

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 20, 2017  
CRATER PLANNING DISTRICT COMMISSION  
PETERSBURG, VIRGINIA**

**MEMBERS/ALTERNATES PRESENT**

**Voting:**

J. Allen Lane (M-Henrico), Chairman  
Marcia R. Phillips (M-Chesterfield), Vice-Chair  
Mark Kukoski (M-Richmond), Treasurer  
Edward Watson (M-Hopewell), Director  
Lee Slöppy (M-Ashland)  
Robert L. Dunn (M-Chesterfield)  
Scott Zaremba (M-Chesterfield)  
Leigh Dunn (M-Goochland)  
Stephen Chidsey, (M-Hanover)  
Scott Wyatt (M-Hanover)  
Marcia E. Kelley (M-Henrico)  
Robert C. Whiteman (M-Henrico)  
Patricia Paige (M-New Kent)  
Johnny Melis (A-Powhatan)  
George Poulson (M-Prince George)

**MEMBERS/ALTERNATES NOT PRESENT**

Jennifer Schontag (A-Ashland)  
Mike Mee (M-Charles City)  
Zach Trogdon (A-Charles City)  
William E. Henley (A-Colonial Heights)  
Dwayne Jones (A-Goochland)  
Michael Flagg (A-Hanover)  
Randy Hardman (A-Hanover)  
Arthur D. Petrini (A-Henrico)  
James H. Burrell (A-New Kent)  
Daniel Harrison (M-Petersburg)  
William Riggelman (A-Petersburg)  
Elliot Danburg (M-Powhatan)  
Rod M. Compton (A-Prince George)  
Dr. Emmanuel Adediran (M-Richmond)  
Johnnie Allen (A-Richmond)

**Non-Voting:**

Clay Bowles (A-Chesterfield)  
Jeffrey T. Howard (A-Chesterfield)  
Jon Clary (A-Henrico)  
Monique Robertson (A-Hopewell)

**Staff:**

Kimberly A. Hynes, Executive Director  
Richard Nolan, Director of Operations  
Ceresa Eckhout, Accounting and Financial Manager  
Lancy W. Drumheller, Public Affairs Manager  
Reginald D. Thompson, Operations Technician  
Jim Snyder, CVWMA Legal Counsel

**Guests:**

With a quorum in attendance Chairman J. Allen Lane (M-Henrico) called the meeting to order at 9:00 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 December 16, 2016**

Chairman Lane opened the floor for a motion to accept the minutes of the regular meeting of December 16, 2016 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. M. Kukoski (M-Richmond), and carried that the minutes of the December 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 Mrs. Leigh Dunn, Environmental Planner from Goochland County back as a member of the board, and Mr. Jim Snyder, CVWMA's Legal Counsel.

### **Item No. 4: Treasurer's Report – Financial Reports for December 2016**

Mr. M. Kukoski (M-Richmond), Treasurer asked Mrs. Terry Eckhout, CVWMA Accounting and Financial Manager, to provide the financial report. Mrs. T. Eckhout reported that the financial activity is consistent with previous months and the Authority continues to remain within total budget in all funds as of December 31, 2016. The Authority has a combined net income of about \$262,000 year to date. Mrs. Eckhout noted that during the month of December, the Authority spent \$52,000 so far for calendar printing and postage which are recorded in the December financials. The accounts receivable schedule is included and reflects the details of the total amounts due to the Authority as of December 31, 2016.

A motion was made by Mrs. M. Phillips (M-Chesterfield), seconded by Mr. R. Dunn (M-Chesterfield) and carried that the Treasurer's Report for December 2016 be approved, accepted, and filed as submitted.

Mrs. K. Hynes reminded the Board that Chairman Lane, Jim Snyder, CVWMA Legal Counsel, and herself met with the Interim City Manager and Interim Finance Director from the Robert Bob Group as well as the City Attorney in Petersburg last month to discuss their financing plans. She mentioned that the City of Petersburg indicated that the Authority will be paid in full by December 31, 2016, the past due balance of \$415,000. Mrs. K. Hynes added that they confidently stated that the balance would be paid, and as of December 31, 2016 the Authority did not receive a payment or a phone call.

Mrs. Hynes briefed the Board on communications with the City and reported that the City paid \$227,880.45 on January 6, 2017 bringing the total amount past due to about \$310,000. In those communications, the City requested making 3 payments of about \$103,000 over the next 3 months that would satisfy the past due amounts and would fit in with their cash flow projections. The end date of March 31 also coincides with the date the Robert Bobb Group finishes their work in the City. The Executive Committee and Staff felt it necessary to document this and sent a letter from

CVWMA legal counsel, Mr. Jim Snyder on January 18, 2017. The letter relayed our disappointment in missing the payment as well as outlined our expectation and understanding of the payment plan going forward to make the CVWMA whole. The letter reiterates the City's agreement to pay approximately \$103,000 on February 1, March 1 and March 31 and mentions that if those payments are not met, the CVWMA will be forced to exercise legal remedies.

Discussion ensued by the Board regarding what CVWMA should be prepared to do if those payment dates are not met. Ultimately, Mr. R. Dunn (M-Chesterfield) moved, Mr. S. Chidsey (M-Hanover) seconded and it was carried unanimously directing Staff, in the event CVWMA does not receive the agreed upon payments of approximately \$103,000 on each 2/1/17, 3/1/17 and 3/31/17 from the City of Petersburg, to provide notice to CVWMA contractors serving the City of Petersburg to cease services on or about 14 days from that day. The motion further directs staff to send correspondence to the City of Petersburg intending to bring lawsuit and to issue a press release to the media to include such.

## **STAFF AGENDA**

### **Item No. 5: Strategic Plan – 2<sup>nd</sup> quarterly report**

Mrs. Kim Hynes, CVWMA Executive Director, presented the second 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 each goal should define which committee or person has responsibility for it; which committee has the lead to ensure that it happens.

### **Item No. 6: 2017 Virginia General Assembly Update**

Mrs. K. Hynes, provided the Board with an update on relevant legislation proposed during the 2017 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 HB1759 would require that all beverage containers sold in Virginia have a redemption value of five cents (bottle bill), but was tabled in subcommittee. SB925 which would impose a five-cent per bag tax on plastic bags provided to customers by certain retailers in the Chesapeake Bay Watershed was passed by indefinitely. Mrs. K. Hynes also mentioned SB884 which would allow localities to place a lien on properties where waste and recycling charges are three months past due. Mrs. K. Hynes added another bill, HB1600 requiring certain sanitary landfills put in a gas collection and control system. HB2272 will allow any locality to require a retailer of CFL bulbs to accept and recycle used bulbs from customers.

Mrs. K. Hynes mentioned HJ704 which states that the Secretary of Natural Resources and the Secretary of Education convene and consult with a group of stakeholders to study the delivery of environmental education in the Commonwealth in light of the elimination of all staff positions within the Department of Conservation and Recreation's Office of Environmental Education. Mrs. K. Hynes mentioned SB1383; SB1398; SB1399 which refer to coal ash recycling, closure permitting and impoundment closure requirements. She stated that there were several bills related to stormwater. Administratively, HB2401 would require public bodies to record minutes of closed meetings. SB795 would require local government to post listings of all funds expended on their

website. HB2105/SB1416 investment of funds in the Virginia investment pool trust fund would authorize public officers, municipal corporations, and other political subdivisions to invest in the Virginia Investment Pool. HJ278 also establishes a study on the taxing authorities of local government. She mentioned that there are several bills related to the Virginia Retirement System. Finally, she mentioned HB1958 Chesterfield Charter corrects or repeals numerous outdated provisions and makes technical amendments to the County of Chesterfield charter. Mrs. K. Hynes stated that adjournment is scheduled for February 25, 2017.

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

Mr. Rich Nolan, CVWMA Director of Operations, reported that the total tonnage collected year to date is 19,030 which is 500 tons less than last year. He mentioned that there were two less collection days year to date in 2016 versus 2015. He reported a total of 365 misses in December compared to 444 in December 2015. Mr. R. Nolan mentioned CVWMA has received \$355,000 in recycling rebate fiscal year to date. He added that for the first time the Authority has received \$20.15/ton compared to the minimum amount received of \$20.00/ton. He mentioned that there was a one-day slide in January due to inclement weather in the residential recycling program. Mr. Nolan added that County Waste had a two-day slide in Hopewell and Chesterfield County.

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

Mr. Reggie Thompson, CVWMA Operations Technician, reported that the month of December was an average month for County Waste, with seven misses in Ashland and 40 misses recorded for the Chesterfield tax relief program. He mentioned that the week of January 15<sup>th</sup>, County Waste started their second week of vacuum leaf collection service for the Chesterfield Tax Relief residents that are eligible for the service.

Mr. R. Thompson reported that CFS had a truck fire in October, and in December they received two replacement trucks as a result of the fire. He added that with the two extra trucks, CFS had a good month in December. In Colonial Heights, 37 misses were recorded, 66 misses in Hopewell and 46 in Petersburg. Mr. R. Thompson mentioned that December was the second best month of trash collection for CFS since they started the contract. He added that 34 of those misses occurred the week after the Christmas holiday which fell on a Sunday, so many residents thought there was a one-day delay on the following Monday. Mr. R. Thompson also mentioned that another shipment of trash carts had been delivered in the beginning of January and CFS is caught up on their cart deliveries.

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

Mr. R. Thompson reported that at the beginning of February, Staff will start the process of gathering data for the 2016 Recycling Rate Report. Staff will contact various recycling processors that operate within the area, and request their yearly tonnage which will be used to generate the report. He added that the 2016 Recycling Rate Report will be presented at the April Board Meeting and submitted to the DEQ by April 30, 2017.

Mr. R. Nolan stated that the December program statistics were available for the Board. He added that commodity pricing has increased from the previous year, and that the export market pricing for #2 bundles of Steel was \$70/ton January 2016 and is now \$145/ton in January 2017. He added prices for mixed paper in January 2016 was \$45/ton and in January 2017 it is \$80/ton, almost twice the amount of the previous year. He stated that as a result of those increases, the drop-off programs are performing better than expected.

Mr. R. Nolan reported that the City of Richmond event on January 14<sup>th</sup> was a huge success, filling four trucks and collecting 16,000 pounds of electronics. He added the following events are coming up: January 21<sup>st</sup> in Chesterfield at Westchester Commons, April 29<sup>th</sup> in Hanover for e-waste and household hazardous waste, and April 15<sup>th</sup> in Prince George for household hazardous waste.

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

Mr. R. Nolan reported that the January TAC meeting was cancelled and that the next meeting is scheduled for February 2, 2017. Discussion will include the expiring contracts and Yard Waste RFP.

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

##### ***Waste Reduction News and Regional Waste Line***

Mrs. N. Drumheller reported that the January 2017 Waste Reduction News electronic newsletter included: New Years' Holidays: No Delay to CVWMA Collections, 2017 CVWMA Recycling Collection Schedule, Christmas Tree Recycling, and CVWMA Collections on Regular Schedule for Upcoming Holidays. Mrs. N. Drumheller added that the e-newsletter was distributed to 1,175 email subscribers. She stated that monthly statistics show that the open click rate of 30.9 % continues to be above industry standard of 21.1% and the top links clicked include: [//cvwma.com/2017collectionschedule.pdf](http://cvwma.com/2017collectionschedule.pdf) and [//cvwma.education/Christmas-Tree-Recycling](http://cvwma.education/Christmas-Tree-Recycling).

Staff showed a copy of the Regional Waste Line Winter 2017 bi-annual publication, which was distributed to elected officials and locality leaders as well as CVWMA Board members and partners in the region via email on January 6, 2017. She mentioned the information was disseminated to 293 email subscribers and posted to the CVWMA website.

##### ***Holiday/Snow Messaging***

Mrs. N. Drumheller reported the public had four straight weeks of collection information from Christmas to Martin Luther King Day. Staff sent out a Press Release, ongoing social media posts, tweets, messages in phone queues, CVWMA website ticker tape and locality pages etc. Staff created different visuals with collection day updates especially after the snow had melted from secondary roads and collections still on delay schedules for recycling and trash. Staff thanked Mr. R. Dunn (M-Chesterfield) for following CVWMA on Instagram and for collection messages. She added that CVWMA customer service representatives processed over 900 calls on January 10<sup>th</sup> from the public.

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

Mrs. N. Drumheller reported that requests are typically down in the month of December. Staff responded to 18 requests for the month, and of these requests, 11 were for presentations and two were for educational materials. In addition, Staff received five requests for an educational booth or R3. Staff impacted over 894 people and distributed 4,003 educational materials.

Mrs. N. Drumheller informed the Board that during the two weeks in December that CVWMA's Recycling Education and Outreach Specialist did not have any outreach programs scheduled, she assisted in the Call Center. She added that this was a great time for CVWMA's educator to take calls from the public and see what top call inquiries are about and to see if some of the educational messages needed to be changed. It was also a great way to stay informed on all of the CVWMA programs and how they differ in member localities.

Staff thanked Mrs. Patricia Paige (M-New Kent) for inviting Staff to speak at the New Kent Clean County Committee this past Tuesday night. She mentioned it was a great networking opportunity to discuss ways to collaborate on recycling education in New Kent County.

### ***Christmas Tree Recycling***

Mrs. N. Drumheller reported that local media stations as well as the *Richmond Times Dispatch* provided information on all locality locations from the CVWMA Press Release and website to the public.

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

Mrs. N. Drumheller reported that due to all of the different holidays and CVWMA collections, there was a lot of activity on the CVWMA website as well as the different social media platforms for the month of December as well as early January. She mentioned the website statistical data for the month of December: 22,586 unique visitors made 40,222 visits to 171,520 pages. Mrs. N. Drumheller added that the top web pages viewed were: Homepage cvwma.com, 2017 CVWMA Recycling Schedule (pdf) (3,982 views), Curbside Recycling –What to Recycle page (3,693 views), Curbside Recycling Collection Schedule (2,892 views). Electronics (2,282 views), and News feed had 531 items viewed.

Mrs. N. Drumheller reported that Staff continues to make daily ongoing posts and tweets with posts pictures and factoids on new commodities as well as locality specific information. She showed a collage on a slide that was generated by Instagram on the best nine posts in 2016. For CVWMA, their #2016bestnine reported 2,532 likes to 327 posts for the year. Mrs. N. Drumheller stated that this was another very cost effective way to get messages out to the public that would otherwise take a lot of Staff time to reach out and educate. In addition, she mentioned that Staff added 37 new pins to existing boards on the CVWMA Pinterest page during the month of December, including 4,712 viewers for the month as well. She added there were 8,091 impressions for the month. Top “pins” visited include Recycled Christmas (4,674), Celebrate Earth Day (516), Free Printables (426), Recycled Kwanzaa (291), Recycled New Year’s Eve (283), and Motivations (220).

Mrs. N. Drumheller reported a total of 288 new subscribers signed up for the email reminder in the month of December, with total subscribers now at 26,529 as of December 31, 2016.

### ***Curbside Education Advisory Committee***

Mrs. N. Drumheller reported that Staff has sent out the Outlook invitation that the next meeting date for the Curbside Education Advisory Committee (CEAC) is scheduled for February 8, 2017 from 10 am- 2 pm. She added that the general meeting will be from 10 am-11:30 am, and The Education Work Group will meet from 12 noon-2 pm. Mrs. N. Drumheller added that anyone interested in being part of an Education Work Group to help staff identify/discuss barriers to recycling (Strategic Plan, Goal #3, Educational Resources, Initiative 3B), to please let staff know.

### ***New Commodity Education Update***

Mrs. N. Drumheller mentioned Staff continues to work on education and outreach regarding new items now accepted in both residential and drop-off programs. She mentioned that Mrs. K. Hynes was interviewed by NBC 12’s Sarah Bloom during the noon news on January 13, 2017 on NBC12.

Mrs. N. Drumheller reported that the City of Richmond Utility Bills will include the additional commodities insert starting in their February billing cycle. In addition, Staff is working with Chesterfield County Utility for their upcoming utility bill insert date. Staff thanked Mr. Clay Bowles (M-Chesterfield) and Mr. Jeff Howard (A-Chesterfield) for their assistance with this insert project.

Finally, Mrs. N. Drumheller reported that Henricopedia- Everything About Henrico publication has an ad highlighting the new commodities.

**Item No. 12: Administrative**

Mrs. K. Hynes reported more on the new commodities that through the end of December, TFC Recycling collected and recycled 54 tons of other plastics and cartons.

Mrs. K. Hynes mentioned to the Board that the Authority began the recycling program for the State, providing carts and containers which is working well and Staff has seen collection in action.

Mrs. K. Hynes reminded the Board to fill out the Annual Financial Disclosure/Conflict of Interest forms and to file them with their local clerk's office. She stated that the form is part of audit regulations for the Authority to have on file.

Finally, Mrs. K. Hynes informed the Board on the passing of Mrs. Becky Dickson, County Administrator for Goochland County, and the passing of Mr. Dave Kaechele, a member of Henrico County's Board of Supervisors for 36 years. She mentioned that the Authority sends their deepest condolences to both families.

***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 10:28 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the January 20, 2017 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 January 20, 2017 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 17, 2017. Given under my hand and seal of the CVWMA this 17<sup>th</sup> day of February 2017.

  
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**J. Allen Lane, Chairman**

