

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS' MEETING MINUTES
APRIL 11, 2014
CRATER PLANNING DISTRICT COMMISSION
PETERSBURG, VIRGINIA**

MEMBERS/ALTERNATES PRESENT

Voting:

Steve Chidsey, (M-Hanover), Chair
Robert C. Key (M-Chesterfield), Vice-Chair
Bill Hamby, Jr. (M-Prince George), Secretary
James A. Jackson (M-Richmond), Director
Matthew Rowe (A-Charles City)
Robert L. Dunn (M-Chesterfield)
Marcia R. Phillips (M-Chesterfield)
Marcia E. Kelley (M-Henrico)
Jon Clary (A-Henrico)
Monique Robertson (A-Hopewell)
James H. Burrell (M-New Kent)
Steven Hicks (M-Petersburg)
Christopher Rapp (A-Powhatan)

Non-Voting:

Staff:

Kimberly A. Hynes, Executive Director
Rich Nolan, Director of Operations
Marc René, Finance & Administrative Officer
Nancy W. Drumheller, Public Information Coordinator
Reginald Thompson, Operations Technician

MEMBERS/ALTERNATES NOT PRESENT

Robert C. Whiteman (M-Henrico), Treasurer
Mark Kukoski (M-Richmond), Past Chair
Lee Sloppy (M-Ashland)
Jennifer Schontag (A-Ashland)
Zach Trogdon (M-Charles City)
Sheryl D. Bailey (A-Chesterfield)
Charles E. Dane (A-Chesterfield)
Jeffrey T. Howard (A-Chesterfield)
Thomas Mattis (M-Colonial Heights)
William E. Henley (A-Colonial Heights)
Leigh Dunn (M-Goochland)
David Lloyd (A-Goochland)
Wayne Hazzard (M-Hanover)
Michael Flagg (A-Hanover)
J. Allen Lane (M-Henrico)
Arthur D. Petrini (A-Henrico)
William I. Mawyer, Jr. (A-Henrico)
Edward Watson (M-Hopewell)
David Bednarczyk (A-New Kent)
William Riggleman (A-Petersburg)
Elliot Danburg (M-Powhatan)
Rod M. Compton (A-Prince George)
Lana Agostini (M-Richmond)
Johnnie Allen (A-Richmond)
Kevin A. White (A-Richmond)

Guests

With a quorum in attendance Chairman S. Chidsey (M-Hanover) called the meeting to order at 9:00 a.m.

CHAIRMAN'S AGENDA

Item No. 1: Public Comment Period

Chairman Chidsey opened the floor to receive public comment. With no requests from the public to address the Board, Chairman Chidsey closed the public comment period.

Item No. 2: Minutes of the Regular Meeting of March 21, 2014

A motion was made by Mr. R. L. Dunn (M-Chesterfield), seconded by Mr. J. Clary (A-Henrico) and carried that the minutes of the March 21, 2014 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Chairman Chidsey appointed the Nominating Committee. Mr. M. Kukoski, Past Chair (M-Richmond) will serve as Chair of the Nominating Committee and Mrs. L. Dunn (M-Goochland) and Mr. A. Lane (M-Henrico) will also serve as members. Mrs. K. Hynes, CVWMA Executive Director reminded the Board that the Nominating Committee will recommend a slate of officers for the ensuing fiscal year at the May Board of Director's meeting and the election will be held in June.

Item No. 4: Treasurer's Report

Financial Reports for March 2013

Mr. M. Rene, Finance and Administrative Officer, presented the Treasurer's Report on behalf of Mr. R. Whiteman (M-Henrico), CVWMA Treasurer. He directed the Board's attention to pages 14-21 of the agenda package, which displayed the Financial Reports for March and year to date as of March 31, 2014. Mr. Rene reported that CVWMA has recorded over \$10 million in revenues and \$9.8 million in expenses, resulting in year to date net income of just over \$153,000. He noted that the financial activity is consistent with previous months and the Authority continues to remain within total budget in all funds as of March 31 and the CVWMA is on target to break even at the end of the fiscal year.

Chairman Chidsey then opened the floor for a motion to accept and file the Treasurer's Report for March 2014 as submitted. A motion was made by Mr. R. L. Dunn (M-Chesterfield), seconded by Mrs. M. R. Phillips (M-Chesterfield), and carried that the Treasurer's Report for March 2014 be approved, accepted, and filed as submitted.

STAFF AGENDA

Item No. 5: 2013 Recycling Rate Report

Mr. R. D. Thompson, Operations Assistant, presented the calculation of the 2013 Recycling Rate. He reminded the Board of the Solid Waste Management Plan regulations requiring regions (such as the CVWMA) and towns, cities and counties not part of a designated region and have a population in excess of 100,000 to submit a recycling rate report to the Department of Environmental Quality (DEQ) annually by April 30th for the previous calendar year that documents the recycling efforts of the area. He noted that Virginia has a two tier recycling rate which requires a 25 percent

recycling rate or a 15 percent rate if qualified. He asserted that the solid waste planning unit must have a population density less than 100 persons per square mile or an unemployment rate 50 percent greater than the statewide average to qualify for a 15 percent recycling rate. Further, Mr. Thompson reminded the Board that under the 2012 legislation, those with a population less than 100,000 are now required to submit a report every 4 years.

Continuing Mr. Thompson reported that CVWMA surveyed 45 processors and received responses from 34 for a 75% response rate. This includes 3 new processors.

Mr. Thompson explained the calculation. The base rate is calculated by dividing the principal recyclable material by the municipal solid waste (MSW) generated in the region. MSW is calculated by multiplying the population in the region by the most recent waste generation rate provided by the Environmental Protection Agency (EPA), which is 4.38 pounds per person per day, slightly less than the previous year of 4.43 pounds and lowest waste generation rate since the 1980's.

The adjusted recycling rate is calculated by adding the credit tonnage to the base formula (recycling and MSW figures) however cannot exceed the base rate by more than 5 percentage points.

Mr. Thompson reviewed the Principal Recyclable Materials and the tonnages recycled in 2013 compared to 2012. Paper along with yard and wood waste represent 85% of the volume of recycling. The credit tonnage for this year consists of construction, demolition and debris waste reported in the category Solid Waste Reused.

Mr. Thompson reported that the recycling rate including the base rate (55.4%) plus the credit tonnage percentage (3%) results in a total recycling rate for the region of 58.4%. He indicated the report will be sent to the DEQ by the deadline of April 30.

Mr. R. Dunn (M-Chesterfield) asked what the potential impact on the recycling rate of the processors that did not respond. Mr. Thompson responded that all of the large, major processors responded, so the impact on the rate is likely minimal. Mrs. Hynes noted that the response rate is comparable to previous years.

Mr. Dunn also inquired about issuing a press release reporting the recycling rate, to which Mrs. Hynes responded that a press release will be issued once DEQ has approved the report.

Mr. Hicks questioned, as we see recycling rates increasing is there any push by State leaders to increase recycling goals thus investment in recycling infrastructure. Mrs. Hynes responded that a positive piece of recent legislation is Virginia will be studying the impact of recycling used as feedstock for manufacturers, which could lead to economic development opportunities. Previous legislation seems to be going in the opposite direction away from encouraging more recycling (recycling rate reduced to 15% for some and localities with population less than 100,000 only have to report every 4 years). Mrs. Hynes commented that with the extension recently negotiated with TFC Recycling, we can expect to see some investment in recycling in the region over the next 9 years. Mr. Nolan, CVWMA Director of Operations also noted that County Waste has made significant investments recently in acquiring the recycling facility at Virginia Waste Services.

Mr. J. Jackson (M-Richmond) asked if some of the investment in recycling will target multi-family dwellings. Mr. Nolan responded that currently they do provide recycling to multifamily if requested. Mr. Chidsey asked if the City wanted to place an FEL container at multi-family dwellings, could they do so under the CVWMA agreement, to which Mr. Nolan responded affirmatively.

Mr. Hicks asked if there was any desire in Virginia to increase the recycling goals. Mrs. Hynes responded she has not heard of any. Mr. Dunn commented that there has been a push back from the localities because Virginia has not provided any funding to assist localities in achieving the mandated goals. Chairman Chidsey commented that many states have banned various materials from being disposed of in landfills. Mr. J. Burrell (M-New Kent) commented states with bottle bills have higher recovery rates.

Item No. 6: Consideration of Resolution 14-17: Awarding a Contract for Front End Load Municipal Solid Waste Collection and Disposal

Mr. R. Nolan, CVWMA Director of Operations reported that CVWMA Staff issued a Request for Proposals for Front End Load (FEL) Collection and Disposal of MSW to be utilized by member jurisdictions at public buildings and other sites as requested. CVWMA does not currently have this type of contract but after discussion at the TAC and various other meetings feel that this could be beneficial to several localities. Three proposals were received and reviewed by a selection committee consisting of representatives of Hanover and Powhatan Counties along with CVWMA staff. Container First Services (CFS) provided the best proposal and price. The other two proposals were 12% and 41% higher and CFS proposed to freeze the CPI until January 2017 and a 4% cap on the remaining 2.5 years.

Mr. J. Burrell (M-New Kent) mentioned that New Kent has compactor boxes, and this one is for FEL containers. Mr. Nolan responded affirmatively and added that New Kent could utilize this contract at other municipal buildings, schools etc.

Chairman Chidsey commented that this new contract could save Hanover County between \$3,000 and \$10,000 per year.

Chairman Chidsey opened the floor for a motion to approve **Resolution 14-17**. A motion was made by Mr. S. Hicks (M-Petersburg), seconded by Mr. C. Rapp (A-Powhatan) and carried unanimously to approve **Resolution 14-17**.

Item No. 7: Curbside Recycling Program

Mr. R. Nolan, CVWMA Director of Operations reported the volumes collected in the curbside recycling program are down for the month of March 2013, mostly due to the inclement weather of the beginning of the month. He reported the average set out rate of 34.3%, was below the year to date average of 36%. Year to date, volumes are trailing behind last year by over 1,000 tons, but is consistent with years prior.

Mrs. Hynes reported that negotiations of the addendum to renew the Curbside Recycling Contract with TFC Recycling for the 7 participating jurisdictions have been finalized. She reminded the Board that this new term resulted in a lower per household rate plus a rebate of at least \$20 per ton on the material collected. Overall, the total program should realize about \$1 million savings annually. Chairman Chidsey mentioned this has been a long drawn out process and he thanked all involved in making it happen.

Item No. 8: Municipal Solid Waste (MSW) Program

Mr. R. Thompson, CVWMA Operations Technician reported that the month of March was challenging from a collection standpoint as a result of the snow and ice. On Monday March 3rd, trash collection was suspended because of the weather and delayed a day for the remainder of the week.

As a result call volume and missed collection were up. Allied Waste finished the month with 68 misses and no penalties and CFS finished the month with 188 misses and no penalties.

Item No. 9: Operations and Program Statistics

Program Statistics

Mr. Nolan referred the Board to the Program Statistics placed at each seat. He mentioned that because of the early time frame of this meeting, he realized that some of the information is incorrect. He will get it corrected and send revised statistics back out to the Board. He indicated that consistent with the curbside recycling and MSW programs most of the volumes are down, mainly because of the weather. He indicated that he has visited several sites in the last couple of weeks and noticed that volume seems to be picking up.

Mr. J. Jackson (M-Richmond) noticed that volumes collected in the Curbside Recycling Program in the City of Richmond increased this month and asked if Mr. Nolan might have any insight as to why. Mr. Nolan commented that Richmond had an extra collection day during the month resulting in the increase volume.

Mr. S. Hicks (M-Petersburg) asked about the increase in the cost per ton in the Drop Off Recycling Program. Mr. Nolan responded the increase in cost/ton is a result of volumes being down and the market price for paper, which has also declined somewhat.

Item No. 10: Technical Advisory Committee (TAC) Report

Mr. Nolan reported that the TAC met on Thursday, April 3, 2014. He reported that the majority of the discussion related to the upcoming update to the regional Solid Waste Management Plan (SWMP) as required by DEQ. In addition, the TAC was made aware of the procurements and renewals initiated by the CVWMA. The next TAC meeting will be Thursday, May 1.

Item No. 11: Solid Waste Management Plan – 5 year update

Mr. Nolan reminded the Board that the 5 year update to the SWMP is due to the DEQ by August 10, 2014. The TAC will be continuing the discussion in upcoming TAC meetings. He mentioned that Staff has sent a letter and a solid waste survey to Chief Administrative Officers of each member jurisdictions for their feedback for inclusion in the regional plan. The update will be for the next rolling 20 year period, August 2014 – August 2034. CVWMA will be updating census data and waste generation rates will be making some projections for the next 20 years to be shared with the TAC at the next meeting. In addition, some of the disposal facilities included in the Plan will be contacted requesting information regarding any plans for the respective facilities that are not included in their current solid waste permit. Revisions will also include clarification on major amendments and the approval process, particularly the order of approvals (CVWMA, PDCs).

Also, discussed was the timeline for getting the Plan update approved. The letters from localities are due May 15 and by the June TAC meeting population and waste generation rates and projections should be completed. It may be too soon to have it completed for approval by the Board at the June meeting. Mrs. Hynes reminded the Board that the July meeting is cancelled, however it may be necessary to meet in July and possibly cancel the August meeting in order to have time to review, approve and submit to DEQ in August. There was no objection by Board members.

Mrs. Hynes encouraged anyone who would like to have input, listen and/or discuss the upcoming update to the Plan to attend the monthly TAC meetings. The next one is May 1.

Mr. R. Dunn (M-Chesterfield) asked what happens if either of the Planning District Commissions (PDCs) has a different view or vote than CVWMA. Mrs. Hynes responded that the Plan states that all three bodies must approve for it to be forwarded to the DEQ. So, if one of the PDCs does not approve, then the amendment is denied. He questioned the update to the Plan and if one of the PDCs wants to change something in the update. Mrs. Hynes responded that the update is not required to go before the PDCs for a vote. Staff will forward an updated Plan to the PDCs.

Item No. 12: Earth Day Activities

Mrs. N. Drumheller, Public Information Coordinator mentioned that Mr. Clary provided a great tour of Henrico's new transfer station and she mentioned that she and Ms. J. Waldron, Part Time Public Information Assistant will be going to Hanover County for a site tour on Wednesday, April 16. She mentioned posting "selfies" like the one displayed in the presentation is another way of getting the recycling message out.

Mrs. Drumheller reported that the CVWMA website lists all of the Earth Day activities happening in member jurisdictions and are linked to individual jurisdictional pages. She indicated CVWMA has distributed many educational resources for various Earth Day events. Further, she reported that the Honorable Patricia O'Bannon, Henrico Chairman of the Board requested Henrico TV to produce a segment on curbside recycling. She mentioned Mr. Clary (A-Henrico), Mrs. Hynes and TFC Recycling all participated in the media interview and story.

Item No. 13: Public Information

Mrs. Drumheller reported on the monthly e-newsletter. She noted that the industry average reports that on average about 21% of electronic newsletters are actually opened. CVWMA's average "open" rate is about 33%, above the industry average. Eighty-eight (88) more people signed up for the e-newsletter in March.

Mrs. Drumheller reminded the Board of the insert that went out in the Chesterfield utility bill promoting the use of the 96 gallon cart for recycling at the curb. She reported that from the period March 6 (when the first round of bills was mailed) through March 31, 255 carts have been purchased and 192 of them were purchased by Chesterfield residents. She reiterated what a great tool this is to boost cart purchases and encouraged other localities to look into it.

She continued by reporting that over 250 people signed up in March for the bi-weekly email reminder. Now over 19,000 are signed up to receive the reminder. Out of those, she mentioned that she emailed over 8,100 during the period of inclement weather to inform them of delays in collection. This is another good tool for getting the message out. She mentioned that the CVWMA Call Center responded to 653 emails. Residents really like to talk to us by phone but also like to talk to us online.

Further, Mrs. Drumheller reported that website hits in March are up 30% from March of last year. She indicated some of it was due to the inclement weather but she also emphasized that more and more people like getting their information online. She indicated that the electronics and curbside recycling pages continue to be the top pages viewed. The public is staying on the website on average for 1 minute, 12 seconds which is excellent. That means they getting the information they need. In addition, reports show that over 68% are coming back to the website and 31% are new visitors. She commented that the enhancements CVWMA made to the website have definitely been a benefit to the users.

Continuing, she noted that Ms. Waldron has developed a Pinterest page for CVWMA. Pinterest is another form of social media and is a visual discovery tool to collect ideas. She indicated that Pinterest is very popular and she encouraged Board members to follow CVWMA.

Mr. R. Key (M-Chesterfield) asked if there is a way to connect pictures through Pinterest to products made from recycled material to which Mrs. Drumheller responded affirmatively. She mentioned that CVWMA shows each commodity and ways it can be reused or what new product it can be recycled into.

Mr. S. Hicks (M-Petersburg) invited everyone out to Petersburg's 2nd annual Earth Day event on April 22. Mrs. Hynes will be one of the key speakers and they will be hosting the first annual golf tournament. He also mentioned that he has the CVWMA signage on all of the transit buses in Petersburg to promote recycling.

Item No. 14: Administrative

Mrs. Hynes mentioned the opportunity with the Southeast Recycling Development Council (SERDC) to increase recycling in Richmond. SERDC works with 11 states in the southeast on promoting and enhancing recycling. They are working with several large companies interested in investing in municipal recycling programs to increase recovery rates of the various commodities. They will be selecting a handful of cities to infuse some capital in a handful of cities who can demonstrate a projected sustainable increase in recycling. CVWMA has completed a survey and has been working with Mr. J. Jackson (M-Richmond) and his team in putting together a proposal which is due Tuesday, April 15 to provide the large recycling carts to each resident.

Mrs. Hynes mentioned that the selection process for an Administrative Assistant is almost complete and definitely hoping to have someone on board before the next meeting. She also mentioned the Banking proposals are due today, April 11 and will be going through the selection process with the Audit Committee.

Lastly, she informed the Board that she would be on vacation the following week.

Old/New Business

With no further business to come before the Board, Chairman Chidsey opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 9:52 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the April 11, 2014 Board of Directors' meeting be adjourned.



CERTIFICATE

I, Stephen E. Chidsey, Chairman of the CVWMA certify that the foregoing minutes is a true and correct copy of the minutes of the April 11, 2014, regular meeting of the Central Virginia Waste Management Authority (CVWMA) Board of Directors. These minutes were adopted at a CVWMA Board meeting held at 9:00 a.m., May 16, 2014. Given under my hand and seal of the CVWMA this 16th day of May 2014.


Stephen E. Chidsey, Chairman

RESOLUTION 14-17

A resolution awarding a contract for Front-End Load (FEL) Municipal Solid Waste Collection and Disposal Services between the Central Virginia Waste Management Authority (CVWMA) and Container First Services and Special Project Service Agreements between CVWMA and member jurisdictions for a five (5) year period commencing on July 1, 2014.

THE CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY RESOLVES:

WHEREAS, the report included as Staff Agenda Item No. 6 of the April 2014 Board Agenda outlined the proposed Front-End Load (FEL) Municipal Solid Waste Collection and Disposal between the Central Virginia Waste Management Authority and Container First Services; and

WHEREAS, the Executive Director is authorized, subject to General Counsel's review and approval, to execute a contract for the Front-End Load (FEL) Municipal Solid Waste Collection and Disposal between the Central Virginia Waste Management Authority and Container First Services; and

WHEREAS, the Executive Director is authorized, subject to General Counsel's review and approval, to execute Special Project Service Agreements between the Central Virginia Waste Management Authority and member localities as requested; and

THEREFORE, BE IT RESOLVED, that this resolution shall be in full force and effect upon its passage.

Adopted this 11th of April, 2014

ATTEST: Stephen E Chidsey
Stephen E. Chidsey
Chair