

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
OCTOBER 21, 2016
2104 W. LABURNUM AVENUE
RICHMOND, VIRGINIA**

MEMBERS/ALTERNATES PRESENT

Voting:

J. Allen Lane (M-Henrico), Chairman
Marcia R. Phillips (M-Chesterfield), Vice-Chair
David Lloyd (M-Goochland), Secretary
Edward Watson (M-Hopewell), Director
Robert C. Key (M-Chesterfield), Past Chair
Lee Slöppy (M-Ashland)
Mike Mee (M-Charles City)
Robert L. Dunn (M-Chesterfield)
William E. Henley (A-Colonial Heights)
Randy Hardman (A-Hanover)
Michael Flagg (A-Hanover)
Marcia E. Kelley (M-Henrico)
Robert C. Whiteman (M-Henrico)
Daniel Harrison (M-Petersburg)
Johnny Melis (A-Powhatan)
George Poulson (M-Prince George)

Non-Voting:

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

Staff:

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

MEMBERS/ALTERNATES NOT PRESENT

Mark Kukoski (M-Richmond), Treasurer
Jennifer Schontag (A-Ashland)
Zach Trogdon (A-Charles City)
Clay Bowles (A-Chesterfield)
Dwayne Jones (A-Goochland)
Stephen Chidsey, (M-Hanover)
Scott Wyatt (M-Hanover)
Arthur D. Petrini (A-Henrico)
William I. Mawyer, Jr. (A-Henrico)
Monique Robertson (A-Hopewell)
Patricia Paige (M-New Kent)
James H. Burrell (A-New Kent)
William Riggelman (A-Petersburg)
Elliot Danburg (M-Powhatan)
Rod M. Compton (A-Prince George)
Dr. Emmanuel Adediran (M-Richmond)
Johnnie Allen (A-Richmond)

Guests:

David McNeel, City of Richmond Sr. Policy Advisor

With a quorum in attendance Chairman J. Allen Lane (M-Henrico) called the meeting to order at 9:01 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 September 16, 2016

Chairman Lane opened the floor for a motion to accept the minutes of the regular meeting of September 16, 2016 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Phillips (M-Chesterfield), and carried that the minutes of the September 16, 2016 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Chairman Lane welcomed and introduced Mr. David McNeel, from the City of Richmond.

Item No. 4: Strategic Plan Quarterly Report

Mrs. Kim Hynes, CVWMA Executive Director, presented the first quarterly report on the Strategic Plan implementation. She went over the Strategic Plan dashboard which included the four goals: Protection of Environmental Resources, Customer Focus, Educational Resources and Financial Stewardship Through a Well-run Organization. She then provided details on each goal, objective and initiative and the progress being made toward each.

Mr. R. Dunn (M-Chesterfield) stated that the presentation was excellent and added that each goal should define which committee or person has responsibility for it; which committee has the lead to ensure that it happens. Mrs. K. Hynes stated that Staff gave a briefing to the TAC, on the first two goals as they are the responsible committee.

Mr. R. Whiteman (M-Henrico) asked if the report could be available on the website. He also stated that keeping it color coded would help relate the status of every goal. Mrs. K. Hynes stated that it was not on the website, and Staff could certainly make it available. Mrs. K. Hynes for input from the Board on what they would like to see each quarter. Mr. J. Howard (A-Chesterfield) asked if Staff could send the quarterly report for review prior to the monthly agenda. Mr. R. Dunn (M-Chesterfield) stated that he would like to see the report only on things that are actively being worked on, any changes and action taken. Mrs. M. Phillips (M-Chesterfield) stated that it was important to hear the full report first and in the future report on changes and if possible add dates as well. Mrs. Hynes thanked the Board and encouraged them to reach out to Staff with their thoughts and ideas.

STAFF AGENDA

Item No. 5: Residential Recycling Program Update

Mr. Rich Nolan, CVWMA Director of Operations, reported that a total of 9,404 tons were collected year to date. He added that 150 more tons were collected year to date in fiscal year 2017 compared to last fiscal year. Mr. R. Nolan also mentioned that there were 184 more tons collected in August 2016 compared to September 2016.

Mr. J. Howard (A-Chesterfield) reported that Chesterfield and Richmond are collecting relatively the same tonnage for the month and Richmond has 30,000 less households and carts. Mr. R. Nolan stated that there is probably another 250 tons that has been recycled in Chesterfield by another company, which is not a part of our program.

Mr. R. Nolan reported a total of 433 misses compared to 616 in September 2015. The high number in 2015 was primarily due to the Richmond Cart Roll out program and getting accustomed to picking up recycling in the alleys. Mr. R. Nolan mentioned CVWMA received \$175,000 in recycling rebate year to date and is up \$3,000 due to additional tons collected and renegotiation of the drop off processing terms.

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

Mr. Reggie Thompson, CVWMA Operations Technician, reported that the month of September was an average month for County Waste, with 12 misses in Ashland and 29 misses recorded for the Chesterfield tax relief program. He mentioned for CFS, the misses were still above average for the month of September. In Colonial Heights, 52 misses were recorded, 92 misses in Hopewell and 71 in Petersburg.

Mr. R. Thompson mentioned that CFS finally received trash carts on Thursday, October 13th and have been getting caught up on delivering trash carts. He added that CFS is still having issues completing their routes on time, with issues in Colonial Heights, Hopewell and Petersburg and Staff is addressing these issues with CFS.

Mr. R. Nolan reported the penalties recently assessed to CFS: \$7,800 in August and \$6,000 in September. He stated that the Authority is continuing to work with CFS to get them back on track.

Mr. J. Clary (A-Henrico) asked what CFS response was to the penalties being assessed to them. Mr. R. Nolan stated that CFS has acknowledged and is working on the issues.

Item No. 7: Operations and Program Statistics

Mr. Nolan mentioned that Staff held the interviews for the Colonial Heights Request for Proposals and will have a selection made in November.

Mr. Nolan stated that the September program statistics were available for the Board. He reported that program revenue is up by \$40,000 which is money received for recycling materials in the various programs. He added that commodity pricing has risen for paper and since July, CVWMA is getting paid by the ton for comingled containers. Mr. R. Nolan mentioned that CVWMA renegotiated the paper rebate with TFC from 90% to 100% and sending paper material to National Paper with 21% over market. Mr. R. Nolan reported that Virginia Waste Services (VWS) has been bought by County Waste, and they did not purchase the landfill.

Mr. R. Nolan reported that the City of Richmond had one e-cycling event and Henrico had two e-cycling events that were very successful. He added that weekend schedule for events include: Henrico at Twin Hickory and one in Hopewell at the Prince George Visitors Center. He added the following events; November 19th in Hanover at the Verdi Lane location, which also includes HHW and hard drive shredding; and Chesterfield is holding an event at the fairgrounds.

Mrs. M. Kelley (M-Henrico) stated that she has heard ads for National Paper Recycling buying paper and asked if they will shred the paper. Mr. R. Nolan stated that they will not shred the paper.

Mr. M. Flagg (M-Hanover) asked if the rebate is driving the cost per ton for drop off down. Mr. R. Nolan stated that the commodity pricing is driving the number down.

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

Mr. Nolan, reported that the TAC met and had a guest speaker from the Virginia Department of Agriculture, to talk about Thousand Cankers Disease and how it could impact the yard waste grinding programs. He added that the committee discussed a new yard waste RFP to address these concerns. The next TAC meeting is scheduled for November 3, 2016.

Item No. 9: America Recycles Day – November 15th

Mrs. Nancy Drumheller, CVWMA Public Affairs Manager, reported that Staff is in the process of getting everything coordinated for America Recycles Day 2016. She stated that typically each year in the fall, Staff works with local networks on broadening the Authority's educational reach. Mrs. N. Drumheller added that the educational focus this year is on the new commodities and recycling more with CVWMA. Staff is working with two local networks with messaging as well as the annual contest to promote America Recycles Day (ARD) and the importance of recycling. She mentioned that there are two media interviews are scheduled: WTVR CBS6, Virginia This Morning on November 8th, and one with NBC 12.

Mrs. N. Drumheller mentioned "Think Outside the Bin," a contest with WTVR CBS6 which started on September 19th and will run until November 19th. She reported that the online campaign components include visuals from the updated drop-off decals and new brochure/utility bill insert as well as a chance to win a \$250.00 gift card on Facebook. Mrs. N. Drumheller added that two drawings will be handled by WTVR CBS 6 staff and each winner will be announced by the network. In addition, WTVR CBS 6 is running a native ad off their website, which is an educational page on all of the new commodities now accepted in the residential and drop-off recycling programs. Mrs. N. Drumheller reported as of the first week of October, there have been 2,011 contest entries of which 1,611 are unique users and 1,287 users have opted to receive additional updates from CVWMA. She added that typically it would take staff a lot of programs and events to have this many people want to know more about the Authority and its programs and resources. In addition to the CVWMA Facebook page is up by 285 likes. WTVR CBS 6 announced their first contest winner, Mr. George French, of the City of Richmond on October 5th.

Mrs. N. Drumheller stated that the campaign with WWBT NBC 12 will start on November 15th and run through January 15, 2017. Staff wanted to make sure that the networks visuals and educational messages included both the new commodities and the 2017 CVWMA Recycling Collection Schedule. She added that a noon news media interview is planned for January 2017.

Finally, Mrs. N. Drumheller reported that Staff posted an ARD webpage, toolkit and resources on our website and have promoted this information on social media, in an email blast, through outreach programs and locality special collection events.

Item No. 10: Public Information

Waste Reduction News

Mrs. N. Drumheller reported that the October 2016 Waste Reduction News electronic newsletter included: CVWMA Collections on Regular Schedule on Columbus Day Holiday, Fall Electronics Recycling Collection Events, Recycle More with CVWMA and Stay Connected with CVWMA. She stated that the e-newsletter was distributed to over 1,176 email subscribers. She stated that monthly statistics show that the open click rate of 30.3 % is still above industry standard of 21.1% and the top links clicked include: [/cvwma.com/events](http://cvwma.com/events) and [/cvwma.com](http://cvwma.com).

Fall 2016 Electronics Recycling Email

Mrs. N. Drumheller reported that the Fall 2016 Electronics Recycling email blast was distributed to 5,305 email subscribers on September 22, 2016. She stated that monthly statistics show that the open click rate of 47.4% is above industry standard of 21.1 % and the top links include a Richmond event on September 24th and all three Henrico County events.

Promotion and Outreach

Mrs. N. Drumheller reported Staff responded to 28 requests for the month of September, and of these requests, 11 were for presentations and 10 were for educational materials. In addition, Staff received six requests for an educational booth or R3, worked with WTVR CBS6 staff to create a Public Service Announcement with R3 and Nutzy, the mascot for the Richmond Flying Squirrels. Mrs. N. Drumheller added that Staff worked a CVWMA booth at five events, impacted over 916 people and distributed 4,131 educational materials.

Mrs. N. Drumheller reported that Staff worked with local vendors to update the educational material and Journey to the MRF educational video. She added that locality staff from Chesterfield, Colonial Heights, Goochland, Henrico and Richmond will be featured in the recent version of the video.

Website Statistics, Social Media, and Curbside Email Reminder

Mrs. N. Drumheller reported the website statistical data for the month of September: 16,444 unique visitors made 26,002 visits to over 188,029 pages. She mentioned that the top web pages viewed were, the CVWMA homepage cvwma.com (8,740 views) Curbside Recycling –What to Recycle page (3,750 views), Electronics (1,937 views), Curbside Recycling Collection Schedule (1,765 views), and 2016 Collection Schedule pdf. (1,734 views). The news feed had 371 views.

Mrs. N. Drumheller reported Facebook continues to add new likes each week with over 6,300 followers. Staff continues to post and tweet pictures and factoids on new the commodities, as well as locality specific information. In addition, Staff added 27 new pins to existing boards on the CVWMA Pinterest page during the month of September. She stated that CVWMA Pinterest page had 2,220 monthly viewers for the month of August. She added they had 3,345 impressions for the month with the top pin impressions including: Recycled Christmas (676), Upcycled DIY crafts (378), Reuse in the Garden (305), Recycling and Your Watershed (268), Recycling is Easy with CVWMA (263).

Mrs. N. Drumheller reported a total of 312 new subscribers signed up for the email reminder in the month of September, with total subscribers now at 25,878 as of September 30, 2016.

New Commodity Education Update

Mrs. N. Drumheller mentioned Staff is most appreciative of our member localities and all they are doing to help with education on the new commodities. She reported that the Town of Ashland created a great educational video as well as a contest. In addition, Sherese Bonner with New Kent County Clean Committee created a short educational video that has been promoted by both New Kent County and CVWMA. Finally, GRTC mass transit bus ads started on October 10th and will run for three months in both Richmond service area and the tri-cities.

Item No. 11: Financial Reports for September 2016

Financial Reports for September 2016

Mrs. Teresa Eckhout, CVWMA Accounting and Financial Manager, reported the financial activity is consistent with previous months and the Authority continues to remain within total budget in all funds as of September 30, 2016. She stated that the Authority has a combined Net Income of \$412,294. She reported that the 2016 CAFR has been submitted to the VA Auditor of Public Accounts. She added that the accounts receivable schedule which details the total amounts due to the Authority as of September 30th by jurisdiction and the amounts that are over 60 days past due is included in the agenda package. Petersburg is current with the agreed upon payment plan.

Mr. R. Dunn (M-Chesterfield) asked when the City of Petersburg will have paid their balance according to the agreed upon payment plan. Mrs. K. Hynes stated that full payment is expected in 20 months. She mentioned that they are current with their payments and there is a meeting scheduled in December to revisit the monthly payment amount. She added that Petersburg has increased their trash collection fee from \$14.00 to \$20.00 to their residents. Mr. J. Clary (A-Henrico) asked if interest is being charged and Mrs. K. Hynes stated that there is no interest being charged.

Chairman Lane asked if there were any more questions on the financial reports and opened the floor for a motion to accept and file the Financial Reports for September 2016 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by, Mr. R. Whiteman (M-Henrico) and carried that the Financial Reports for September 2016 be approved and filed as submitted.

Item No. 12: Administrative

Mrs. K. Hynes mentioned that the By-laws review committee met on October 11th and will meet again on November 8th at 1:00 before the Executive Committee meeting, although that may change due to some conflicts. She added that if anyone is interested in serving on the committee to contact her.

Mrs. K. Hynes went over the upcoming meetings; TAC meeting on Thursday, November 3 at 9:00 a.m., Executive Committee is meeting on Tuesday, November 8th at 2:00 p.m. and the Board of Directors meeting is going to be held in Richmond on Friday, November 18th at 9:00 a.m. Mrs. Hynes also mentioned that Staff will be presenting the budget for the 2018 fiscal year, at the November 18th meeting.

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 10:08 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Key (M-Chesterfield) and carried that the October 21, 2016 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 October 21, 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., November 18, 2016. Given under my hand and seal of the CVWMA this 18th day of November 2016.



J. Allen Lane, Chairman

