Officios

A motion was made to appoint Georgiana Ball and Steve Coe as Ex-Officio members. The motions were seconded and approved with the comment that a formal letter of invitation should be mailed to these individuals so their employers will have knowledge of their service to the Virginia Recycling Association.

Board of Directors Vacancies

At the present time, three positions on the Board of Directors are vacant. Another position could become vacant in the next month with a member's rumored move to another state. The guests in attendance were encouraged to volunteer for a position if they were interested.

2004 Annual Conference

The 2004 annual conference was discussed with a report on the financial outcome of the event as well as participants' evaluations of the event. Discussion ensued about the planning of the next conference. Ideas submitted included: a joint conference with another organization

(SWANA), a multi-state conference with Maryland, Pennsylvania or the Carolinas, holding a conference every other year, changing the time of year of the conference, or holding 3 one-day workshops as done in previous years.

Several members voiced the opinion that it was important for VRA to hold a conference each year at the same time of year. The fall is a good time of year as long as it does not interfere with the NRC conference and "America Recycles" events. Anna Collinson volunteered to research possible conference locations and will report her findings at the next meeting. Locations to research include Williamsburg, Charlottesville, Richmond, Lynchburg and Roanoke.

America Recycles 2004

Kelley, as Virginia's ARD coordinator, presented a report on America Recycles Day events. VRA held a statewide drawing for prizes, which were mailed out to winners following ARD. The VRA also had 15- 20 ARD coordinators who managed ARD campaigns submit proposals to win a \$500 prize for a good ARD campaign. Paige County's Chris Anderson collected 17,000 cans in a recycling drive, held a community event, had the highest per capita pledges submitted, had multiple articles written about their events and as a result of all of these things was contacted by their local Wal-Mart who wanted to start can recycling in their lobby entrance. A motion was made, seconded and passed to award the \$500 to Chris Anderson.

Kelley expressed her intent to form a committee to plan for ARD 2005. The committee would develop a budget and recommend prizes, events, etc for Virginia's ARD campaign. John Snarr, ARD Coordinator for the DC area (MWCOG), shared information about the national prizes and that materials would be ready for coordinators much earlier this year, possibly June. MWCOG also designs their own pledge cards and distributes them by email to local coordinators so that pledges can be accepted at Earth Day events as early as April.

2005 Budget

A proposed budget for 2005, which was designed with plans for regional workshops instead of an annual conference in 2005, as discussed. Changes were made to the proposed budget to reflect the decision to have a conference this fall. The revised budget will be emailed to everyone for approval.

Affiliation of the VRA with the National Recycling Coalition was considered as a way to increase membership benefits to our members. To join the NRC as a state affiliate organization, the VRA would pay a flat \$1,000 fee per year plus \$25 per member which would provide each VRA member with an NRC membership. Benefits of joining NRC include discounted meeting registrations, members-only section of the NRC website with resources, and regular electronic newsletters. The consensus of the group was to investigate more information about the benefits and costs of affiliating with NRC and other national organizations, such as SWANA.

In addition, Kelley presented findings from an online survey she conducted to find out what other recycling associations offer in terms of member benefits. Sixteen state recycling organizations responded to the survey and shared information about the sizes of their memberships and Board of Directors, the services the organization provides to members, and the public's perception of recycling. Most organizations provided a website and newsletter (half

were mailed, half were emailed). About two thirds held annual conferences and coordinated state-wide "America Recycles" campaigns. Other services included providing professional certifications, special interest groups or councils, member directories, listserves and NRC memberships.

Travel Policy

As part of the discussion of the budget, it was recommended that a committee be formed to develop a formal travel policy so that requests for reimbursements related to Board members who travel on behalf of the organization can be addressed consistently. The policy should incorporate a maximum travel budget for each year along with considerations for such things as mileage, lodging and food expenses, possibly a per diem rate. Steve Heinitz as Treasurer and Kelley Hope as President will work on developing a policy for the Board to consider at the next meeting.

Annual Registration Fee

The VRA's annual registration fee with the State Corporation Commission is due by March 31, 2005. The fee is \$25. Information about the registration fee was forwarded to Kelley by the VRA's registered agent, Stephen Reardon, a Richmond attorney. With an attorney now a part of the Board, it was recommended that Cassandra Kincaid become the VRA's registered agent. In addition to submitting the registration fee and required documents with the Corporation Commission, Kelley and Steve will work together to complete a tax return for the organization and file the appropriate paperwork with the Virginia Department of Agriculture and Consumer Services.

Events

The VRA was invited to participate in the Carolina Recycling Association conference on March 22 in Myrtle Beach, SC. Although this was discussed via email in January when the invitation was received, formal action by the Board was delayed until this meeting. With the date of the event next week, no one was available to attend. Georgiana Ball recommended Board members consider attending other state conferences as a valuable learning tool that can help considerably in planning for our own conferences. Other nearby events that we could possibly attend include the Maryland Recyclers Coalition conference in June or the Professional Recyclers of Pennsylvania conference in July. It is possible that these organizations would permit a VRA member to attend at no cost in exchange for a free registration to our conference.

Requests from Members

Requests have been received from two members for a membership directory and for information about advertising in the newsletter. The intent of these requests is presumed to be promotion of business opportunities. After much discussion on the best way to allow businesses to communicate with members, it was decided that the VRA will create a Business membership directory for paid members in the Large or Small business designation. The online directory would include the company's name, contact person and website link. The VRA will also profile a business and an individual each quarter in the electronic newsletter.

A motion was made to adjourn the meeting at 1:10 p.m. which was seconded and passed.