

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
MARCH 18, 2016
2104 WEST LABURNUM AVENUE
RICHMOND, 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
David Lloyd (M-Goochland), Director
Stephen Chidsey, (M-Hanover), Past Chair
Lee Sloppy (M-Ashland)
Marcia R. Phillips (M-Chesterfield)
William E. Henley (A-Colonial Heights)
Scott A. Wyatt (M-Hanover)
Marcia E. Kelley (M-Henrico)
Jon Clary (A-Henrico)
Monique Robertson (A-Hopewell)
James H. Burrell (A-New Kent)
Johnny Melis (A-Powhatan)
Ana Agostini (M-Richmond)

Non-Voting:

Michael Flagg (A-Hanover)

Staff:

Kimberly A. Hynes, Executive Director
Richard Nolan, Director of Operations
Terry Eckhout, Accounting and Financial Manager
Reginald D. Thompson, Operations Technician
Tricia N. Long, Administrative Assistant
Stephanie Breaker, Customer Service Supervisor

MEMBERS/ALTERNATES NOT PRESENT

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)
Dwayne Jones (A-Goochland)
Randy Hardman (A-Hanover)
Robert C. Whiteman (M-Henrico)
William I. Mawyer, Jr. (A-Henrico)
Arthur D. Petrini (A-Henrico)
Edward Watson (M-Hopewell)
Patricia A. Paigc (M-New Kent)
William Riggleman (A-Petersburg)
Elliot Danburg (M-Powhatan)
Rod M. Compton (A-Prince George)
Dr. Emmanuel Adediran (M-Richmond)
Johnnie Allen (A-Richmond)

Guests:

With a quorum in attendance Chairman Robert C. Key (M-Chesterfield) called the meeting to order at 9:02 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 19, 2016

Chairman Key opened the floor for a motion to accept the minutes of the regular meeting of February 19, 2016 as submitted. A motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the minutes of the February 19, 2016 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Item No. 4: 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 we will continue those efforts to do so. Again, he expressed how he appreciated everyone's input and willingness to spend long hours working through the wording of the mission and vision. Chairman Key expressed his feeling of consensus that the plan is something that everyone shares and the momentum will continue to the next several meetings.

Mrs. Kimberly Hynes, CVWMA Executive Director, informed the Board that the six guiding principles have been identified with the Board's input and each has been defined for the Board's review. Mrs. Hynes stated that Staff has started on goals and initiatives and it is anticipated that the plan will be final in May or June. The next meeting is April 4, 2016 at 2:00, 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. Most bills mentioned at the last meeting are no longer active. Mrs. K. Hynes mentioned SJ87 which would 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 40-0 and then was left in the house committee. Mrs. K. Hynes stated that the General Assembly adjourned March 12, 2016.

Item No. 6: Residential Recycling Program

Mr. Richard Nolan, CVWMA Director of Operations, reported that the amount of material collected so far this fiscal year is significantly higher than the amount collected for the same period in the previous fiscal year. He also added that the total tonnage collected in February 2016 was 3,151 tons compared to 2,416 tons in 2015. He noted that Richmond collected 902 tons this month vs 491 in February 2015. Other jurisdictions are also showing positive results. He reminded the Board that the inclement weather last year in February had a negative impact on the volume of material collected at that time. The weather in February 2016 was more favorable and enabled the Contractor to collect more material. Mr. R. Nolan also reported 493 misses in February 2016 compared to 805 in February 2015 in the Residential Recycling programs.

Chairman Key asked if the multiple snow storms last year were worse than this year. Mr. R. Nolan stated that this year was a much milder winter and along with the cart roll out in Richmond has led to the volume increase this month versus this month last year.

Item No. 7: Consideration of Resolution 16-13: To Amend The Residential Recycling and Drop-Off Processing Services Contract

Mr. R. Nolan reported that the *Residential Recycling and Drop-off Processing Services Contract* between the Central Virginia Waste Management Authority (CVWMA) and Tidewater Fibre Corporation (TFC Recycling) was executed for the period beginning July 1, 2009 and ending June 30, 2016. CVWMA and Tidewater Fibre Corporation have further extended the Residential Recycling portion of the Contract with Board approval for the period beginning May 1, 2014 and ending June 30, 2023. This amendment to the Contract will renew the Drop-Off Processing portion of the Contract to June 30, 2023. This amendment will also add commodities to the list of recyclable items in both the residential and drop-off recycling programs and change the method of calculating the rebate for material delivered to TFC from CVWMA Drop-off locations.

Mr. R. Nolan added that currently the CVWMA and participating member jurisdictions receive a Mixed Paper rebate of 90% of the current month index (RISI (yellow sheet) high side Philly) and there is no rebate for comingled containers. TFC has proposed providing CVWMA 100% of the current month index for Mixed Paper (RISI (yellow sheet) high side Philly) and a minimum of \$20 per ton for comingled containers.

In addition, Mr. R. Nolan stated that CVWMA has negotiated the inclusion of many #1 through #7 plastics and cartons in both the Residential Recycling and Drop-Off Processing programs. This will include the terms mentioned above for the processing of the drop-off material and to add \$.04 per household per month to the Residential Recycling Program to compensate for the additional cost to sort these plastics. Also, there will be no CPI-U increase as originally scheduled July 1, 2016. The CPI-U schedule will be pushed one year and will go into effect July 1, 2017. This will result in an overall savings to participating jurisdictions over the remaining term of the contract.

Mrs. K. Hynes stated that cartons will also be added to the programs. Mr. W. Henley (A-Colonial Heights) commended Staff for negotiating the contract for service improvement and suggested that for items such as this, that there should be a fiscal impact statement, by jurisdiction, to accompany the report. Mr. S. Chidsey (M-Hanover) asked Mr. R. Nolan how this would go hand and hand with the Drop-Off program. Mr. R. Nolan stated that the Drop-Off program will include the same items as the Residential Recycling Program. Mr. S. Chidsey (M-Hanover) added that the cost to the Drop-Off Program may increase due to the increase in the amount of material collected at the drop-off locations.

Mr. J. Clary (A-Henrico) asked what the revenue will be for comingled containers. Mr. R. Nolan stated that it will be \$20 per ton for comingled containers in the roll-off program and it will remain \$10 per ton in the FEL program. Mr. J. Clary (A-Henrico) also asked if TFC will pay for the marketing of the new recycling commodities and are they committed to offer labels for carts as well as drop-off containers. Mrs. K. Hynes stated that Staff is working on getting the costs for that and will bring it up to the Executive Committee. Mr. J. Clary (A-Henrico) asked when this will be implemented. Mrs. K. Hynes stated that the changes will be implemented and budgeted for in fiscal year 2017.

Mr. B. Hamby (M-Prince George) asked if Staff is in compliance with the procurement policies. Mrs. K. Hynes replied that Staff made sure it was allowed to modify the contract under the Virginia Public Procurement Act, by consulting legal counsel. Mr. J. Clary (A-Henrico) asked if the Drop-Off program changes will start July 1, 2016 and Mrs. K. Hynes replied that it will.

Chairman Key opened the floor for a motion to approve **Resolution 16-13** as presented. A motion was made by Mrs. M. Kelley (M-Henrico), seconded by, Mr. M. Kukoski (M-Richmond) and carried that **Resolution 16-13** be approved and accepted as submitted.

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that in the month of February, 13 misses were reported in the Town of Ashland, and 53 misses were reported in Chesterfield for County Waste. He mentioned that CFS recorded 26 misses in Colonial Heights, 61 in Hopewell, and 75 in Petersburg. Mr. Thompson stated that unfortunately, CFS has had some truck issues over the past month. Mr. R. Thompson stated that he and Mr. R. Nolan visited Colonial Heights a few times in February monitoring CFS trucks for leaks. He added that CFS also had trucks go down in February and March while on the Monday routes in Hopewell. Mr. R. Thompson added that several trucks went down within the past week on the Wednesday routes in Colonial Heights. He mentioned that the CFS truck issues are having an impact on trash collection and CVWMA will be addressing these truck issues with CFS.

Item No. 9: Operations and Program Statistics

Mr. R. Thompson reported that Staff is still in the process of gathering data for the 2015 Recycling Rate Report. He mentioned that Staff is contacting those recycling processors that did not respond by the March 3rd deadline. Mr. Thompson stated that Staff is on pace to be close to last year's rate of 57.7%. 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 February program statistics. He mentioned that the rebate for the month of February compared to last year, dramatically increased due to more tons collected. He mentioned that program revenue was down year to date due to commodity pricing. Mr. R. Nolan stated that the pricing for steel was \$75/ton in February and used oil revenue was \$0.35/gallon, both down in recent months. Mr. Nolan also reported that OCC pricing was \$80/ton which is still down but has flattened. Mixed paper pricing is \$40.50 and has remained flat. Mr. Nolan added that there are several e-cycling events scheduled for every Saturday in April and May. He also added that there will be two HHW Collection events on April 16th and April 30th.

Item No. 10: Solid Waste Management Plan Update

Mrs. K. Hynes reported that Staff has not received an approval on Amendments #8 and #9 from the DEQ but approvals are expected soon.

Item No. 11: Technical Advisory Committee (TAC) Report

Mr. R. Nolan reported that during the February meeting, the committee discussed the terms of the addendum to the Residential Recycling and Drop-Off Services Contract, which was just approved. Also discussed was increasing requests and scheduling for grinding services. He stated that the next meeting is on April 7, 2016.

Item No. 12: Financial Reports for February 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 February 29, 2016. She added that the Authority has a combined net income of \$148,364 year to date, which is sufficient for operations, public information and administration through the end of the fiscal year. Mrs. Eckhout noted that CVWMA is currently in discussion with audit firm Brown and Edwards to extend the Audit Contract an additional year.

A motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the Financial Reports for February 2016 be approved, accepted, and filed as submitted.

Item No. 13: Public Information

Waste Reduction News

Mrs. K. Hynes reported to the Board that the March electronic newsletter included articles on Recycling and Litter Prevention, Upcoming Electronics Recycling Collections, Storm water: What's in Your Run-off?, and CVWMA Recycling Education Opportunities. She added that the newsletter was distributed electronically to 1,151 email subscribers. Monthly statistics show that the open click rate of 29 % is still above industry standard of 21.2%.

Promotion and Outreach

Mrs. K. Hynes mentioned that the Richmond Magazine interviewed herself, and Tad Phillips (TFC Recycling) for an article on recycling that ran in the magazine on Sunday, February 29, 2016. The article was a lead into Community Conversations on Recycling at The Valentine Museum and History Center on Wednesday March 1, 2016. She stated that she was part of a panel that included Goodwill and Recycling Perks.

Mrs. K. Hynes mentioned that Staff responded to 50 requests for the month of February, and of these requests, 25 were for presentations and 21 were for educational materials, and two media requests. In addition, Staff received two requests for an educational booth or R3. Staff worked a CVWMA booth at 2 events. We estimate impacting an estimated 1,674 people, compared to 582 people last month, as well as the distribution of 6,347 educational materials up from 3,557 educational materials last month.

Mrs. K. Hynes added that Staff is pleased to report direct correlations between specific outreach efforts that resulted in immediate scheduled programs. She reported that Staff thanked several Board members and locality staff for their help. Mrs. K. Hynes mentioned that Mr. Sloppy (M-Ashland),

personally delivered educational materials in Ashland which directly resulted in programs being scheduled next month. She reported that childcare facility directors reached out to CVWMA staff as a direct result of Mr. L. Sloppy's (M-Ashland) efforts. In addition, Mr. David Lloyd (M-Goochland) and Leigh Dunn (Goochland County) personally reached out to the Superintendent of Goochland County Public Schools and seven area child care learning centers in that County. Staff is most appreciative of their support and efforts.

In addition, Mrs. K. Hynes reported that Nancy Drumheller, CVWMA Public Affairs Manager, met and talked with Dr. Massenburg Johnson, City of Richmond Public Schools, and Preschool Centers Instruction Manager and was able to schedule 10 days of programs in 4 preschool centers in Richmond for our Recycling Education and Outreach Specialist. These four centers have between 14-18 classes at each center with approximately 18 children in each class.

Finally, Mrs. K. Hynes mentioned that as a result of SOL cross curricular correlations, Denise Ritchie, CVWMA Recycling Education and Outreach Specialist, was able to present at Henrico Science Teacher meeting on February 4th. Because of that opportunity, she is getting requests that directly correlate with that Henrico Science Teacher Workshop. After doing a presentation at Hopkins Road Elementary School Pre-K in Chesterfield County, the teacher (Cynthia Highley) recommended Mrs. Ritchie and her recycling presentation to all of the other Pre-K teachers in Chesterfield County Public schools and she was able to schedule programs in 6 other Chesterfield schools.

Electronics Recycling Update

Mrs. K. Hynes reported that Staff sent out email blast that reached over 5800 email subscribers with information on all of the upcoming special electronics recycling collections and the fee information for recycling Cathode Ray Tubes (CRTs) televisions and monitors.

Website Statistics, Social Media, and Curbside Email Reminder

Mrs. K. Hynes reported that the statistical data for month of February shows that 11,341 unique visitors visited 21,707 pages, and the top pages viewed after the homepage include: Curbside Recycling Collection page, Electronics page and 5,335 newsfeed views.

In addition, Staff added 27 new "pins" (resources) to existing "boards" on the CVWMA Pinterest page during the month of February. Pinterest analytics report 1,595 monthly viewers for the month of February. Top "pins" visited include Recycled Valentine's Day (1,074), Reuse in the Garden (284). Educational Resources (283), and Reuse for Cans (249). Mrs. K. Hynes added that a total of 347 subscribers signed up for the email reminder in the month of February, with total subscribers now at 24,559 as of February 29, 2016.

Curbside Education Advisory Committee

Mrs. K. Hynes asked that the Board, Save the Date for the Curbside Education Advisory Committee/Education Workshop, will be held on Thursday, May 26, 2016 from 11 am-3 pm, on adding other plastics to the program.

Item No. 14: Administrative

Mrs. K. Hynes informed the Board that Mr. Steve Coe, DEQ, is retiring at the end of March. Mrs. K. Hynes also mentioned from the January meeting that UBQ is looking to locate their operation in Richmond. She added that they have visited Virginia already and coming back to Virginia again next week. They have invited Mrs. K. Hynes to visit Israel and see the plant the week of March 28th and she has received approval from the Executive Committee.

Mr. M. Flagg (A-Hanover) asked if Mrs. K. Hynes was aware of the site requirements and what they are looking for. Chairman Key stated that they mainly spoke about a modular operation potentially utilizing multiple sites or at the very least the ability to expand if necessary. Mrs. K. Hynes stated that they would like to co-locate with an existing facility. Mr. J. Lane (M-Henrico) asked if they were going to start small and then gradually build up. Mrs. K. Hynes stated that might be the plan. Mr. L. Sloppy (M-Ashland) asked if the building is going to be open or enclosed, and Mrs. K. Hynes stated that it is going to be an enclosed building.

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 9:49 a.m. The motion was made by Mr. M. Kukoski (M-Richmond), seconded by Mr. S. Chidsey (M-Hanover) and carried that the March 18, 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 March 18, 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., April 15, 2016. Given under my hand and seal of the CVWMA this 15th day of April 2016.



Robert C. Key, Chairman

RESOLUTION 16-13

A resolution authorizing an addendum to amend the *Residential Recycling and Drop-Off Processing Contract* between the Central Virginia Waste Management Authority and TFC Recycling and the *Special Project Service Agreements* between Central Virginia Waste Management Authority and participating local jurisdictions to extend the Drop-Off Processing portion of the contract and revise certain terms.

THE CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY RESOLVES:

WHEREAS, the report included as Staff Agenda No. 7 of the March 2016 Board Agenda identified the mutual interest by the CVWMA and TFC Recycling to amend the terms of the Contract to extend the Drop-Off Processing portion and amend certain other terms to include additional recyclable commodities; and

WHEREAS, the CVWMA and the TFC Recycling have previously amended the Contract pursuant to the First, Second, Third, Fourth and Fifth Addenda, which were incorporated into the Contract and modified certain fees, compensation, and/or services; and

WHEREAS, the Executive Director is authorized, subject to General Counsel's review and approval, to execute an addendum to the Contract for *Residential Recycling and Drop-off Processing Services* between the CVWMA and TFC Recycling; and

WHEREAS, the Executive Director is authorized, subject to General Counsel's review and approval, to execute an amendment to the *Special Project Service Agreements* between the CVWMA and participating jurisdictions; and

THEREFORE, BE IT RESOLVED, that this resolution shall be in full force and effect upon its passage.

Adopted this 18th Day of March, 2016

ATTEST: 
Robert C. Key, Chair

