

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
MARCH 20, 2015
2104 W. LABURNUM AVENUE
RICHMOND, 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
Steven Hicks (M-Petersburg), Director
Stephen Chidsey, (M-Hanover), Past Chair
Lee Sloppy (M-Ashland)
Marcia R. Phillips (M-Chesterfield)
David Lloyd (M-Goochland)
Michael Flagg (A-Hanover)
Marcia E. Kelley (M-Henrico)
Robert C. Whiteman (M-Henrico)
James H. Burrell (M-New Kent)
Elliot Danburg (M-Powhatan)
Lana Agostini (M-Richmond)
Mark Kukoski (M-Richmond)

Non-Voting:

Jeffrey T. Howard (A-Chesterfield)
Jon Clary (A-Henrico)

Staff:

Kimberly A. Hynes, Executive Director
Richard Nolan, Director of Operations
Marc René, Finance & Administrative Officer
Candace W. Drumheller, Public Information Coordinator
Reginald D. Thompson, Operations Technician
Erica N. Long, Administrative Assistant
Stephanie N. Breaker, Customer Service Supervisor

MEMBERS/ALTERNATES NOT PRESENT

James A. Jackson (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)
Thomas Mattis (M-Colonial Heights)
William E. Henley (A-Colonial Heights)
Dwayne Jones (A-Goochland)
Wayne Hazzard (M-Hanover)
Randy Hardman (A-Hanover)
William I. Mawyer, Jr. (A-Henrico)
Arthur D. Petrini (A-Henrico)
Edward Watson (M-Hopewell)
Monique Robertson (A-Hopewell)
David Bednarczyk (A-New Kent)
William Riggelman (A-Petersburg)
Johnny Melis (A-Powhatan)
Rod M. Compton (A-Prince George)
Johnnie Allen (A-Richmond)
Kevin A. White (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 February 20, 2015

A motion was made by Mr. S. Hicks (M-Petersburg), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the minutes of the February 20, 2015 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Chairman Key briefly mentioned some discussions that he shared with Mrs. Kim Hynes, CVWMA Executive Director, and the Executive Committee regarding Strategic Planning. He stated that it begins with understanding who your customers are and how close you are to them. He mentioned having discussions about businesses being isolated from their customers, and thus have an immense amount of work to make that connection with them. Chairman Key also mentioned that in CVWMA's particular case, we, the jurisdictions are CVWMA's customers. The localities comprise the region, and fulfilling that information together is part of the natural processes, something that Mrs. K. Hynes does very well.

Chairman Key also stated that with the customer surveys that go out every so often, and through discussions and meetings, he does not believe that it is difficult to put that together. He does not want to be overly satisfied, and wants everyone to understand their strategic position, and how well the 13 jurisdictions are being served. Chairman Key stated that Mrs. K. Hynes is looking into a process to engage the Executive Committee, and engage with the Board, some efficient way to affirm that the mission, vision, and values are what they want them to be as 13 jurisdictions. He challenged her to that, he talked to her about it, had some discussions in the Executive committee, and suggested some resources in that regard so CVWMA can get the affirmation in doing what the 13 jurisdictions would like them to do, and the mission that is established before them.

Furthermore, Chairman Key added that from a measurement standpoint, he is looking forward to hearing the Board's feedback in this regard. He asked if they are measuring the right things so far, and if there are some additional measures that need to be done to show that they are in fact succeeding, completing their missions and objectives, and have some conversations and dialogue as well.

STAFF AGENDA

Item No. 4: 2015 Virginia General Assembly Update

Mrs. K. Hynes, provided the Board with an update on relevant legislation proposed during the 2015 General Assembly session that adjourned the end of February. She mentioned most of the bills that were alive and active at the last meeting have passed both houses and are awaiting the Governor's

signature. She mentioned the bill HJ506 which would have directed DEQ to conduct a study of the long-term impacts of bio-solids and industrial waste on public health and ground water; passed the House and the Senate tried to engross a substitute, however, the House rejected it, and the bill died. She also mentioned SB771 which would have directed the Department of Environmental Quality to inventory by July 1, 2016, non-federally managed toxic waste sites in Virginia and publish the inventory at that time and annually thereafter, passed the Senate and was left in the House Appropriations Committee. She is not sure if it was a finance issue that caused it to fail. Mrs. K. Hynes noted that there is a toxic waste report that the DEQ publishes on its website, for some of those facilities and is not sure if it is comprehensive.

Mr. S. Hicks (M-Petersburg) stated that Petersburg is consistently looking at ways to eliminate plastic bags. He continues to have concerns about plastic bags, and feels that it is everyone's roll to make some sacrifice to help eliminate plastic bags, which is a very small piece in the big picture. Mr. S. Hicks mentioned that it is not just because the bags result in litter, but because they also impact storm pipes, drains, ditches, and everything else. He would like to begin the dialogue with each organization on what their thoughts are about plastic bags, and other alternatives.

Mrs. K. Hynes stated that there was a bill that was a little more palatable this year that would allow localities to ban plastic bags from use within their own boundaries which seems to be a lot better than a bag tax. She added that every year there is a plastic bag bill that never seems to go anywhere, and there is a lot of opposition from the retailers because they are less expensive than paper.

Item No. 5: Curbside Recycling Program

Mr. Richard Nolan, CVWMA Director of Operations, reported that February volume was 2,416 tons, down from the previous year, mostly due to inclement weather. He noted that the Authority recognized a 19 ton increase in Petersburg and year to date of 462 tons were reported for Hopewell. He also noted that the average set-out rate for February is 34%, down 1% from the previous year, also mainly weather related. Mr. R. Nolan reported that 559 misses were recorded in Henrico. On a normal month the misses are around 40 in Henrico. Again, this is due to the inclement weather. He mentioned that he and Mrs. K. Hynes witnessed a TFC truck stuck in the process of collecting on an icy road.

Mr. R. Nolan briefly discussed the City of Richmond Recycling Rollout. Some of the issues are still being worked out with the contractor which will be very helpful when the rollout takes place in July. Mr. M. Kukoski (M-Richmond) asked if there has been any improvements with the new carts. Mr. R. Nolan replied that it is still early and the Authority is still waiting for more reliable numbers.

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that February was a challenging month due to the inclement weather. He mentioned that the trash collection in Ashland and Hopewell on Mondays were not affected by the weather. In Ashland, County Waste finished the month with only six misses reported, and Hopewell finished with only 43 misses reported. Mr. R. Thompson added that the trash collection in Colonial Heights was affected by the first storm in February, and the trash collection for the week of Wednesday, February 18th was on a one day slide. He noted that the City of Petersburg was affected by both storms during the last two weeks of February and the last two weeks of trash collection in Petersburg was on a one day slide. In the Tri-Cities area; 41 misses were reported in Colonial Heights before the storm, 31 after the storm, 163 misses in Petersburg, 23 before the storm, 140 after the storms. The Authority averaged 70 misses during the last two weeks of February in Petersburg, with many if not all being storm related.

Item No. 7: Operations and Program Statistics

Recycling Rate Report

Mr. R. Thompson reported that on March 17th Staff participated in a webinar hosted by the DEQ that included information on preparing the Recycling Rate Report, and that Staff is still in the process of gathering data for the 2014 report. He added that requests for information were sent out to 45 recycling processors in early February and so far about half of them have replied. Staff will continue to gather information until the end of the month, along with preparing the report in April, which will be presented at the April Board meeting and submitted to the DEQ by April 30th.

Mr. R. Nolan reported that the Authority signed MOU's on an emergency contract for electronic recycling. The firm the Authority has been using recently E-Waste Technologies, has done a really good job at some of the local events. He mentioned that E-Waste Technologies will be working every Saturday starting March 28th until the end of April at various e-cycling events in different jurisdictions. The events are listed on the CVWMA website. He mentioned that the Authority did receive the \$10,000 check on the CRS bond and it has cleared the bank.

Mr. R. Nolan added that on April 15th, there will be an RFP issued for e-cycling, and on March 17th there was an RFP issued for Chesterfield Tax Relief participants which is due May 1st with a pre-proposal meeting on April 1st at 2:00pm at the Chesterfield General Services building. The award will be presented to the Board in June to be affective on August 1, 2015.

Mr. R. Nolan also mentioned that pricing for commodities that the Authority receives a rebate for has dropped in recent months. As soon as oil prices dropped, OCC, Metal, and Mixed Paper prices also fell. Chesterfield County will be joining the CVWMA Waste Oil Contract April 1, 2015.

Item No.8: Solid Waste Management Plan Update

Mrs. K. Hynes reported the Authority has not received a formal response by the DEQ regarding the 5-year update to the Solid Waste Management Plan. It is still in the review process, however, DEQ indicated they will not have many significant changes or suggested revisions. She attended the Richmond Region Planning District Commission Meeting to present the 5-year update, and they did give her the ok to present the update. Mrs. K. Hynes informed the Board that DEQ filed an appeal related to the East End Landfill permit expansion.

Mrs. K. Hynes mentioned that Staff expects some amendment requests to come to the Board in the next six to eight months.

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

Mr. R. Nolan reported that the TAC meeting in March was cancelled due to the inclement weather and will reconvene on the April 2nd meeting. He mentioned that a representative from Bio Fuels will be present at the next TAC meeting to talk about their company. He also mentioned that CVWMA has a contract with Bio Fuels, who collects and recycles cooking oil. The contract expires in August, and no one currently participates in that program so the Authority is giving them an opportunity to talk about their company. Mr. R. Nolan added that if there is an interest, Staff will go forward with renewing the Contract or preparing a Request for Proposals.

Mr. R. Nolan reported that there are a couple of contracts that expire this year: Lead Acid Batteries expires in August 2015 and the CFC removal contract expires in June 2015. These are both eligible

for renewal, and it will be discussed at the next TAC meeting. Mr. S. Hicks (M-Petersburg) asked how the attendance is at the TAC meetings. Mr. R. Nolan stated that it varies and depends on the subject of the meetings.

Item No. 10: Financial Reports for February 2015

Mr. Marc René, CVWMA Finance and Administrative Officer, reported that as of February 28, 2015, the Authority has a combined net income of about \$184,000 year to date. Mr. René noted that the financial reports are consistent with previous months and that CVWMA is on target with both budget and previous years to break even. He added that the Authority did receive the \$10,000 Special Waste Collection bond, and it has been received and deposited.

A motion was made by Mr. J. Burrell (M-New Kent), seconded by Mr. R. Whiteman (M-Henrico) and carried that the Financial Reports for February 2015 be approved, accepted, and filed as submitted.

Item No. 11: Public Information

Waste Reduction News

Mrs. Nancy Drumheller, CVWMA Public Information Coordinator, reported that the March electronic newsletter included articles on CVWMA Collections and Inclement Weather. Staff is utilizing other alternatives such as social media, website, and email to let the public know about inclement weather delays, as we sometimes have multiple messages from multiple contractors; local TV is no longer a good venue. She mentioned that other articles included; Upcoming Electronics Recycling Collections, Household Hazardous Waste (HHW) Collections, and CVWMA's 25th Anniversary. Mrs. N. Drumheller also mentioned the newsletter was distributed electronically to over 1,100 email subscribers, and the monthly statistics continue to show that the open click rate is still above industry standard as the public continues to use this as an educational resource for current information.

Snow Messaging

Mrs. N. Drumheller added that recent snow and ice storms impacted the Hotlines and customer service representatives. She mentioned Staff has conveyed snow messaging for two separate snow storms to the public in a variety of media venues on a daily basis. Mrs. N. Drumheller reported that the Call Center Supervisor along with one full time and one part time representative responded to 5,676 calls during the month of February, which was four more calls than they processed in January, after the calendar mailing. She also mentioned that out of 5,676 calls, over 2,100 were general calls for collection pickup information. She recognized Ms. Stephanie Breaker, CVWMA Customer Service Supervisor, and her staff for their excellent customer service and kindness to the callers.

Promotion and Outreach

Mrs. N. Drumheller informed the Board that Staff has been doing a lot of training with Mrs. Denise Ritchie, CVWMA Recycling Education and Outreach Specialist, regarding CVWMA programs that each locality participates in. She mentioned that Staff responded to six requests for the month of February, and of these requests, two were for presentations and three were for educational materials. Mrs. N. Drumheller reported that the Authority impacted an estimated 182 people, distributed 512 educational materials. Staff has a lot of programs scheduled in March, and even more scheduled for the month of April.

Scout Program

Mrs. Drumheller noted that Staff continues to work on implementing the Scout program and shared that Members of Girl Scout Troop 893 (Midlothian) are doing a recycling drive as well as helping Staff with educational handouts. She mentioned that the Authority wanted to personally thank Ms. Lana Agostini (M-Richmond) for her efforts in promoting the patch program to the scouts affiliated with her home church, Pilgrim Journey Baptist Church (Henrico). Mrs. N. Drumheller added that on March 8th, members of Pilgrim Journey Baptist Church Troop 3824, made displays, talked to church members about the importance of recycling; they handed out recycled pencils as well as reusable bags they purchased. In addition, they saved aluminum can tops for Ronald McDonald House. Staff thanked Ms. L. Agostini (M-Richmond) for her efforts and support and deferred to Ms. L. Agostini (M-Richmond) for additional comments on this program. Ms. L. Agostini (M-Richmond) stated that Pilgrim Journey Baptist Church is her church and it is really important that they got involved considering they have a large size scout troop so she kept pushing the Troop to take advantage of CVWMA's scout patch. She mentioned that it was nice to see how the younger generation was excited about sharing how important recycling is with the older generation. She encouraged everyone to push recycling education.

CVWMA Website and Email Reminder

Mrs. N. Drumheller reported that over 12,800 unique visitors viewed over 22,000 pages, and the pages viewed directly correlate with all of the weather impacts to both recycling and trash collections. She added that the top pages include the CVWMA homepage, Curbside Recycling Collection page and then the Locations pages. She also added that over 5,400 visits to CVWMA News feed and 271 new emails added to the Curbside Recycling Email Reminder database the month of February.

Medication Take-Back Collection Event

Mrs. N. Drumheller mentioned the Chesterfield County Police Department in partnership with SAFE, the county's substance abuse prevention coalition, will be hosting a medication take back event on March 25, 2015 from 11 am- 3 pm at the Clover Hill Police Support Facility. She added that this is not the event that the Authority would typically promote, and that the event is spearheaded by the by Drug Enforcement Agency (DEA).

Mr. S. Chidsey (M-Hanover) clarified that the Drug Enforcement Agency (DEA) will not be helping with the drug take back collection events.

Item No. 11: Administrative

Mrs. K. Hynes reported that CVWMA 25th Anniversary is in December and CVWMA is kicking it off with the Richmond Kickers game on May 2, 2015. She encouraged the Board to come to the game; the gates open at 6:00pm and the game starts at 7:00pm. She added that during half time there will be recognition of CVWMA, mascot fun as well as using it as an educational opportunity to reach the kids as well as their parents attending the game. Mrs. K. Hynes also mentioned that the Authority is planning a formal event in September that Mr. R. Dunn (M-Chesterfield) which is also celebrating his 25th year on the Board, and Erica Trout, a former CVWMA employee and now works for Virginia Recycling Association and SWANA are helping the Staff plan. She noted that it will likely be on a Thursday evening.

Mrs. K. Hynes informed the Board that she will be out of the office the week of April 6th. She reintroduced Ms. S. Breaker, and mentioned that she will be attending some of the Board meetings to listen, gain information, and invited the Board to introduce themselves to her if they have not met her.

Chairman Key recognized Ms. S. Breaker and her staff, and commended the Call Center Representatives for turning difficult moments into learning moments, which is a skill and a talent. The Board really appreciates the work she and her staff does, especially handling the complaints gracefully.

Old/New Business

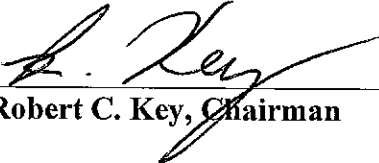
Mr. R. Whiteman (M-Henrico) asked what the difference is between the various County Waste trucks and County Recycling trucks. Mr. R. Nolan explained that they are trying to show the difference between the trucks picking up the recycling and trash. Mr. R. Whiteman (M-Henrico) asked where they are taking their recycling. Mr. R. Nolan added that they take their recycling to their Material Recovery Facility (MRF) located adjacent to Shoosmith's Landfill.

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 9:44 a.m. The motion was made by Mr. R. Whiteman (M-Henrico), seconded by Mr. J. Burrell (M-New Kent) and carried that the March 20, 2015 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 March 20, 2015 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., April 17, 2015. Given under my hand and seal of the CVWMA this 17th day of April 2015.



Robert C. Key, Chairman