

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
FEBRUARY 17, 2017
2104 WEST LABURNUM AVENUE
RICHMOND, VIRGINIA**

MEMBERS/ALTERNATES PRESENT

Voting:

J. Allen Lane (M-Henrico), Chairman
Marcia R. Phillips (M-Chesterfield), Vice-Chair
Mark Kukoski (M-Richmond), Treasurer
Edward Watson (M-Hopewell), Director
Jennifer Schontag (A-Ashland)
Robert L. Dunn (M-Chesterfield)
William E. Henley (A-Colonial Heights)
Leigh Dunn (M-Goochland)
Stephen Chidsey, (M-Hanover)
Robert C. Whiteman (M-Henrico)
James H. Burrell (A-New Kent)
Johnny Melis (A-Powhatan)
Rod M. Compton (A-Prince George)
David McNeel (M-Richmond)

MEMBERS/ALTERNATES NOT PRESENT

Lee Slöppy (M-Ashland)
Mike Mee (M-Charles City)
Zach Trogdon (A-Charles City)
Scott Zaremba (M-Chesterfield)
Clay Bowles (A-Chesterfield)
Dwayne Jones (A-Goochland)
Scott Wyatt (M-Hanover)
Michael Flagg (A-Hanover)
Randy Hardman (A-Hanover)
Marcia E. Kelley (M-Henrico)
Arthur D. Petrini (A-Henrico)
Jon Clary (A-Henrico)
Monique Robertson (A-Hopewell)
Patricia Paige (M-New Kent)
Daniel Harrison (M-Petersburg)
William Riggleman (A-Petersburg)
Elliot Danburg (M-Powhatan)
George Poulson (M-Prince George)
Dr. Emmanuel Adediran (M-Richmond)
Johnnie Allen (A-Richmond)

Non-Voting:

Jeffrey T. Howard (A-Chesterfield)

Staff:

Kimberly A. Hynes, Executive Director
Richard Nolan, Director of Operations
Teresa Eckhout, Accounting and Financial Manager
Nancy W. Drumheller, Public Affairs Manager
Reginald D. Thompson, Operations Technician
Erica Long, Part-time Administrative Assistant

Guests:

With a quorum in attendance Chairman J. Allen Lane (M-Henrico) called the meeting to order at 9:00 a.m.

CHAIRMAN'S AGENDA

Item No. 1: Public Comment Period

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

Item No. 2: Minutes of the Regular Meeting of January 20, 2017

Chairman Lane opened the floor for a motion to accept the minutes of the regular meeting of January 20, 2017 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico), and carried with one abstention by Mr. J. Burrell (A-New Kent), that the minutes of the January 20, 2017 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Introduction of New Board Members

Chairman Lane introduced new Board members recently appointed: Mr. David McNeel (M-Richmond), City of Richmond's Public Works Senior Policy Advisor.

STAFF AGENDA

Item No. 4: 2017 Virginia General Assembly Update

Mrs. K. Hynes, provided the Board with an update on relevant legislation proposed during the 2017 General Assembly session. She referred the Board to a listing of bills being monitored by CVWMA in the Board package.

Mrs. K. Hynes pointed out that HB1600 requiring certain sanitary landfills put in a gas collection and control system is going through but has been modified specific to the Region 2000 landfill. Mrs. K. Hynes mentioned SB1398 which refers to coal combustion residuals unit, specifically closure permitting and impoundment closure requirements. She stated that there were several bills related to stormwater such as HB1774 for stormwater and erosion control; local rural development growth areas; and best management practices that are still alive. Administratively, HB1540 Virginia Freedom Act would give public access to closed meetings of public bodies has died. HB2402 Virginia Freedom of Information Act will make willful violations of FOIA grounds for termination of employees. She mentioned SB795 would require local government to post listings of all funds expended on their website. HB2105/SB1416 investment of funds in the Virginia investment pool trust fund would authorize public officers, municipal corporations, and other political subdivisions to invest in the Virginia Investment Pool. SJ278 also establishes a study on the taxing authorities of local governments. Finally, she mentioned HB1958 Chesterfield Charter corrects or repeals numerous outdated provisions and makes technical amendments to the County of Chesterfield charter as well as HB2464/SB1590 Charter, City of Petersburg. Mrs. K. Hynes stated that adjournment is scheduled for February 25, 2017.

Item No. 5: Residential Recycling Program Update

Mr. Rich Nolan, CVWMA Director of Operations, reported that the total tonnage collected year to date is 22,453 which is 200 tons less than last year. He mentioned that there were two less collection days in Chesterfield in addition to the snow days in January. He reported a total of 857 misses in January compared to 430 in 2016, with 473 of those misses in Chesterfield County due to the inclement weather. Mr. R. Nolan mentioned CVWMA has received \$418,000 in recycling rebate fiscal year to date. He added that the Authority received \$20.50/ton last month in rebate, compared to the minimum amount received of \$20.00/ton. An increase in commodity pricing provided the increase.

Item No. 6: Municipal Solid Waste (MSW) Program

Mr. Reggie Thompson, CVWMA Operations Technician, reported that the month of January was an average month for County Waste, with seven misses in Ashland and 25 misses recorded for the Chesterfield tax relief program. Mr. R. Thompson reported that in Colonial Heights, 18 misses were recorded, 82 misses in Hopewell and 52 in Petersburg. Mr. R. Thompson mentioned that CFS is caught up on their cart deliveries.

Item No. 7: Operations and Program Statistics

Mr. R. Thompson reported that Staff has started the process of gathering data for the 2016 Recycling Rate Report. Staff has contacted various recycling processors that operate within the area, and requested their yearly tonnage which will be used to generate the report. He added that the 2016 Recycling Rate Report will be presented at the April Board Meeting and submitted to the DEQ by April 30, 2017.

Mr. R. Nolan stated that the January program statistics were available for the Board. He mentioned a typographical error regarding set-out rate for the Town of Ashland's residential recycling program. He will have it corrected and posted on the website. Mr. R. Nolan added for the month of February that the pricing for steel is now \$120/ton, and the pricing for cardboard is \$145/ton. He added that there is a big demand for cardboard. He also mentioned prices for mixed paper are up to \$90/ton. In addition, he stated that because of the commodity increases the drop-off programs are receiving a co-mix rebate for the roll-off material of \$24.50 for revenue.

Mr. R. Nolan reported that the Colonial Heights contract has been signed by CFS. He also mentioned that CFS has been acquired by Meridian Waste, however is still being run by the CFS management team.

Mr. R. Nolan reported that the Chesterfield County recycling event on January 21st was very successful, and they also have another event coming up May 20th. He added the following events are coming up: April 15th in Prince George for household hazardous waste; April 20th in Powhatan for Tires and eWaste; and April 29th in Hanover for e-waste and household hazardous waste.

Item No. 8: Technical Advisory Committee (TAC) Report

Mr. R. Nolan reported that Mrs. K. Hynes discussed the Strategic Plan and the TAC's role. He stated that they discussed upcoming contracts on Textiles, Disaster Relief and Monitoring. He added that the RFPs for Disaster Recovery and Debris Monitoring are out and they are due March 24th to the office and will be brought to the Board in April for approval. Mr. R. Nolan mentioned that they will

have a guest speaker at the next meeting: CEO of Yuck Old Paint, who is in the business of collecting household paint. The next meeting is scheduled for March 2, 2017.

Mr. R. Whiteman (M-Henrico) asked if the purchase of CFS would change the contract that is starting on July 1st. Mr. R. Nolan stated that it would not change the Contract considering it has already been signed and their name will not change.

Item No. 9: Public Information

Waste Reduction News

Mrs. Nancy Drumheller, CVWMA Public Affairs Manager, reported that the February 2017 Waste Reduction News electronic newsletter included: CVWMA Collections on Regular Schedule on Presidents Day Holiday, Did You Know? Recycled Valentine's Day Board on Pinterest and CVWMA and Recycling Education. Mrs. N. Drumheller added that the e-newsletter was distributed to 1,185 email subscribers. She stated that monthly statistics show that the open click rate of 26 % continues to be above industry standard of 20.9% and the top links clicked include: [//cvwma.com/recycling-wizard](http://cvwma.com/recycling-wizard) [//cvwma.education/cvwma-recycled-valentines-day-pinterest](http://cvwma.education/cvwma-recycled-valentines-day-pinterest)

2017 Calendars and Inclement Weather

Mrs. N. Drumheller reported, the snow impacted some of Blue Week recycling collections for the month of February. She showed the impact to the Call Center after the annual calendar mailing and the inclement weather. She mentioned that Call Center staff processed over 12,000 total inbound calls of which over 6,200 were service requests for recycling. Mrs. N. Drumheller stated that messaging on the phone queue resulted in over 5,400 customers hearing the collection day delay information and hanging up. In addition, 631 emails were responded to, 466 extra container stickers mailed out and 50 bin requests and 295 carts were purchased. She added that the collection schedule continues to be our biggest educational piece since it is bulk mailed directly to customers. Mrs. N. Drumheller add that each call is a "teachable moment" and it would be impossible for public education and outreach staff to try to educate that many people one on one in a month's time.

Promotion and Outreach

Mrs. N. Drumheller reported that Staff responded to 29 requests for the month, and of these requests, 17 were for presentations and six were for educational materials. In addition, Staff received four requests for an educational booth or R3, one request to serve on a judging panel and one media request. Staff estimates impacting over 1,524 people and distributed 3,873 educational materials.

Mrs. N. Drumheller informed the Board that staff continues to partner with others to promote recycling. She mentioned Jonathan Austin, local magician and juggler was at Kids Day in the Garden and had his picture taken with the CVWMA mascot R3, as well as Steven Skinner, Council Public Information Manager, Office of the Council Chief of Staff, Richmond City Council and his son. In addition, Gary Brookins, local cartoonist, gave Staff permission to use his Saturday Pluggers© recycling cartoon. Mrs. N. Drumheller stated that all the messages were posted, tweeted and shared on all CVWMA's social media pages and helped raise the awareness of recycling.

Mrs. N. Drumheller reported several events that are coming up which include; Ashland Citizen Leadership Academy (March 2), Henrico County Revitalization- Home Maintenance Workshop (March 4), Mascot Reading Day at Children's Museum of Richmond- Central Location (March 18), and Career Day at New Kent County Middle School (March 31). Staff thanked Mrs. Patricia Paige (M-New Kent) for making the connection for Staff with the Superintendent of Schools and the Middle School Guidance counselor in New Kent.

Mrs. N. Drumheller mentioned that Staff is working on Earth Day programs and events and have several confirmed now in Chesterfield, Colonial Heights, New Kent and Richmond. She added that if there is anyone interested in having any of their Earth Day events posted to the CVWMA website, to please contact Staff. She also mentioned that if anyone would like information on Outreach and Education programs scheduled now through the end of the fiscal year, please let Mrs. K. Hynes or Mrs. N. Drumheller know. She stated that Staff keeps a detailed Excel spreadsheet and that Mrs. K. Hynes has shared this with members of the TAC Committee.

Website Statistics, Social Media, and Curbside Email Reminder

Mrs. N. Drumheller mentioned the website statistical data for the month of January: 24,070 unique visitors made 44,924 visits to 143,853 pages. Mrs. N. Drumheller added that the top web pages viewed were: Homepage cvwma.com, Curbside Recycling Collection Schedule page (3,950 views), Curbside Recycling – What to Recycle page (3,335 views), 2017 CVWMA Recycling Schedule (pdf) (2,720 views), 2016 CVWMA Recycling Schedule (pdf) (2,529 views), Electronics (2,495 views), and News feed had 478 items viewed.

Mrs. N. Drumheller reported that Staff continues to make daily ongoing posts and tweets with posts pictures and factoids on new commodities as well as locality specific information. In addition, she mentioned that Staff added 21 new pins to existing boards on the CVWMA Pinterest page during the month of January, including 1,705 viewers for the month as well. She added there were 2,728 impressions for the month. Top “pins” visited include Recycled Christmas (977), Motivations (384), Upcycled DIY Crafts (208).

Mrs. N. Drumheller reported a total of 626 new subscribers signed up for the email reminder in the month of January, with total subscribers now at 27,031 as of January 31, 2017.

New Commodity Education Update

Mrs. N. Drumheller mentioned Staff continues to work on education and outreach regarding new items now accepted in both residential and drop-off programs. Staff is pleased to report that Chesterfield County Utilities will include the additional commodities insert in their March/April billing cycle to Chesterfield residents. In addition, Forest Hill Flyer, a home delivered publication to 700 households in the Forest Hill area on the City of Richmond included new commodities information. Finally, a Girl Scout troop in Chesterfield County went door-to-door in their subdivision and talked to 30 people about recycling new commodities.

Item No. 10: Curbside Education Advisory Committee

Mrs. N. Drumheller reported that members of the Curbside Education Advisory Committee and Education Work Group met on Wednesday, February 8, 2017. The meeting focus was the discussion of the Customer Focus Survey (external customers) as well as to identify and discuss barriers to recycling. Mrs. N. Drumheller thanked Mrs. Jenny Schontag (A-Ashland) for her presentation on how she used Facebook as a cost-effective way to educate and engage Ashland residents about the additional commodities. She added that the meeting summary slideshows are posted to the CVWMA website. The next meeting is set for Friday, June 23, 2017 at 10 am.

Item No. 11: Financial Reports for January 2017

Mrs. Terry Eckhout, CVWMA Accounting and Financial Manager, reported to the Board that the financial activity is consistent with previous months and the Authority continues to remain within total budget in all funds as of January 31, 2017. She added that the Authority has a combined net income of \$220,893 year to date. She added that during the month of January, the Authority spent

\$6,000 for calendar printing and postage which brings year to date costs to \$58,000. Mrs. T. Eckhout noted that the accounts receivable schedule is included and reflects the details of the total amounts due to the Authority as of January 31st. Mrs. T. Eckhout stated that the Petersburg accounts receivable has been updated as of February 1, 2017.

Mrs. T. Eckhout reported that CVWMA has received official notice that the Authority has been awarded the Certificate of Achievement for Excellence in Financial Reporting for the 2016 Comprehensive Financial Report.

Mr. M. Kukoski (M-Richmond) asked for an update on the City of Petersburg. Mrs. K. Hynes stated that the City of Petersburg was \$309,000 past due as of the last Board meeting. The Authority sent a letter to the City of Petersburg reminding them of the commitment to pay \$103,000 by the first of February, March, and April. She stated that there was no response, however, the Authority did receive a payment on February 1st totaling more than \$120,000 which now puts their past due amount at \$184,000. She stated that in discussions with the City of Petersburg, they plan to continue to make a payment on March 1st.

Mrs. K. Hynes stated that there was discussion in the Executive Committee meeting in regards to acting on localities that have past due accounts in the future.

Mr. M. Kukoski (M-Richmond) and Chairman Lane thanked the Staff for working diligently on the Petersburg situation, and getting the Authority current.

A motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mr. R. Dunn (M-Chesterfield) and carried that the Financial Reports for January 2017 be approved, accepted, and filed as submitted.

Item No. 12: Administrative

Mrs. K. Hynes reminded the Board that she has a couple of meetings scheduled with chief administrator officers. She will be meeting with Josh Farrar, the new town manager in the Town of Ashland on March 3, 2017. She also has a meeting with Dr. Joe Casey in Chesterfield County on March 10th.

Mrs. K. Hynes mentioned that she was asked to participate in a workshop with the DEQ on landfill odors to figure out the best practices to respond to the public about odor concerns. She was also asked to participate in an eWaste workshop, on June 28th.

Finally, Mrs. K. Hynes informed the Board on the passing of Mr. Dick Glover, a member of Henrico County's Board of Supervisors for 36 years. She mentioned that the Authority sends their deepest condolences to the family.

Old/New Business

With no further business to come before the Board, Chairman Lane opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 9:42 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the February 17, 2017 Board of Directors' meeting be adjourned.



CERTIFICATE

I, J. Allen Lane, Chairman of the CVWMA, certify that the foregoing minutes are a true and correct copy of the minutes of the February 17, 2017 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., March 17, 2017. Given under my hand and seal of the CVWMA this 17th day of March 2017.



J. Allen Lane, Chairman

