

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
FEBRUARY 19, 2016
2104 WEST LABURNUM AVENUE
RICHMOND, VIRGINIA**

MEMBERS/ALTERNATES PRESENT

Voting:

Robert C. Key (M-Chesterfield), Chair
Mark Kukoski (M-Richmond), Treasurer
J. Allen Lane (M-Henrico), Secretary
David Lloyd (M-Goochland), Director
Stephen Chidsey, (M-Hanover), Past Chair
Lee Sloppy (M-Ashland)
Robert L. Dunn (M-Chesterfield)
Marcia R. Phillips (M-Chesterfield)
William E. Henley (A-Colonial Heights)
Scott A. Wyatt (M-Hanover)
Robert C. Whiteman (M-Henrico)
William I. Mawyer, Jr. (A-Henrico)
Edward Watson (M-Hopewell)
Patricia A. Paige (M-New Kent)
William Riggleman (A-Petersburg)
Johnny Melis (A-Powhatan)
Lana Agostini (M-Richmond)
Rod M. Compton (A-Prince George)

Non-Voting:

Jon Clary (A-Henrico)
James H. Burrell (A-New Kent)

Staff:

Kimberly A. Hynes, Executive Director
Richard Nolan, Director of Operations
Terry Eckhout, Accounting and Financial Manager
Nancy W. Drumheller, Public Affairs Manager
Reginald D. Thompson, Operations Technician
Leticia N. Long, Administrative Assistant

MEMBERS/ALTERNATES NOT PRESENT

Bill Hamby, Jr. (M-Prince George), Vice-Chair
Jennifer Schontag (A-Ashland)
Zach Trogdon (M-Charles City)
Rachel Chieppa (A-Charles City)
Sheryl D. Bailey (A-Chesterfield)
Jeffrey T. Howard (A-Chesterfield)
Clay Bowles (A-Chesterfield)
Thomas Mattis (M-Colonial Heights)
Dwayne Jones (A-Goochland)
Michael Flagg (A-Hanover)
Randy Hardman (A-Hanover)
Marcia E. Kelley (M-Henrico)
Arthur D. Petrini (A-Henrico)
Monique Robertson (A-Hopewell)
Elliot Danburg (M-Powhatan)
Dr. Emmanuel Adediran (M-Richmond)
Johnnie Allen (A-Richmond)

Guests:

Wayne Hazzard – Hanover County
Ray Hughes – BPR Plastics

With a quorum in attendance Chairman Robert C. Key (M-Chesterfield) called the meeting to order at 9:03 a.m.

CHAIRMAN'S AGENDA

Item No. 1: Public Comment Period

Chairman Key opened the floor for public comment.

Mr. Ray Hughes, Ph.D., President/Owner, BPR Plastics, introduced himself and stated that they have been in the recycling industry for 15 years. BPR has a 50,000 square foot manufacturing facility in Emporia, Virginia. He mentioned that they bale, grind, and shred a wide variety of recyclable materials.

Item No. 2: Minutes of the Regular Meeting of January 14, 2016

Chairman Key opened the floor for a motion to accept the minutes of the regular meeting of January 14, 2016 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the minutes of the January 14, 2016 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 Key introduced new Board members recently appointed: Ms. Patricia Paige (M-New Kent), whom was newly elected to the New Kent County Board of Supervisors and Mr. Scott Wyatt (M-Hanover County), whom was newly elected to the Hanover County Board of Supervisors. He also mentioned Dr. Emmanuel Adediran (M-Richmond), the City of Richmond's Public Works Director, who could not be in attendance and is a newly appointed Board Member.

Resolution of Appreciation for Wayne Hazzard

Chairman Key and Mrs. Kim Hynes, CVWMA Executive Director, recognized Mr. Wayne Hazzard (M-Hanover) for his service on the Board and to the region. Mrs. Terry Eckhout, CVWMA Accounting and Financial Manager, read the Resolution of Appreciation.

Chairman Key then opened the floor for a motion to accept the Resolution of Appreciation for Mr. Wayne Hazzard. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Phillips (M-Chesterfield), and carried that the Resolution of Appreciation for Mr. Wayne Hazzard be approved.

Mr. Hazzard stated that this Board represents regional cooperation as well as any group he has ever been associated with. He mentioned that he has never heard a cross word or argument, the members have always worked together as a team, which is the reason he felt proud to be a part of the Board. He added that the Authority will continue to do great things in the future and if anyone ever wants to know what regional cooperation means, attend a Central Virginia Waste Management Authority Meeting.

Mrs. K. Hynes stated that Mr. Hazzard has attended meetings faithfully and has been an invaluable leader for Hanover County and for the region on the Board and she appreciates all of his support and wished him well in his future endeavors.

Resolution of Appreciation for James Burrell

Chairman Key and Mrs. Hynes, recognized Mr. James Burrell (M-New Kent) for his service on the Board and to the region. Mrs. T. Eckhout read the Resolution of Appreciation.

Chairman Key then opened the floor for a motion to accept the Resolution of Appreciation for Mr. James Burrell. A motion was made by Mrs. M. Phillips (M-Chesterfield), seconded by, Mr. R. Dunn (M-Chesterfield), and carried that the Resolution of Appreciation for Mr. James Burrell be approved.

Mrs. K. Hynes stated that Mr. Burrell has been on the board for 24 years, almost as long as the existence of the Authority. She added that Mr. Burrell served in leadership roles and has been a supporter of the CVWMA, recycling, and environmental stewardship not just in New Kent County, but in the region and statewide. Mr. Burrell is retired from Reynolds, and recently retired this past year, after 24 years, on the New Kent County Board of Supervisors. She added that we will still see him, as he has recently been appointed as the alternate for New Kent County on the Board.

Chairman Key stated that the Board appreciated his thoughtfulness and when the Board talked about longevity, and long term successors the Authority has elected the stability, interest, and thoughtfulness as well as his participation and looks forward to seeing him as an alternate.

Mr. Burrell stated that it has been an honor to serve on a regional panel such as CVWMA. He stated that he has been an environmentalist as long as he could remember. Mr. Burrell said that he believes it is our duty to protect the environment, and as a society we often pick up trash and put into a landfill instead of recycling it. Mr. Burrell stated that in 24 years, CVWMA is the most successful example of regional cooperation he has seen, and he is looking forward to staying a part of it.

Item No. 4: Strategic Planning Update and Input

Chairman Key started by thanking everyone for their participation in the mission and vision process, particularly the Executive Committee. He stated that he felt good about the process; it was inclusive, participatory and engaging. Chairman Key added that he appreciated Mrs. O'Boyle's help with guiding the Executive Committee out of their comfort zone to get to the point we are now, which is remarkably concise especially with 13 jurisdictions involved. The mission and vision statement have been well vetted and progress is being made on guiding principles, and the group has begun working on objectives and goals.

Mrs. Hynes read the mission and vision statements. She mentioned that six guiding principles have been identified with the Board's input. The planning team is working on defining them and what they mean to the Authority. Lou compiled all the info that was submitted last month. Next meeting is March 7th at 1:00, and Mrs. Hynes invited all to attend.

Chairman Key encouraged everyone to participate whether it is at the meeting or through email. Everyone's involvement is important as this process will yield something that everyone can stand behind.

STAFF AGENDA

Item No. 5: 2016 Virginia General Assembly Update

Mrs. K. Hynes, provided the Board with an update on relevant legislation proposed during the 2016 General Assembly session. She referred the Board to a listing of bills being monitored by CVWMA

in the Board package. Most everything that was introduced last meeting is no longer active. All of the bills that were related to plastic bags have all died.

Mrs. K. Hynes mentioned SJ87 which will direct the Virginia Housing Commission to study the feasibility of requiring every multifamily residential dwelling to establish a recycling program. This bill passed the Senate and has moved on to the House. HB1358 requiring all active sanitary landfills that hold an air permit install a landfill gas collection and control system was introduced since the last meeting and has since failed. SB720 would allow localities to recognize retailers for environmental programs, specifically reusable bag credits; and add a financial assessment to business that don't participate. It failed in the committee. Mrs. K. Hynes mentioned HB800 which would provide that a public body shall make an audio recording of the entirety of every meeting that is closed to the public; and preserve the recording for a period of no less than two years. The bill provides that a recording shall not be subject to the disclosure provisions of FOIA, but its production may be compelled, and the recording used as evidence, in a proceeding to enforce the provisions of FOIA. This bill was left in the Appropriations Committee. Finally, she mentioned HB1072 which modifies the hybrid retirement program by increasing the mandatory employer contribution to the defined contribution component from 1% to 2% of creditable compensation. This bill also sets a new employee's voluntary contribution rate to the defined contribution component at 0.5% unless the employee opts out was continued to 2017. Mrs. K. Hynes stated that adjournment is scheduled for March 12, 2016.

Mr. W. Mawyer, Jr. (A-Henrico) asked Mrs. Hynes how the Authority expresses their opinion on these bills to the General Assembly. Mrs. Hynes stated that the Authority generally does not express their opinion without the approval from the Board. She stated that if the Authority felt strong about opposing or supporting a bill, they would first bring it to the Board.

Item No. 6: Residential Recycling Program

Mr. Richard Nolan, CVWMA Director of Operations, reported that fiscal year to date the tonnage is up 1,300 tons ahead of last year as of January in the Residential Recycling program. He indicated that Richmond's volume is still on pace to exceed 10,000 tons for the year. He added that the total tonnage collected in January was 3,116 tons compared to 3,264 tons in 2015. He added that the decline was due to the inclement weather at the end of the month. He mentioned that the Authority recognized a 19 ton increase in Petersburg. He added that the biggest decrease was in Chesterfield County due to the impact of the two day slide. He also noted that average set-out rate for January was about 37%, consistent with previous months. Mr. R. Nolan reported 429 misses compared to 275 in 2015 in all the Residential Recycling programs.

Mr. M. Kukoski (M-Richmond) asked if it is too early to do a cost analysis on the City of Richmond's new program. Mr. Nolan stated that since it has been six months since the roll-out began, he can have a cost analysis ready by the next meeting. Chairman Key asked Mr. Nolan to add information about the increased rebate as well to that report.

Item No. 7: Municipal Solid Waste (MSW) Program

Mr. Reginald Thompson, CVWMA Operations Technician, reported that January was a normal month for County Waste. There were 16 misses reported in the Town of Ashland, and 69 misses reported in Chesterfield for the tax relief program; 31 of those misses were recorded during the week after the snow storm. He mentioned that CFS recorded 31 misses in Colonial Heights, 67 in Hopewell, and 54 in Petersburg. Mr. Thompson mentioned that County Waste and CFS handled the snow storm differently. CFS got ahead of the storm on Friday, January 22nd with received permission

from Petersburg to start their Friday routes at 5:00am, and by 11:30am all routes were completed before the storm hit the city. The week after the snow storm County Waste operated on a one day delay and CFS operated on a two day delay. During the one day delay, County Waste ran into a lot of streets still covered in snow and ice and a lot of customers did not have their trash carts out. He added that the two day delay gave VDOT and the localities an extra day to service the roads which gave the public an extra day to put their trash out, and by Wednesday the weather was starting to warm up which helped out a lot. Mr. Thompson stated that because CFS was operating on a two day delay, Staff did not enter misses and penalize them considering the delay occurred on the last week of January where a lot of the calls for misses rolled over into February.

Item No. 8 Operations and Program Statistics

Mr. R. Thompson reported that Staff is now in the process of gathering data for the 2015 Recycling Rate Report. An email blast was sent out to about 48 recycling processors on February 3rd, requesting information by March 3rd. He added that the 2015 recycling rate report will be presented at the April Board meeting and submitted to the DEQ by April 30th.

Mr. R. Nolan referred the Board to the December and January program stats. He noted that the commodity pricing for the material has dropped dramatically due to the decline in oil prices. He mentioned that the pricing for steel was \$70/ton in January and used oil is \$0.40/gallon, down but flattening out. Mr. Nolan also reported that OCC is \$80/ton which is still down but flat as well, and mixed paper is \$40.50. He mentioned that program revenue is down despite volume increases in material collected. Mr. Nolan added that there are several e-cycling events scheduled for every Saturday in April and May.

Item No. 9: Technical Advisory Committee (TAC) Report

Mr. R. Nolan reported that during the February meeting the proposal for Drop-off Recycling Processing and the recycling of 1-7 plastics was finalized and will be brought before the Board at the next meeting. The next TAC meeting will be held March 3, 2016 to finalize the Addendum.

Item No. 10: Public Information

Waste Reduction News

Mrs. Nancy Drumheller, CVWMA Public Affairs Manager, reported to the Board that the February electronic newsletter included articles on Recycling and Valentine's Day, No Collection Delays for President's day Holiday, CVWMA's Recycling Wizard and CVWMA is very social. The email is distributed to 1,150 email subscribers. She added that the monthly statistics show that the open click rate of 31% is still above the industry standard of 21.2%.

Promotion and Outreach

Mrs. N. Drumheller stated that Staff responded to 28 requests for the month of January. She added that of those requests, 15 were for presentations and 10 were for educational materials. In addition, Staff received three requests for educational booth and/or R3. Staff worked a CVWMA booth at three events and R3 participated in Kids Day in the Garden at the Great Big Greenhouse with Staff where over 400 people came by the booth. She noted that Staff impacted an estimated 1,366 people, along with the distribution of 6,219 educational materials.

Mrs. N. Drumheller mentioned that R3 was part of the mascot dance off this past Saturday hosted by WTVR CBS 6 Healthy Lifestyle Expo. She stated that it was a great PR event and CBS6 included a picture of R3 with Nutzy, and Rodney the Ram on their marketing materials inside the event.

Mrs. N. Drumheller shared with the Board the latest venue for outreach programs that is working very well. Staff has been making cold calls to local preschools, daycares, and child care learning and development centers. Most of these businesses have been very receptive to our recycling education programs and estimates 90% of our outreach programs going forward for the next few months will be at preschools and daycares instead of public schools. She mentioned that Staff has been able to secure programs in Ashland, Chesterfield, Hanover, Henrico, Hopewell, Petersburg and Richmond at this time. Children ages 3-5 as well as afterschool kids are benefitting from this new outreach venue. She noted as an added bonus, Minnieland in Rutland has asked for our Recycling Education and Outreach Specialist to come back and do programs for their summer camps as well.

Mrs. N. Drumheller mentioned that in order to enhance the existing outreach efforts, recycling bulletin board kits that are program specific have been created to coincide with activity books, stickers and other educational materials. She stated that this teaching tool is being given out after staff completes a program so that the message and importance of recycling continues to be used in the classroom, preschool, and or child development learning center. Staff thanked Mr. Sloppy (M-Ashland) for taking kits to Henry Clay Elementary school as well as a daycare learning center in the Town of Ashland.

Website Statistics, Social Media, and Curbside Email Reminder

Mrs. N. Drumheller combined website and social media with SNOW messaging mostly related to the snow storms that fell during RED WEEK and BLUE WEEK residential recycling weeks. She stated that Residential trash collections were impacted as well. Mrs. N. Drumheller mentioned that the public is aware of the Hotline numbers, especially when inclement weather impacts collections. She added that during the first snow storm, one of the call center representatives answered over 1200 calls in 3 days and another representative answered over 1100 calls.

Mrs. N. Drumheller mentioned that prior to the snow, posts and tweets averaged 5-10 per day. As soon as the inclement weather came, posts and tweets went up to at least 20 per day and that this type messaging ran during two weekends. Mrs. N. Drumheller added that the email blast, CVWMA Hotline Queue messaging, website, red ticker tape, etc. were all used to help get collection delay information out to the public, including locality staff who helped with delay messaging also.

Mrs. N. Drumheller reported a 54% increase on the CVWMA website during the month of January mostly related to the two snow storms. The month of January data shows 18,952 unique visitors visited 32,744 pages. She mentioned that the top pages viewed after the Homepage included: Curbside Collection Schedule webpage, Chesterfield Location page, Curbside Recycling page, and the Henrico Location page with 5,944 news feeds viewed.

Mrs. N. Drumheller noted that 406 subscribers signed up for the Curbside Email Reminder during the month of January, which is a 47% increase. She also stated that there are 24,346 total subscribers as of January 31, 2016.

Mrs. N. Drumheller stated that social media continues to be a great resource for the Authority. Staff reported having very active followers on social media and continued messaging will be an important component of goals and objectives for strategic planning moving forward.

Item No. 11: Financial Reports for January 2016

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, 2016. She added that the Authority has a combined net income of \$187,023 year to date. Mrs. Eckhout noted that the Net Income will decrease, as we continue to incur additional expenses throughout the fiscal year.

A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the Financial Reports for January 2016 be approved, accepted, and filed as submitted.

Item No. 12: Administrative

Mrs. K. Hynes welcomed the new Board members and thanked the former Board members as well. She mentioned that Staff updated the contact directory and is available for anyone who would like a copy.

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 9:48 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. M. Kukoski (M-Richmond) and carried that the February 19, 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 February 19, 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., March 18, 2016. Given under my hand and seal of the CVWMA this 18th day of March 2016.

A handwritten signature in blue ink that reads "R. Key".

Robert C. Key, Chairman

Resolution of Appreciation

Presented to

WAYNE T. HAZZARD

UPON COMPLETION OF HIS SERVICE AS MEMBER OF THE
CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS

WHEREAS, Mr. Wayne T. Hazzard has served as a Member of the Central Virginia Waste Management Authority Board of Directors representing the County of Hanover since January 2012; and

WHEREAS, Mr. Hazzard has promoted regional cooperation by supporting Authority programs in Hanover County; and

WHEREAS, Mr. Hazzard has been instrumental in raising awareness about recycling opportunities in Hanover and throughout the region; and

WHEREAS, Mr. Hazzard's personal and professional commitment to the environment has been a benefit to the purpose of the Authority; and

THEREFORE, BE IT RESOLVED that the Board of Directors of the Central Virginia Waste Management Authority recognizes, thanks and commends Mr. Wayne T. Hazzard for his outstanding service, efforts, and achievements as an invaluable leader to the Authority and upon completion of his service, presents this Resolution as a token of esteem, and orders a copy to be spread upon the Minutes of this meeting.

Adopted this 19th day of February 2016

Attest: 
Robert C. Key, Chair



Resolution of Appreciation

Presented to

JAMES H. BURRELL

UPON COMPLETION OF HIS SERVICE AS MEMBER OF THE
CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS

WHEREAS, Mr. James H. Burrell has served as a Member of the Central Virginia Waste Management Authority Board of Directors representing the County of New Kent since January 1992; and

WHEREAS, Mr. Burrell has provided outstanding leadership with the Authority, serving as Chair of the Board of Directors from July 2000 to June 2002, and serving in various positions on the Executive Committee for eight years from 1996 to 2004; and

WHEREAS, Mr. Burrell has promoted regional cooperation by supporting several Authority programs in New Kent County; and

WHEREAS, Mr. Burrell has been instrumental in raising awareness about recycling opportunities throughout the region; and

WHEREAS, Mr. Burrell's personal and professional commitment to the environment has been a benefit to the purpose of the Authority; therefore

THEREFORE BE IT RESOLVED, that the Board of Directors of the Central Virginia Waste Management Authority recognizes, thanks and commends Mr. James H. Burrell for his outstanding service, efforts, and achievements as an invaluable leader to the Authority and upon completion of his term as Chair, presents this Resolution as a token of esteem, and orders a copy to be spread upon the Minutes of this meeting.

Adopted this 19th day of February, 2016

Attest:


Robert C. Key, Chair of the Board



