

Virginia Recycling Association Board Meeting

February 5, 2003

10 a.m. – 2 p.m.

CVWMA, Richmond

Board Members Present:

Dori Brown, City of Newport News
Mike Benedetto, Tidewater Fibre Corporation
Jennifer DeLong, City of Alexandria
Kelley Bartell, CVWMA
Georgiana Ball, Virginia Department of General Services
Bruce Edmonds, RSWA
Steve Coe, DEQ (Ex-officio)

Board Members Absent:

Fred Johnson, SP Recycling

Additional Members Present

Cyril Sellers, First Piedmont
Michael Clem, Arlington County
Gloria Puffinburger, County of Frederick

Meeting Minutes from October 21, 2003

Approved, as amended.

Treasurer report

Fred Johnson, Treasurer, in his absence, had emailed the Board a budget report. The operating budget for CY2003 needs to be submitted. A committee consisting of Fred Johnson, Georgiana Ball, and Bruce Edmonds will meet to draft a budget for board review/approval.

New Business

Administrative Staff Vacancy

Six applications have been received. A committee of Cyril Sellers, Fred Johnson, Georgiana Ball and Dori Brown will meet to review applications and set up interviews. The committee will meet after the 2-5-03 Board meeting.

Annual Conference Report

Conference chair, Jennifer DeLong, distributed a summary report based on conference evaluations. Overall the conference received good reviews. Feedback on the preferable days of the week, length and location of a conference were discussed. The information will be used when planning the 2004 VRA Annual Conference (The VRA has decided to not host a conference in 2003 due to the proximity of the NRC Conference in Baltimore in September 2003).

America Recycles Day Report

State Coordinator, Jennifer DeLong, reported that Virginia rated 3rd nationally in the number of online pledges. State ARD Coordinators have met to discuss the format for ARD 2003. Jennifer will update the membership to any changes in the state campaign. She will also continue to serve as state coordinator.

SPSA Letter/Waste Surcharge/Policy

At the October 21, 2002 Board meeting, the Board voted (5-3) to provide \$6000 to support a "Save Curbside" campaign based on the report that the Southeastern Peninsula Regional Authority (SPSA) was considering abolishing its curbside recycling program.

At a November 8, 2002 conference call, the Board convened to discuss the accuracy of the October meeting minutes (SPSA Letter/Waste Surcharge/Policy). Upon review, the Board could not come to agreement as to the parameters required for the \$6000 Save Curbside contribution. The Board voted rescinded their vote to fund this campaign. Upon further discussions, it was decided at the February 5, 2003 Board meeting that the spirit of the vote should be followed, despite confusion over the guidelines as agreed upon. Therefore, the \$6000, with 110% reimbursement will be provided to the Save Curbside Campaign.

VRA Positions/Lobbying

The Board reviewed the comments/suggestions made by attendees of the 2002 VRA Conference. The discussion now centers on what actions constitute lobbying. To ascertain this information, both Georgiana Ball and Cyril Sellers will be talking to lawyers familiar with lobbying restrictions of non-profits. Additionally, Mike Benedetto and Bruce Edmonds draft a letter to send to the State to determine under the Federal IRS Statute law what is the difference between lobbying vs. educating. Both parties would submit a report of their findings to the Board.

Bottle Bill

Bottle bill chair, Gloria Puffinberger, presented the Board with a detailed packet outlining the pros/cons of bottle bills. She will elaborate on this by drafting a position paper detailing the pros/cons of bottle bills and product stewardship. If the webpage has the capability, a link will be put in at the bottom of the position paper to allow readers to state their opinions/comments. She is still looking for committee members. Anyone interested should contact her directly at (540) 665-5643 or gpuffinb@co.frederick.va.us

Bylaws

Bylaws chair, Bruce Edmonds, distributed copies of the bylaws. The board will receive email copies of the bylaws. Mike Benedetto, Cyril Sellers and Bruce will serve on the committee to incorporate board suggestions into a draft for review.

Old Business

New Mailing address:

Virginia Recycling Association
P.O. Box 18155
Richmond, VA 23226
Temporary phone: 804-236-2781

Board Elections

Jennifer DeLong distributed copies of the ballot for VRA Board members. The ballot is being mailed out to the membership. There are four vacancies for the 2003 Board. The Board is also seeking out additional ex-officio suggestions.

Legislative Update

Steve Coe discussed recent legislative activity including (1) the proposal to raise the tire tax from \$0.50 to \$1.00 used to eliminate illegally dumped tire piles, and (2) the litter control/recycling tax (\$1.3 million/annually) distributed by DEQ to local governments. Georgiana Ball also distributed copies of comments she made at the January 13, 2003 Governor's Budget Public Hearing.

VRA Letter to Catalog Companies

Based on an article (about the lack of recycled content paper being used in catalogs) that was circulated on the VRA listserve, a letter has been drafted by Bruce Edmonds from the VRA stating our opinion about the many environmental benefits of using recycled content paper and requesting that companies reconsider the decision to use solely virgin paper. The final draft will be circulated to the Board for review before being distributed.

Listserve Management

John Snarr, who maintains the VRA listserve and webpage, emailed an update for board review. There are 105 subscribers to the listserve. We average 192 visits/month; 35% are referred to us by some other source on the web; the number one search engine for finding us is Google and when you search Google using "recycling virginia" or "virginia recycling" the VRA is the number one page that appears. As always, thanks to John Snarr for his work on maintaining/updating the listserve/webpage.

NRC Conference Update

MRC is no longer co-sponsoring as host committee the NRC. Jennifer DeLong will update the VRA on the conference plans in Baltimore.

2003 VRA Project Proposals

The board voted to allocate \$1,000 to the CVWMA for the "Talkin Trash" 16-page teacher supplemental newspaper that will promote the 3 R's and proper waste management. The paper will reach 47 school districts, representing 1/3 of the state. CVWMA will cover \$5,000 of the \$10,000 project. Other sponsors will be solicited.

Guest Presentation

Preston Read of the National Soft Drink Association presented to the Board their upcoming advertising campaign aimed to increase beverage container recycling away from home. The campaign is being

piloted in the Norfolk/Virginia Beach area and in Pittsburgh, PA. The ad materials will be available for widespread use later this spring.

Golf Tournament

Mike Benedetto, Steve Coe and Fred Johnson will be on a committee to organize fundraising golf tournament(s) this year.

Next Meeting Date

May 14th, 10 a.m. – 2 p.m., CVWMA, Richmond