

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
APRIL 15, 2016
CRATER PLANNING DISTRICT COMMISSION
PETERSBURG, VIRGINIA**

MEMBERS/ALTERNATES PRESENT

Voting:

Robert C. Key (M-Chesterfield), Chair
Bill Hamby, Jr. (M-Prince George), Vice-Chair
Mark Kukoski (M-Richmond), Treasurer
J. Allen Lane (M-Henrico), Secretary
Stephen Chidsey, (M-Hanover), Past Chair
Lee Sloppy (M-Ashland)
Marcia R. Phillips (M-Chesterfield)
Dwayne Jones (A-Goochland)
Marcia E. Kelley (M-Henrico)
Jon Clary (A-Henrico)
Monique Robertson (A-Hopewell)
Patricia A. Paige (M-New Kent)
William Riggleman (A-Petersburg)
Johnny Melis (A-Powhatan)

Non-Voting:

Staff:

emberly A. Hynes, Executive Director
chard Nolan, Director of Operations
erry Eckhout, Accounting and Financial Manager
Nancy Drumheller, Public Affairs Manager
Reginald D. Thompson, Operations Technician

MEMBERS/ALTERNATES NOT PRESENT

David Lloyd (M-Goochland), Director
Jennifer Schontag (A-Ashland)
Zach Trogdon (M-Charles City)
Rachel Chieppa (A-Charles City)
Robert L. Dunn (M-Chesterfield)
Sheryl D. Bailey (A-Chesterfield)
Jeffrey T. Howard (A-Chesterfield)
Clay Bowles (A-Chesterfield)
Thomas Mattis (M-Colonial Heights)
William E. Henley (A-Colonial Heights)
Scott A. Wyatt (M-Hanover)
Randy Hardman (A-Hanover)
Michael Flagg (A-Hanover)
Robert C. Whiteman (M-Henrico)
William I. Mawyer, Jr. (A-Henrico)
Arthur D. Petrini (A-Henrico)
Edward Watson (M-Hopewell)
James H. Burrell (A-New Kent)
Daniel L. Harrison (M-Petersburg)
Elliot Danburg (M-Powhatan)
Rod M. Compton (A-Prince George)
Dr. Emmanuel Adediran (M-Richmond)
Johnnie Allen (A-Richmond)
Lana Agostini (M-Richmond)

Guests:

With a quorum in attendance Chairman Robert C. Key (M-Chesterfield) called the meeting to order at 9:04 a.m.

CHAIRMAN'S AGENDA

Item No. 1: Public Comment Period

Chairman Key opened the floor for public comment. Without any requests to address the Board, the Chairman closed the public comment period.

Item No. 2: Minutes of the Regular Meeting of March 18, 2016

Chairman Key opened the floor for a motion to accept the minutes of the regular meeting of March 18, 2016 as submitted. A motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mrs. M. Phillips (M-Chesterfield). Mrs. M. Kelley (M-Henrico), asked regarding item number 7, if all of the locality participants signed off on the increase in Curbside Recycling cost and furthermore, has it been discussed. Chairman Key stated that all locality Board and Council approvals are in progress. He explained that the four cent per household increase will be in the first year and by pushing the CPI increase localities will actually realize a savings over the long term of the contract.

Without further discussion, Chairman Key called for a vote to approve the minutes of the March 18, 2016 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting, which were approved unanimously.

Item No. 3: Chairman's Report

Chairman Key thanked Mr. S. Chidsey, Past Chair (M-Hanover), Mr. L. Sloppy (M-Ashland), and Mr. R. Whiteman (M-Henrico) for agreeing to serve on the Nominating Committee. For the slate of officers for the ensuing fiscal year, Chairman Key anticipates a number of interested parties and encouraged members to contact the Nominating Committee if interested in any of the positions. Mrs. K. Hynes reminded the Board that the Nominating Committee will provide a recommended slate of officers at the May Board meeting, and the election will take place at the June Board meeting. The new officers will take office effective July 1. Mr. J. Clary (A-Henrico) asked if officers had to be "members," to which Mrs. K. Hynes responded yes.

Item No. 4: Treasurer's Report

Financial Reports for March 2016

Mr. M. Kukoski (M-Richmond), CVWMA Treasurer, deferred to Mrs. Terry Eckhout, Accounting and Financial Manager to present the financial report. Mrs. T. Eckhout reported 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, 2016. She added that CVWMA has a combined net income of \$105,034 year to date, which is sufficient for operations, public information and administration through the end of the fiscal year. Mrs. T. Eckhout stated that Staff will be evaluating and projecting revenues and expenses through the end of the fiscal year and will bring any necessary transfers to the Board in May.

Mrs. T. Eckhout mentioned that the extension of the audit contracted with Brown and Edwards has been completed. Mr. Kukoski asked if the cost for additional audit procedures associated with the new GASB pronouncements, are included in the budget, to which Mrs. K. Hynes responded affirmatively.

A motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mr. B. Hamby Jr. (M-Prince George) and carried that the Treasurer's Report for March 2016 be approved, accepted, and filed as submitted.

Item No. 5: Strategic Planning Update

Chairman Key stated that much progress has been made, as well as an effort to get everyone's input on the strategic planning progress and will continue those efforts through the end of the process. Again, he expressed how he appreciated everyone's input and willingness to spend long hours working on the plan.

Mrs. K. Hynes, informed the Board that Staff is wrapping up the process. She explained to the Board that the handout at everyone's seat is a great synopsis of the plan. She noted that the handout includes the mission, vision and values that have been adopted. Mrs. K. Hynes stated that over the last couple of months Staff has been working on the goals, objectives and initiatives. She mentioned that the Executive Committee and Staff have met to brainstorm on initiatives to meet the objectives and goals that have been established. She added that what is left to do is to put the entire plan together, decide how many years is reasonable to accomplish the initiatives and revise the plan, and how to implement the plan. The next Executive Committee is May 9th, and the planning group will have the final draft of the plan at the May Board meeting for the Board's review. We will then come back to the Board to adopt the plan at the June Board meeting.

STAFF AGENDA

Item No. 6: 2015 Recycling Rate Report

Mr. Reggie Thompson, CVWMA Operations Technician, presented the calculation of the 2015 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. R. 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.

Mr. R. Thompson reported that the DEQ utilizes two formulas in the recycling rate calculation. The base recycling rate is calculated by dividing the Principal Recyclable Material (PRM) tonnage by the municipal solid waste (MSW) generated in the region. The adjusted recycling rate which adds the credit tonnage to the amount of principal recyclable materials, then divides by the amount of credit tonnage and MSW generated within the region.

The adjusted recycling rate, however, cannot exceed the base rate by more than 5 percentage points. Mr. R. Thompson added 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 4.40 pounds per person per day, slightly more than the previous year of 4.38 pounds.

Continuing Mr. R. Thompson reported that CVWMA surveyed 40 processors and received responses from 30 for a 75% response rate.

Mr. R. Thompson reviewed the PRM and the tonnages recycled in 2015 compared to 2014. He mentioned that the drop in metal tonnage is due to one of the recycling processors that reported in the previous year's report, is not reporting this year. Mr. R. Thompson stated that paper along with yard and wood waste represent 81% of the tonnage in the principal recycling materials category.

Mr. R. Thompson stated that the DEQ allows material in the following categories to be used as credit tonnage; Source Reduction, Recycling Residue, Solid Waste Reused, and Non MSW Recycled. He added that this year, over 200,000 tons of Construction Demolition and Debris Tonnage (CD&D) were reported, which resulted in the full 5% credit added to the base rate.

Mr. R. Thompson reported that the recycling rate including the base rate (53.8%) plus the credit tonnage percentage (5%) results in a total recycling rate for the region of 58.8%. In conclusion, he indicated that the 2015 recycling rate of 58.8% is slightly higher than the 2014 rate of 57.7%, due to the increase of the extra credit tonnage. Chairman Key asked Mr. R. Thompson to review what is included in the credit tonnage, and Mr. R. Thompson stated that the credit tonnage the Authority received was all CD&D.

Mr. M. Kukoski (M-Richmond) asked that under the PRM of a half a million tons of recycling, how much is curbside. Mrs. K. Hynes stated that curbside is about 36,000 tons and combined with drop-off is about 42,000 tons. She added that the bulk PRM is heavy items such as yard waste, scrap metal and paper from multiple sources. Chairman Key asked if Staff is looking at an ongoing increase. Mr. R. Thompson stated that there will likely be an increase in the PRM next year. Mrs. M. Kelley asked if the participation rate is higher this year. Mr. R. Thompson stated that they eliminated those that never responded, as well as some vendors that went out of business. Mrs. M. Kelley asked if some organizations are not forced to report, and are our vendors required to report. Mrs. K. Hynes said that the DEQ does not require recycling processors to report, however, the Authority requires all vendors to report via contract.

Item No. 7: Residential Recycling Program

Mr. Richard Nolan, CVWMA Director of Operations, reported that fiscal year to date, the Authority is up 2,260 tons collected from the previous year. He also added that the total tonnage collected in March 2016 was 3,353 tons compared to 3,183 tons in 2015. Mr. R. Nolan reported misses have come up with TFC due to turnover with drivers which has impacted services.

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that the amount of misses were normal for the month of March. He added that 10 misses were reported in the Town of Ashland, and 58 misses were reported in Chesterfield for County Waste. He mentioned that unfortunately, the misses were up a little for CFS with 53 recorded misses in Colonial Heights, 107 in Hopewell, and 95 in Petersburg. Mr. Thompson stated that CFS has had some more truck issues and spills over the past month. Mr. R. Thompson stated that Mr. R. Nolan and Mrs. K. Hynes met with CFS and the City of Colonial Heights on those issues. Mrs. K. Hynes informed the Board that Staff is working with CFS and Colonial Heights, and in light of recent events will be looking to add language in contracts regarding spill cleanup procedures. Staff is also requesting copies of ordinances and or policies from jurisdictions regarding storm water compliance and proper cleanup procedures.

Item No. 9: Operations and Program Statistics

Mr. R. Nolan referred the Board to the March program statistics. He mentioned that the price for steel and used oil was flat. Mr. R. Nolan stated that the pricing for steel was \$80/ton in March and is going to \$125/ton in April. Mr. Nolan also reported that OCC pricing is still \$80/ton and mixed paper pricing is \$40.50 and has remained flat. He added that program revenue is down despite volume increase in material collected as a result of commodity prices. Mr. Nolan added that there are several upcoming e-cycling events scheduled for every Saturday in April. He also added that there will be two HHW Collection events on April 16th in Prince George, along with e-cycling at the Twin Hickory Library in Henrico. Powhatan is hosting a tire amnesty day and Hanover is having an e-cycling and HHW collection event on April 30th.

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

Mr. R. Nolan reported that during the March meeting, the committee discussed the adding of plastics and cartons to the residential and drop off recycling programs and the educational piece as well. Also the TAC discussed a regional Disaster Relief seminar on June 3rd, for a half a day in Henrico County. DRC is sponsoring the event, including lunch. The event will include a scenario based debris management preparedness seminar.

Mr. R. Nolan also discussed spills from hydraulic and motor oil, and how vendors need to respond, and getting the responses required incorporated in the various contracts with the Authority. He mentioned that at this time, Staff can only penalize if the contractor doesn't respond. Therefore the Staff will be including language in future contracts ensuring Contractors are proactive in preparing for leaks and spills and to provide guidance on cleaning procedures. Mr. M. Kukoski (M-Richmond) asked if the MS-4 applies to trucks breaking down and leaking fuel or oil? Mr. R. Nolan replied that it does, however each jurisdiction has different rules and polices. Mr. M. Kukoski asked if there is a specific quantity, and does that include small leaks? Mrs. K. Hynes stated that as long as small leaks are cleaned up properly, then it does not need to be reported to the DEQ. Mr. S. Chidsey (M-Hanover) stated that more than 25 gallons must be reported to the DEQ as well as calling the national hotline. Mr. J. Clary (A-Henrico) stated that anything that effects the MS-4, needs to be reported. Mr. J. Melis (A-Powhatan) stated that technically anything that can create an issue with the waterway needs to be reported to the County. Mr. R. Nolan stated that in Colonial Heights, anything at a dimension of 10x10 or larger needs to be reported.

Item No. 11: Earth Day and Public Information

Earth Day 2016

Mrs. Nancy Drumheller, CVWMA Public Affairs Manager, reported that Staff has been busy with preparations for Earth Day which includes presentations, events, educational resources and feature website page and social media components. She mentioned that several localities are offering special events. Staff has these events listed on the CVWMA website and provided promotion on CVWMA's social media sites on a regular basis. Mrs. N. Drumheller stated that a complete recap of all that was done for Earth Day will be presented by staff at the May Board of Directors meeting. Chairman Key asked if Earth Day is being celebrated on April 23rd or April 22nd. Mrs. N. Drumheller stated that the actual date is April 22nd each year.

Waste Reduction News

Mrs. N. Drumheller reported that the April electronic newsletter included articles on: What are YOU doing for Earth Day? Special Electronics Recycling Collections Planned for April and May, National Prescription Drug Take Back Day and Spring Cleaning? She added that the newsletter was

distributed electronically to 1,152 email subscribers. Mrs. N. Drumheller added that monthly statistics show that the open click rate of 28.3 % is still above industry standard of 21.2%.

Promotion and Outreach

Mrs. N. Drumheller mentioned that R3, CVWMA's mascot, was at the VA529 Kids Run on Saturday, April 9 and Staff was able to get wonderful pictures that have been heavily shared on social media. She added that R3 was included in a picture collage shared by Sportsbackers on Instagram that included the Governor of Virginia, Nutzy the Flying Squirrel mascot and Rodney the VCU Ram mascot. This type of free marketing is priceless.

Mrs. N. Drumheller reported that Staff responded to 45 requests for the month of March, and of these requests, 37 were for presentations and eight were for educational materials. Staff presented at two Career Days and a City of Richmond MPACT meeting and City Council member constituents meetings. Mrs. N. Drumheller estimated impacting 2,399 people and the distribution of 8,874 educational materials.

Mrs. N. Drumheller stated that CVWMA is looking to be participant in a few of the planned festivities as City of Hopewell celebrates 100 years! Thank you to Herbert Bragg, Director, Intergovernmental and Public Affairs for City of Hopewell and Mrs. Monique Robertson (A-Hopewell) for assistance with connecting Staff to the right contact person for inclusion in some events.

National Prescription Drug Take Back Day, April 30

Mrs. N. Drumheller mentioned that many of the Authority's member locality law enforcement departments are hosting Prescription Drug Take Back take events on Saturday, April 30.

Virginia Recycling Association (VRA) Conference

Mrs. N. Drumheller added that Staff will be attending the VRA conference this year in May. Mrs. N. Drumheller will be providing litter and recycling session with Clara Mills, Litter and Recycling Program Manager, Spotsylvania County and Gloria Puffinburger, Litter and Recycling Program Manager for Frederick County. She noted that Ms. Mills, Ms. Puffinburger and Mrs. N. Drumheller have created a new education resource that they plan to unveil at the conference session. Staff will also share this new resource with the members of the Curbside Education Advisory Committee on May 26, 2016. Please note that the Virginia Council for Litter Prevention and Recycling (VCLPR) will be having a meeting during the VRA conference on May 10, 2016 in Roanoke, Virginia.

Website Statistics, Social Media, and Curbside Email Reminder

Mrs. N. Drumheller reported statistical data for the month of March, that showed 10,910 unique visitors, on 20,444 pages, and the top pages viewed after the homepage included: Electronics, Curbside Collection Schedule page, and 5,427 newsfeed views.

In addition, Mrs. N. Drumheller mentioned that Staff added 15 new "pins" (resources) to existing "boards" on the CVWMA Top "pins" visited include Educational Resources (354), Recycled St. Patrick's Day (300), Recycled Christmas (289), and Waste Factoids (221), along with 3,045 impressions.

Mrs. N. Drumheller mentioned that a total of 310 subscribers signed up for the email reminder in the month of March, with total subscribers now at 24,869 as of March 31, 2016.

Curbside Education Advisory Committee

Save the Date! Mrs. N. Drumheller reminded the Board that the Curbside Education Advisory Committee/Education Workshop, will be held on Thursday, May 26, 2016 from 11 am- 3 pm.

Item No. 13: Administrative

Mrs. K. Hynes recognized and congratulated Mr. Bill Hamby, Jr. (M-Prince George), on his retirement from Prince George County. She also recognized the two newly appointed members on the Board: Mr. Daniel Harrison (M-Petersburg) and Dr. Emmanuel Adediran (M-Richmond). She mentioned a new part time employee in the call center, Gray Barbour.

Mrs. K. Hynes stated that Staff is working on introducing the other #3 through #7 plastics and cartons into the program and working on the contract amendments, service agreement amendments as well as the education outreach plan. Staff hoping to work with the Recycling Partnership on getting the messaging out, and are currently looking into the cost. Mrs. K. Hynes stated that Staff plans on coming back next month with, a request to allocate funds.

Mrs. K. Hynes mentioned that next month Staff will be analyzing revenues and expenses, doing some projections through the end of the year and coming back next month with any necessary budgetary transfers. She mentioned the Board will need to appropriate the funds for the strategic planning process, as well as the 25th Anniversary. She also mentioned the Board will also consider an affirmation for the salaries and wage increase included in the 2017 Budget.

Finally, Mrs. K. Hynes presented some pictures and information on the trip to Israel.

Old/New Business

With no further business to come before the Board, Chairman Key opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 10:05 a.m. The motion was made by Mr. B. Hamby Jr. (M-Prince George), seconded by Mr. M. Kukoski (M-Richmond) and carried that the April 15, 2016 Board of Directors' meeting be adjourned.



CERTIFICATE

I, Robert C. Key, Chairman of the CVWMA, certify that the foregoing minutes are a true and correct copy of the minutes of the April 15, 2016 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 20, 2016. Given under my hand and seal of the CVWMA this 20th day of May 2016.



Robert C. Key, Chairman

