

VIRGINIA RECYCLING ASSOCIATION

MEETING MINUTES

May 4, 2001

Richmond Regional Planning District Commission
Richmond, VA

Board Members Present:

Dori Brown, City of Newport News
Mark Worten, CANUSA Corporation
Michael Benedetto, Tidewater Fibre Corporation
Diane Dodd, Campbell County
Michelle Stoll, Central Virginia Waste Management Authority

Other Members Present:

Georgiana Ball, VA. Department of General Services
Jen DeLong, City of Alexandria

Visitors Present:

Nancy Shearing, Citizen
Jennifer Montgomery, Lendl Corporation

Meeting called to order at 10:30 a.m.

1. March 23, 2001 Minutes approved with the following changes:

The Communications Committee Report is changed to reflect Georgiana Ball as Chair of the Committee, not Michael Benedetto.

2. Budget Report, Mark Worten

Mark presented the following information in his Treasurer's Report: Balance 5/4/01 \$22,856.41; Additional debits totaling \$633. Mark recapped line items for approval of the 2001 budget. The budget was approved unanimously.

3. Board Member Resignation, Dori Brown

Dori informed the Board that Kathy Sherwood has resigned from the VRA Board of Directors for personal reasons. Dori suggested that the Board ask Denny Clark to replace her. Denny was runner-up during this year's election and the Board agreed he would be a logical replacement.

4. SAIC Contract and Report, Dori Brown

SAIC currently mails the VRA newsletter, makes deposits, answers phone calls and other assigned tasks through a contract with the VRA. Dori reported that there had been some staff changes at SAIC and that they hoped this would improve the quality of service VRA is receiving from SAIC. VRA has not been charged for the last two months of service from SAIC due to several service complaints, including the significant delay in the

newsletter. Dori reported that SAIC has suggested assigning a full-time administrative employee instead of a student intern to be responsible for VRA activities to ensure improved results. Dori asked the Board for their thoughts on continuing a contract with SAIC. After discussion, the Board made the following recommendations: The VRA will continue to employ SAIC for a minimum of six months, during which time the Communications Committee will ensure that SAIC receives a well-defined job description and checklist (to be compiled by Communications from individual Committees' "wish lists"), will develop and implement a performance review in six months and will research other options for administrative assistance after the 2001 Annual Conference.

5. Communications Report, Dori Brown

- Newsletter: The Board discussed the current newsletter production process and Diane suggested producing the newsletter in-house. After discussion, Michael recommended that Diane assume responsibility for the newsletter and she agreed. There was discussion of changing to an electronic format for the newsletter, utilizing the newsletter to encourage membership and inserting a membership flyer in the newsletter (with assistance from the Membership Committee).
- Website/email: Dori informed the Board that the new VRA homepage, www.vrarecycles.org, was up and running April 23rd. The features for May include the Out of State Waste Forum and the Annual Conference. The list serve is still in need of some updates.

6. VRA Promotion Opportunities, Dori Brown

Dori reported that VRA has been invited to exhibit at the Sustainability Conference, June 6-8 in Richmond. There is a \$150 exhibitor/registration fee. A motion was made and approved to participate.

The Maryland Recycling Coalition (MRC) had offered a conference registration swap between a VRA and MRC member. The Board agreed to offer this registration swap to Paul Alcantar.

7. Membership Committee, Georgiana Ball

Georgiana Expressed the Committee's need to meet and develop a promotional piece and to get information for businesses from the Department of Environmental Quality (DEQ) about recycling rates.

8. By-Laws

No report

9. Reaffiliation with National Recycling Coalition (NRC), Dori Brown

Dori suggested the entire VRA membership vote on this issue at the annual conference. Mark suggested the Board obtain copies of the NRC agreement including an overview of the costs.

Minutes compiled by Michelle Stoll

10. Fundraising,

No report

11. Bottle Bill, Dori Brown

The Board discussed a recent statement issued by Coca Cola expressing its resistance to using recycled plastic bottles. Dori requested that Diane ask Denny for an update. Michael Benedetto asked Jennifer Montgomery from the Lendl Corporation for her comments on this topic. Ms. Montgomery referred Michael to Chuck Duvall from the Virginia Soft Drink Bottlers Association for information.

12. America Recycles Day (ARD), Dori Brown

Dori informed the Board that she is attending the National meeting in Washington, D.C. and will gather information to present to the Board. ARD is November 15, 2001. In past years the VRA has received supplies and funds to promote ARD. Dori is seeking support from a steering committee and plans to solicit help via the VRA website.

13. Education, Michelle Stoll

Michelle reported that the Education Committee had discussed several ideas for goals for the coming year, including producing a video, CD Rom, and establishing Jr. VRA chapters in middle or high schools state-wide. While the Video was a favorite of the committee, Michelle felt that the planning required to fund this project was unrealistic for this year, but suggested that the Committee return to this idea next year. The Committee will provide an outline for implementing the Jr. VRA chapter program at the next Board Meeting.

14. Board Retreat, Dori Brown

Dori reported that the Board is now considering the Radisson Hotel in Norfolk, Virginia for the retreat.

15. Waste Forum, Jennifer DeLong

Jennifer confirmed that Tom Smith will moderate the forum and that *Waste News* and the *Daily Press* will cover the event. There are five confirmed speakers.

16. Annual Conference, Jen DeLong

- Agenda: Jennifer reported that the conference agenda is set for Sunday, August 5th through Tuesday, August 7th, 2001. Monday will primarily feature educational programs.
- Golf Tournament: Mark passed out fliers for the Gold Tournament, which will be held on August 5th at 12:30 p.m. at Bristowe Manor. The cost is \$100 per player. The winners this year will receive cash prizes. Businesses, groups or individuals may sponsor a hole for \$100.
- Exhibitors: Because of the limited space available for exhibitors at this year's conference, the Board agreed to invite specific organizations to exhibit. Mark Worten, Michael Benedetto and Cyril Sellers will research and select five exhibitors. Any suggestions should be directed to Mark.

- **Registration Packet:** The registration packet will include hotel registration forms, golf tournament information, conference agenda, membership directory and information about the silent auction. The packets will be in the mail by June 4th.
- **Other:** Diane recommended using one of her contacts, the Swann Group, to provide folders for the conference. The folders will be given to attendees when they arrive and will have an agenda, sponsor list, list of attendees and an evaluation form.

Dori reminded the Board to make nominations for this year's awards. We will use the same company this year as last year for the awards made from recycled glass.

Mark suggested that the Board have SAIC cross reference those members who pre-register with the total membership so that Board members can divide those names among themselves and contact members who have not pre-registered and encourage them to attend.

11. Other

- **DEQ Competitive Grant Process:** Dori informed the Board that she would contact John Duel of the Litter Council and discuss the possibility of a joint VRA/Litter Council conference, and seeking funding from DEQ for this initiative.
- **Markets Database:** Georgiana asked if anyone knew the status of the Markets database and if we might seek funding for this project. She informed the Board she would be speaking with Steve Coe of DEQ about this item.

12. Next Board Meeting

The next VRA meeting was set for July 13, 2001 from 10 a.m. until 3 p.m. in the Richmond Regional Planning District Commission's large conference room in Richmond.

13. Adjournment

The meeting was adjourned at 1:30 p.m.