

Virginia Recycling Association  
Board of Directors Meeting  
May 22, 2006  
Central Virginia Waste Management Authority  
2100 W. Laburnum Ave., Suite 105 Richmond  
10:00 a.m.

**DRAFT**  
**Meeting Minutes**

PRESENT - Officers:

Toby Edwards, President; Cumberland Plateau Solid Waste Authority  
Kate Sicola, Vice President; Fairfax County Division of Solid Waste Collection  
Steve Heinitz, Treasurer; Virginia Commonwealth University  
Kelley Hope, Central Virginia Waste Management Authority  
Ryan Jacoby, The Habitat Store of Charlottesville  
Georgiana Ball, Ex-Officio; Virginia Dept. of General Services

ABSENT - Officers:

Steve Coe, Ex-Officio; Virginia Dept. of Environmental Quality  
Gail Harris, Prince William County

PRESENT - Members:

Via conference call: Christine McCoy, City of Alexandria  
Ron Vance, ERG  
Andy Vojtecky, S.B. Cox

PRESENT – Others:

Bobby Justus- Assign-A-Highway  
Chris Liesfeld- Gillies Creek Industrial Recycling  
Scott Morton- Gillies Creek Industrial Recycling  
Erica Trout- VRA Administrative Assistant  
\_\_\_\_\_, Professor- Virginia Commonwealth University

The meeting was called to order at 10:08 a.m. It was determined that a quorum was present.

**Signature Authority and Treasurer Duties**

Toby Edwards asked for the Board to approve a motion that he be added to the signature list to write checks for the VRA. Motion was passed.

### **VRA Board approval of Ms. Christine McCoy and Mr. Ron Vance**

Christine McCoy highlighted her background in the field of recycling that began at ERG as an Environmental Analyst. Since then she has been a Recycling Consultant for Great Forest, a Program Coordinator for the NRC where she organized workshops, she worked at the American Forest and Paper Association where she developed a communications strategy. From there she worked for GBB as a consultant for local governments. From April 2002 to June 2005 she was the Director at the Rural Community Assistance Partnership. From September 2003 to present she has been on the Board of the NRC and she is currently also a Solid Waste Planner for the City of Alexandria.

Ron Vance gave his background: He works for a consulting group, ERG. His main client is the EPA office of Solid Waste establishing comprehensive waste management programs, manages an internal green team. Before ERG, he worked on compliance issues for the Pennsylvania EPA. He has experience working for non-profit organizations- one in particular was in North Carolina that worked on air quality.

Motion to appoint Christine and Ron as VRA Board members was made by Kelley Hope. Seconded by Steve Heinitz. Approved unanimously.

### **Minutes**

Toby Edwards motioned for the minutes from the previous meeting, dated 1/20/06, to be approved. Kelley Hope asked that Johnson be added to a guest's name in the minutes. Kate Sicola motioned to approve the minutes with Kelley Hope's change. Georgiana Ball seconded the motion and the minutes were approved.

### **Membership Report**

Erica Trout distributed the membership report. The membership report showed statistics for membership in June 2005, January 2006 and May 2006. There are currently 105 members, with 20 more members expected to renew their memberships. There have been 10 new members in 2006, 22 renewing members and 20 expiring members. The membership income for 2006 so far is \$2,225, in line with income this time last year.

Erica Trout reported that membership numbers are slightly going up or staying the same. Toby Edwards said he would like to work on getting more members from the Southwest region of Virginia.

### **Treasurer's/Financial Report**

Steve Heinitz distributed copies of the budget and operating expenses. The checks and balances are in good shape. The biggest question is how we should spend the money. Most of the VRA's income comes from memberships and revenue generated from the conference. This year there was also a \$5,000 grant awarded to the VRA by Weyerhaeuser. Toby Edwards asked that everyone look at the budget for 2006 that still needs to be approved. Kelley Hope asked that the Board discuss whether to have a 2006 conference before they approve the budget that contains a line item for the conference. Toby Edwards tabled the discussion about the budget in order to discuss the conference.

## **2006 VRA Conference**

Toby Edwards asked the Board if they want to have a conference, should we develop a subcommittee that would plan the conference or should they have workshops.

Erica Trout mentioned that when deciding whether or not to do a conference, membership renewals should be considered since a lot of people join around conference time due to the conference membership special.

Toby Edwards mentioned that the litter group is having a conference in the fall. Kelley Hope wondered when the NRC conference would be. (October 22 – 25 in Atlanta) The SWANA VA conference is June 29 – 30. The SW SWANA is in August. Waste Con is Sept 19 in Charlotte, NC. Christine McCoy wondered if early Sept would be a good time for the VRA Conference. Christine said she would be happy to work on the conference.

Georgiana Ball said she had been on the Board for a long time and whether or not to do a conference is a recurring question, however members expect a conference and asked who would be willing to work on the conference.

Toby Edwards said the Steve Coe could not be at the meeting but that he offered his assistance. Kate Sicola said she was also interested in helping with the conference.

Toby Edwards said that there is an idea that the VRA hold the 2007 conference in Williamsburg in conjunction with the 400<sup>th</sup> anniversary. Kate Sicola offered that Fairfax Government Center has a conference center that is free. Hotel prices would be comparable and that hotels are very close. The Government Center has strict rules about bringing food in.

The members discussed possible dates again and decided that November is a good month to hold the conference. Kate Sicola motioned to approve having a 2006 conference. Christine McCoy seconded and the motion was passed.

Toby asked that a date be set for a conference subcommittee to report back to the Board. Kate Sicola was nominated as chair of the subcommittee that consists of Kate Sicola, Ryan Jacoby, Steve Coe, Christine McCoy and Toby Edwards.

Andy Vojtecky asked that he work on speakers and sessions for Construction and Deconstruction. Kate said that she would work with the facilities department about securing a location. Christine McCoy said she would work on ideas for sessions.

Toby Edwards suggested that the subcommittee meet in Charlottesville. Georgiana Ball will email a chart of the various subcommittees. June 1<sup>st</sup> was set as a date for K. Sicola to report back to the Board about being able to use the Fairfax Govt. Center as the conference location.

The conference subcommittee set June 14<sup>th</sup> as the date to meet in Charlottesville. Ryan Jacoby offered to host the meeting. The subcommittee will report back to the board on June 22<sup>nd</sup>.

### **Budget Approval**

Toby Edwards now asked for the budget to be approved since the conference planning had been discussed. Ryan Jacoby motioned to approve the budget. Kelley Hope seconded and the budget was approved.

Ryan Jacoby asked if there was a conference budget available. Kelley said there was a budget and she would email it to the Board.

### **Teleconferences**

Toby Edwards told the Board that with gas prices being so high the Board should discuss some alternative ways to meet as a board. He has used a company called The Conference Group before where all people meeting use an 800 number to teleconference. The company also has other technology including web conferences and video conferences. Ryan Jacoby offered that the board could meet more frequently if they met by conference call. Kelley Hop added the prices for 10 people to meet for 4 hours- the price totaled \$300.00 which is well within the budget.

Toby Edwards explained that the service is simple. Just by using an 800 number, typically the President activates the call for the others. There are securities. Ryan Jacoby said that businesses could underwrite the cost of the conference calls. Discussion ensued about being able to invite people to the meetings. It was decided that people in certain regions could meet together to cut down on costs. Ryan Jacoby suggested that protocol be established for conference calls so the board is productive. Kelley Hope said we could send out emails beforehand that listed all of the individuals who would participate with introduction information. Ryan Jacoby motioned to approve the use of The Conference Group. Ron Vance seconded and the motion passed.

Kelley Hope asked if the board amend the budget to include The Conference Group or wait until a few conference calls had occurred. Toby Edwards suggested the board have two conference calls and then amend the budget.

### **Electronics Recycling Month**

Kelley Hope passed out a report. Kate Sicola reported that in Fairfax there were 2 electronic events in April (on the 1<sup>st</sup> and 29<sup>th</sup>). The first one was at Chantilly High School. 20 tons were collected from 20 cars. The second collection was at the NOVA Community College and 7 ½ tons were collected. The next event would be in November, possibly December. Most of their events are held at schools which is good because there is good traffic flow and residents are aware of where schools are located.

Toby Edwards reported that Dickenson, Buchanan and Russell counties held recycling events. Dickenson's was on April 8<sup>th</sup>- 6 tons were collected by 36 groups (mostly schools). April 22<sup>nd</sup> Buchanan held an event- 1.5 tons were collected (down from 6 tons

last year) from 20 people. Russell held their event on April 29<sup>th</sup> - 7 tons collected from 50 people. The events were successful for small counties. A good location for them is a Walmart parking lot. Kelley Hope added that a mall is also a good location.

Georgiana Ball said the State didn't hold a collection but they created a booth with recycling information on what people could do in this area with a list of collections. She added that there are four message boards in the government building where they will start putting recycling information.

Kelley Hope reported that CVWMA held a collection on Earth Day for Henrico and Hanover, in the rain where 400 people showed up and 13 tons were collected. There were three more events (2 in May). Richmond held an Arbor Day event with 66 participants and 4 tons collected. Chesterfield held an Environmental Fair where 5 tons were collected from 75 people. A collection was held by Computer Recycling Initiative where 13 tons were collected by 280 people.

In total there were 21 events statewide, over 1,000 people participated in an recycling event, and 147.5 tons of electronics were collected. Media promotion garnered included a certificate of recognition by Governor Tim Kaine, an interview on WTVR, a brief mention in the Richmond Times Dispatch and a Frederick County newspaper article. A press release will be sent out to all media outlets with the final results.

### **Environment Virginia Conference**

Steven Heinitz reported that it was a good conference, especially if you work for the state. A lot of state agencies were present and there were good overview of many issues. One speaker talked about global warming from a worldwide viewpoint. VRA was represented with a booth and Steve Hientiz tried to man it. It would be beneficial for VRA to be there every year. There were 800 people in attendance.

Kelley Hope wondered if the VRA tries to introduce some sessions on recycling.

Georgiana Ball noted that there were some influential people in attendance including a world-famous architect and the Secretary of Natural Resources. The VRA could include more on solid waste. Kelley Hope added that perhaps SWANA and VRA could work together to offer topics on solid waste. Georgiana Ball agreed that VRA could go to network, exhibit, and try to have session about the impact of recycling and a summary of what gets collected. Steven Heinitz suggested we contact the organizers of Environment Virginia about getting on the agenda for next year. Toby Edwards thanked Georgiana Ball and Steve Heinitz for representing the VRA.

### **New Business- Construction and Demolition Subcommittee**

Andy Vojteckey from SB Cox asked if the VRA could form a subcommittee that focused on C & D with the goals of networking, having a link on the VRA website, expanding the sessions at the conference, and possibly creating a brochure (an all-around awareness of what the companies do.) Also need to include wood debris and land clearing, and also reuse. Ryan Jacoby offered to chair the subcommittee.

Ryan Jacoby motioned to create a subcommittee on C & D recycling. Steven Heinitz seconded and the motion was passed.

**New Business- Assign-A-Highway**

Bobby Justus, Coordinator for Assign-A-Highway (AAH), spoke about his program. His position is funded through a DEQ grant to promote the AAH program that deals with litter pick ups across the state. It is similar to VDOT's Adopt-A-Highway except this deals with individuals on parole cleaning up litter on the streets. A locality that wishes to start this program should have a litter control officer that can manage the program. It is free labor and clean up.

It was decided that an email could be sent out on the list-serve promoting this program. An article could also be included in the newsletter.

**New Business- Executive Director**

Ryan Jacoby motioned for the board to allow him to work on a grant that would secure two-year funding for an Executive Director. This paid person could provide training to VRA members across the state and increase membership. Motion was seconded by Georgiana Ball and approved.

**New Business- SWANA Joint Training Session**

Kate Sicola reported that SWANA was pleased with the joint training session and they would like to work together again.

**Next Meeting**

Teleconference on June 22<sup>nd</sup> at 10:00.

Updates should be given from the C & D Subcommittee, the Executive Director Grant and the Conference Committee.

**Adjournment**

Toby Edwards motioned to adjourn the meeting. Kate Sicola Seconded the motion. The meeting was adjourned at 12:25.