

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 14, 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  
J. Allen Lane (M-Henrico), Secretary  
Stephen Chidsey, (M-Hanover), Past Chair  
Lee Sloppy (M-Ashland)  
Marcia R. Phillips (M-Chesterfield)  
David Lloyd (M-Goochland)  
Marcia E. Kelley (M-Henrico)  
Robert C. Whiteman (M-Henrico)  
Edward Watson (M-Hopewell)  
William Riggelman (A-Petersburg)  
Johnny Melis (A-Powhatan)

**Non-Voting:**

Jon Clary (A-Henrico)

**Staff:**

Kimberly A. Hynes, Executive Director  
Richard Nolan, Director of Operations  
Nancy W. Drumheller, Public Affairs Manager  
Reginald D. Thompson, Operations Technician  
Erica N. Long, Administrative Assistant  
Stephanie N. Breaker, Customer Service Supervisor

**MEMBERS/ALTERNATES NOT PRESENT**

Mark Kukoski (M-Richmond), Treasurer  
Jennifer Schontag (A-Ashland)  
Zach Trogdon (M-Charles City)  
Matthew Rowe (A-Charles City)  
Robert L. Dunn (M-Chesterfield)  
Sheryl D. Bailey (A-Chesterfield)  
Jeffrey T. Howard (A-Chesterfield)  
Thomas Mattis (M-Colonial Heights)  
William E. Henley (A-Colonial Heights)  
Dwayne Jones (A-Goochland)  
Wayne Hazzard (M-Hanover)  
Michael Flagg (A-Hanover)  
Randy Hardman (A-Hanover)  
William I. Mawyer, Jr. (A-Henrico)  
Arthur D. Petrini (A-Henrico)  
Monique Robertson (A-Hopewell)  
James H. Burrell (M-New Kent)  
David Bednarczyk (A-New Kent)  
Elliot Danburg (M-Powhatan)  
Rod M. Compton (A-Prince George)  
Lana Agostini (M-Richmond)  
Johnnie Allen (A-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 December 11, 2015**

Chairman Key opened the floor for a motion to accept the minutes of the regular meeting of December 11, 2015 as submitted. A motion was made by Mr. B. Hamby, Jr. (M-Prince George), seconded by Mr. S. Chidsey (M-Hanover) and carried that the minutes of the December 11, 2015 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

### **Item No. 3: Chairman's Report**

### **Item No. 4: Treasurer's Report – Financial Reports for December 2015**

Mrs. Kim Hynes, CVWMA Executive Director, reported on behalf of Mr. M. Kukoski, CVWMA Treasurer that as of December 31, 2015, the Authority has a combined net income of about \$235,000 year to date. Mrs. Hynes noted that the financial reports are consistent with previous months and CVWMA is within total budget.

A motion was made by Mrs. M. Phillips (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the Financial Reports for December 2015 be approved, accepted, and filed as submitted.

### **Item No. 5: 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.

Mrs. Lou O'Boyle, Zelos, LLC, presented the mission and vision statements to the Board. She mentioned that there was great input on selecting the guiding principles. Mrs. O'Boyle asked the Board to individually define the selected guiding principles, to better explain the purpose of each one. Mr. R. Whiteman (M-Henrico) stated that putting the number 13 in the mission statement is restrictive because there might be an issue if for some reason a jurisdiction were to leave the authority. He suggested that the change should be "solid waste for our central Virginia jurisdictions" instead. Mrs. O'Boyle thanked Mr. R. Whiteman (M-Henrico) for his concern and mentioned that the Executive Committee had previously discussed that while finalizing the mission statement. She indicated she would take his comment back to the committee for reevaluation.

Mrs. K. Hynes indicated that the committee had discussed this and considering "Central Virginia" is already in the Authority's name and since CVWMA is the largest solid waste authority in the state,

including "13" jurisdictions demonstrates the magnitude of the region in terms of the number of jurisdictions and population served.

## **STAFF AGENDA**

### **Item No. 6: 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.

Mrs. K. Hynes pointed out HB288/SB55 which is still active. This bill allows any locality by ordinance to prohibit the distribution, sale, or offer of disposable plastic shopping bags to consumers. Mrs. K. Hynes also mentioned SB114 which would impose a five-cent per bag tax on plastic bags provided to customers by certain retailers in localities located wholly within the Chesapeake Bay Watershed and directs revenues to be used to support the Chesapeake Bay Watershed Implementation Plan. The bill also allows every retailer that collects the tax to retain one cent of the five-cent tax. Mrs. K. Hynes added another bill, HB1085 that establishes the Stormwater Local Assistance Fund to provide matching grants to local governments for the planning, design, and implementation of stormwater best management practices that address cost efficiency and commitments related to reducing water quality pollutant loads. HB757 would require a local or regional public body to disseminate to the public an agenda for a public meeting at least seven days prior to the meeting or 24 hours prior to an emergency meeting. The bill also requires such body to provide at least five minutes for public comment on each agenda item at the public meeting. Mrs. K. Hynes mentioned HB800 which provides that a public body shall make an audio recording of the entirety of every meeting that is closed to the public; use a means of recording that fully captures and can clearly reproduce all statements provided that a recording made during a closed meeting; and preserve the recording for a period of no less than two years. The bill provides that a recording made 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. Finally, she mentioned HB1072 that 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. Mrs. K. Hynes stated that adjournment is scheduled for March 12, 2016.

### **Item No. 7: Residential Recycling Program**

Mr. Richard Nolan, CVWMA Director of Operations, reported that fiscal year to date, the tonnage is up 1500 tons as of December in the curbside recycling program. He indicated that Richmond's volume is up consistently 300 tons every month over the previous year due to the cart roll-out. He noted that the Authority recognized a 19 ton increase in Petersburg. He also noted that set-out rate for January was about 37%, consistent with previous months. Mr. R. Nolan reported 145 misses in Richmond.

Chairman Key asked Mr. Nolan if the authority identifies a miss in alleys to count them separately. Mr. Nolan responded affirmatively, and added that he receives calls for repeated misses on dead-end alleys or really narrow alleys where the driver needs to walk the carts out to the truck. Mr. S. Chidsey (M-Hanover) asked if the Authority considered talking to TFC to make carts a part of their Perks program. Mrs. K. Hynes added that the Authority has talked to them about it. Mr. S. Chidsey (M-Hanover) suggested that it would be a great incentive if accumulated enough points.

### ***Residential Recycling- Call Center Impact***

Mrs. Nancy Drumheller, CVWMA Public Affairs Manager, reported the mailing of the annual CVWMA Recycling Collection Schedule continues to spark interest in recycling. She asked for the Board's attention to the visual showing that the Call Center Hotlines were busy. Mrs. Drumheller stated that Staff has taken 2,662 inbound calls, responded to 296 emails, processed 303 requests for stickers and 559 bin requests- 32 bin purchases and 124 carts purchases. In addition, the Authority had 221 new email reminder signups in the past twelve days and 274 for the entire month of December. Mrs. N. Drumheller reports this information to members of the Board each year as this is the biggest public information and educational piece the Authority distributes as well as the most costly. Staff continues to see the spike in interest in recycling, as the hotlines are lit up!

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that December was a normal month for County Waste. There were 16 misses reported in the Town of Ashland, and 67 misses reported in Chesterfield for the tax relief program. He mentioned that the first week of January from the 4<sup>th</sup> to the 8<sup>th</sup>, County Waste completed their second and last week of leaf vacuum service for the year in Chesterfield. In the Tri-city area; 49 misses were reported in Colonial Heights, and 80 misses in Petersburg despite the Christmas holiday slide which fell on a Friday and only affected the Friday collections in Petersburg this year. Mr. R. Thompson reported that on two occasions CFS was unable to complete their routes in Hopewell due to truck issues. He added that on a normal month there are between 50 to 60 misses in Hopewell, however, due to truck issues, 93 misses were recorded.

### **Item No. 9 Operations and Program Statistics**

Mr. R. Thompson reported that according to the news more people did their shopping online, which generated more boxes, where the Authority noticed a lot of activity over the Christmas holiday at the drop-off recycling locations. He mentioned that despite adding extra pulls and extra containers at some sites, there were a few containers overflowing.

Mr. R. Thompson reminded the Board of the quarterly meeting scheduled with CFS the following week. He added that Staff is going to address the drop-off recycling service issues over the holiday season to make sure CFS is following the schedule so that Staff can determine if there needs to be any adjustments made. Mr. R. Nolan mentioned that Staff is running into situations where the boxes are not being broken down, which fills up the containers a lot faster than normal.

Mr. R. Nolan referred the Board to the Program Statistics for November placed at each seat, and reported Staff is still compiling numbers for December, which will be available later in the week. He mentioned that commodity pricing, has dropped dramatically due to the price in crude oil dropping to \$30.00 a barrel. Mr. R. Nolan mentioned that in November steel was \$60.00 a ton compared to a year ago at \$200 per ton; Used Oil is \$.047/gallon whereas it was \$1.00/gallon a year ago; and OCC was \$80 down \$15 from November. The City of Richmond held an e-cycling event on January 9<sup>th</sup>, which was very well attended. Other events in November were also well attended including hard drive shredding in Hanover.

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

Mr. R. Nolan reported that the January TAC was held at the Jefferson for a meeting with UBQ and Mrs. Hynes will talk more about that later. The next TAC meeting will be held February 4, 2016.

## **Item No. 11: Public Information**

### ***Waste Reduction News***

Mrs. N. Drumheller reported that the January electronic newsletter included articles on New Year's Day to Delay CVWMA Friday Collections; 2016 CVWMA Recycling Collection Schedule; Christmas Tree Recycling Available in Central VA; and CVWMA Collections on Regular Schedule for Upcoming Holidays. She mentioned that the e-newsletter was distributed to 1,137 email subscribers. Monthly statistics show that the open click rate of 29.5 % is still above industry standards of 21.2%.

### ***Promotion and Outreach***

Mrs. N. Drumheller reported that Staff responded to 24 requests for the month of December and of these requests, nine were for presentations and nine were for educational materials. In addition, she added that Staff received four requests for educational booths or R3. Mrs. N. Drumheller mentioned that Staff worked a CVWMA booth at three events, was also part of City of Richmond recycling commercial that the City developed, and finally there were two media stories involving the Authority. She noted that Mrs. K. Hynes did an interview with Phil Riggan, RTD on Richmond Recycling and Holiday Recycling, as well as WTVR CBS 6- Christmas Tree Recycling segments multiple times. Staff estimated impacting 582 people and the distribution of 3,557 educational materials.

Mrs. N. Drumheller informed the Board that considering December is typically a slower month for Staff to schedule outreach programs, as most school systems close in the middle of the month for the holiday break, Denise Ritchie, CVWMA Recycling Education and Outreach Specialist, spent time training and assisting in the Call Center. This was an excellent learning experience about CVWMA programs and calls from the public.

### ***Website Statistics, Social Media, and Curbside Email Reminder***

Mrs. N. Drumheller reported that the website continues to be a good resource for the Authority. The month of December data shows 12,315 unique visitors visited 22,718 pages, and the top pages viewed after the Homepage include: Collection schedule pdf and the collection schedule webpage with 5,636 news feeds viewed.

Mrs. N. Drumheller also reported 274 subscribers that signed up for the Curbside Email Reminder during the month of December, with a total of 23,940 subscribers as of December 31, 2015. She mentioned that Staff has over 24,000 subscribers as of January 12, 2016, and CVWMA is most fortunate to be able to have direct communication with 24,000 people, if needed.

The Authority's social media continues to be a great resource as well, having very active followers on social media and continued messaging will be an important component of goals and objectives for the strategic planning moving forward.

She added that the Pinterest Analytics reports 1,953 monthly viewers for the month of December, and Staff added 17 new pins to its' Pinterest page. Mrs. N. Drumheller mentioned that one of the "pins" had 15,499 impressions; which are the number of times a "pin" from the CVWMA profile has appeared on Pinterest home feeds and category feeds during the month. Staff noted that the top "pin impressions" include: Recycled Christmas (one pin had 15,499 impressions), Educational Resources (290), Upcycled & DIY Crafts (254), and Reuse for Cans (198).

Mrs. N. Drumheller shared the photos from events as each gave the Authority great visibility within a short timeframe. She noted that the snowman made from a recycled plastic water bottle was viewed

over 1,000 times on Facebook, Twitter and Instagram, and the flier for the Kids Day at the Garden was viewed 1224 times in less than one day.

In conclusion, Mrs. N. Drumheller reported that the City of Richmond event that Mr. R. Nolan spoke of earlier had great attendance for e-cycling, document shredding, and Christmas tree recycling. Ms. Darlene Mallory (Richmond) counted 480 cars that came to the event to recycle. She explained that as each driver was greeted, each was given a card from the Clean City Commission with information on placement of the recycling cart on collection day, and was a great opportunity to address an educational issue directly with the public.

#### **Item No. 12: Administrative**

Mrs. K. Hynes mentioned to the Board that the alliance for Chesapeake Bay is offering a free stormwater workshop, and there is information for anyone interested in that opportunity.

She mentioned a company called UBQ, and a former Board Member Matt Benka from City of Richmond who does work for the Virginia Israel Advisory Council. UBQ is an Israeli company that has developed a new technology that converts municipal solid waste into a plastic product. The group toured TFC's MRF, and the Richmond transfer station. They are ready to locate to Virginia, and are interested in partnering with some organizations in the area. Mrs. K. Hynes added that a lot of residue in the recycling facilities such as plastic bags can be used in their operation, and could save companies like TFC on disposal costs. UBQ will also need wet waste as well in their process such as organic material. She will keep the Board posted on future developments.

Mrs. M. Kelley (M-Henrico) asked what residue the company would use. Chairman Key stated that they would use residential waste such as diapers, coffee grounds, organics, and all the things that typically go in the garbage. Mrs. K. Hynes stated that they are not interested in taking business away from recyclers such as TFC and County Waste, but for the things like the other plastics that the Authority does not currently take would also be recycled in their process. She mentioned that this is a way for these items to be recycled without having to add sorting. Mr. J. Lane (M-Henrico) mentioned that the company does not use any petroleum products. Mrs. K. Hynes stated that Mr. Benka took them around to look at different properties as well as to meet with lawyers. Chairman Key added that they brought samples like mini flower pots made from garbage. They talked about how trash carts could be made of the material.

Mrs. K. Hynes mentioned that the Administrative offices will be open for the Lee/Jackson State holiday, and will be closed on Monday, in observance of Martin Luther King. Call Center Staff will be in the office both days.

Mrs. K. Hynes also informed the Board that Mr. W. Hazzard (M-Hanover) is stepping down from the Board.

Finally, Mrs. K. Hynes thanked the Board for their support on the Authority's 25<sup>th</sup> anniversary, and she looks forward to the next 25 years.

#### ***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 10:03 a.m. The motion was made by Mr. R. Whiteman (M-Henrico), seconded by Mr. S. Chidsey (M-Hanover) and carried that the January 14, 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 January 14, 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., February 19, 2016. Given under my hand and seal of the CVWMA this 19<sup>th</sup> day of February 2016.

  
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**Robert C. Key, Chairman**

