

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
DECEMBER 15, 2017  
2104 W. LABURNUM AVENUE  
RICHMOND, VIRGINIA**

**MEMBERS/ALTERNATES PRESENT**

**Voting:**

J. Allen Lane (M-Henrico), Chairman  
Marcia Rygh Phillips (M-Chesterfield), Vice-Chairman  
Mark Kukoski (M-Richmond), Treasurer  
Edward Watson (M-Hopewell), Director  
Lee Sloppy (M-Ashland)  
Scott Zaremba (M-Chesterfield)  
Robert L. Dunn (M-Chesterfield)  
William E. Henley (A-Colonial Heights)  
Stephen Chidsey (M-Hanover)  
Scott A. Wyatt (M-Hanover)  
Jon Clary (A-Henrico)  
Chip England (A-Henrico)  
Marcia E. Kelley (M-Henrico)  
James H. Burrell (A-New Kent)  
William Riggleman (A-Petersburg)  
Johnny Melis (A-Powhatan)  
Michael Purvis (M-Prince George)

**Non-Voting:**

Jeffrey T. Howard (A-Chesterfield)  
Chip England (A-Henrico)

**Staff:**

Kimberly A. Hynes, Executive Director  
Richard Nolan, Director of Operations  
Nancy Drumheller, Public Relations Manager  
Teresa Eckhout, Accounting and Financial Manager  
Reginald D. Thompson, Operations Technician  
Stephanie Breaker, Customer Service Supervisor  
Kate Carney, Recycling Ed & Outreach Specialist  
Angela Burley, Customer Service Representative  
Myiesha Garner, Customer Service Representative  
Charles R. "Dick" Howe, Operations Technician  
Mariette Robinson, Customer Service Representative  
Mary Beth Mains, Part-time Administrative Assistant

**MEMBERS/ALTERNATES NOT PRESENT**

Patricia Paige (M-New Kent), Secretary  
Jennifer Schontag (A-Ashland)  
Zach Trogden (A-Charles City)  
Clay Bowles (A-Chesterfield)  
Doug Smith (M-Colonial Heights)  
Leigh Dunn (M-Goochland)  
Dwayne Jones (A-Goochland)  
Randy Hardman (A-Hanover)  
Michael Flagg (A-Hanover)  
Bentley Chan (A-Henrico)  
Robert Whiteman (M-Henrico)  
Monique Robertson (A-Hopewell)  
Daniel Harrison (M-Petersburg)  
Elliot Danburg (M-Powhatan)  
Rod Compton (A-Prince George)

**Guests:**

Michael Benedetto, TFC Recycling  
Tad Phillips, TFC Recycling

With a quorum in attendance, Chairman J. Allen Lane (M-Henrico) called the meeting to order at 9:03 a.m.

## **CHAIRMAN'S AGENDA**

### **Item No. 1: Public Comment Period**

Chairman Lane (M-Henrico) opened the public comment period and without any requests to address the Board, he closed the public comment period.

### **Item No. 2: Minutes of the Regular Meeting of November 17, 2017**

Chairman J. Lane (M-Henrico), opened the floor for a motion to accept the minutes of the regular meeting of November 17, 2017 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 November 17, 2017 Central Virginia Waste Management Authority Board of Directors meeting be approved as submitted.

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

Chairman Lane (M-Henrico) welcomed Mrs. Kate Carney, CVWMA's new Recycling Education and Outreach Specialist who is working with Nancy Drumheller, Public Affairs Manager.

### **Item No. 4: 2018 Meeting Dates**

Mrs. K. Hynes, CVWMA Executive Director, noted the Board meeting dates for calendar year 2018 were listed in each board members packet. She reminded all that July is cancelled and all other meetings are scheduled on the 3rd Friday, except December which is one week earlier to avoid the holidays. Mrs. Hynes also stated in August the conference room has already been booked and the location of that meeting will be determined later. Chairman Lane opened the floor for a motion to accept the 2018 Board Meeting dates as presented. A motion was made by Mr. J. Burrell (A-New Kent), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the 2018 Central Virginia Waste Management Authority Board of Directors meeting dates be approved as presented.

### **Item No. 5: Customer Service Survey Results (Strategic Plan Initiative)**

Mrs. Hynes reminded all attendees that Customer Service Survey was sent out to the public to find out who is recycling, who is not, and why, how we are doing on customer service, and how they want to hear information. CVWMA received 475 responses and more details will be given in January when the strategic plan initiative will be discussed. At least one person participated from each of the 13 localities. Of the 475 responses, 453 stated they do recycle. The 22 that do not recycle, indicated reasons such as: inconvenient, too confusing, time consuming, and doesn't do any good.

Respondents that do recycle; 379 recycle at the curb and some indicated using curbside and drop off recycling programs. Mrs. Hynes stated at the January meeting we will delve further into details of responses from each of the localities.

Cardboard was the most recycled item, then plastics #1 and #2, followed by mixed paper. Behind the traditional paper, cans and bottles, respondents also recycle appliances, scrap metal, electronics, paint, used oil, and other items at convenience centers around the region.

When asked about CVWMA customer service, if contacted in the last 6 months, phones were listed as the most popular way to contact us. There were lots of positive comments, Mrs. Hynes stated. In addition, Mrs. Hynes noted that the survey asked the public how they get information from CVWMA. Mrs. Hynes relayed that 300 of the 475 said they do receive communications from CVWMA, with email being the most popular. Social Media is another popular way people are finding out information about recycling.

Mr. J. Melis (A-Powhatan) asked if the localities will be able to see details of the information given and Mrs. Hynes assured him that they would be given that information.

Mr. J. Burrell (A-New Kent) noted that in talking with Mrs. Hynes earlier about the responses of why people do not recycle, global warming is not talked about in our messaging. Mr. Burrell suggested explaining to our customers what is contributing to global warming and what it takes to produce aluminum for instance. He noted that it takes a tremendous amount of electricity to make aluminum but less than 10% of aluminum is recycled and it can be recycled over and over. Power is a big contributor to global warming so if you can reduce the consumption there would be less CO<sub>2</sub> in the air. Mr. Burrell reminded the group that trees give off carbon dioxide and clear-cutting is taking out huge amounts of trees. Mr. Burrell stated he would like to see that messaging in our programs.

Mrs. Hynes stated it was previously discussed; and staff will provide some calculations on our programs and how we are reducing the carbon footprint in our region.

## **STAFF AGENDA**

### **Item No. 6: Consideration of Resolutions 18-04 through 18-10: 2019 Operating Budget**

Mrs. Hynes noted an electronic copy of the Proposed 2019 Budget was sent out after November's Board Meeting. She noted she had not received questions or comments from Board Members but was happy to entertain questions.

Mrs. M. Kelley (M-Henrico) asked about the first page of the letter of transmittal to the Board. She asked if there should be clarification about adding plastics #3-7 versus #1-#7, which caused an increase in recycling amounts. Mrs. Hynes explained that previously only #1 and #2 narrow neck bottles were being recycled. Now, all #1s and #2s through #7s were being accepted.

Chairman Lane questioned the inclusion of **Resolution 18-09: Pay and Classification Plan** and **Resolution 18-10: Revision to Section 4.06 of the *Personnel Policies, Benefits and Procedures Manual*** in the budget. Mrs. Hynes stated that the Pay Classification Plan is typically part of the budget document and there is a revision to the Personnel Policy benefits that effects the budget.

Chairman Lane asked if there were any other questions on the budget. He then asked if there were any objections to voting on all Resolutions for the Operating Budget at once. Chairman Lane opened the floor for a vote on the budget and a motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. S. Wyatt (M-Hanover) and carried to approve **Resolutions 18-04, 18-05, 18-06, 18-07, 18-08, 18-09, and 18-10**, the 2019 Operating Budget.

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

Mr. R. Nolan, CVWMA Director of Operations, reported that for this year to date through November 30, 2017, 15,428 tons were collected versus 15,587 for the same period last year, a difference of 159 tons. He reported 3,200 tons were collected in November vs. 3,185 in November 2016.

CVWMA has received \$301,325 in rebates from the residential program versus \$290,036 for the same period last year which is up \$11,289. Mr. Nolan mentioned misses in November were 450 compared to a year ago of 666. Service improvements were noted mostly in the City of Richmond and Henrico County. Mr. Nolan stated we added about 100 homes in Chesterfield County and 100 in Goochland County. Mr. J. Clary (A - Chesterfield) asked Mr. Nolan about the blue bar under Chesterfield on the Residential Recycling Monthly Tons slide. Mr. Nolan explained this was the number of tons collected by County Waste, a third-party vendor that operates primarily in Chesterfield. Mr. S. Chidsey (M - Hanover) asked that this be included for all jurisdictions in future. Mr. Nolan stated he has asked for that information and hopefully will have more details next month.

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that in the month of November 15 misses in Ashland, and 31 in Chesterfield were recorded for County Waste. Mr. Thompson stated that the fall vacuum service provided by County Waste under the Chesterfield Tax Relief program was completed the week of December 8. The second round of leaf vacuuming service is scheduled for the week of January 8<sup>th</sup> – 12<sup>th</sup> and County Waste will collect up to 5 bags each week for residents in Ashland and Chesterfield who are ineligible for the leaf vacuum service.

Mr. Thompson stated that in November there were 62 misses in Hopewell, 25 in Colonial Heights, and 81 in Petersburg for CFS. He stated that under the contracts they will collect up to 30 bags of leaves in Hopewell and Colonial Heights and the bagged leaves are included in the 10-cubic yards of bulky waste collected in Petersburg. Mr. Thompson relayed that no penalties were reported for CFS or County Waste for November.

Mr. Thompson reported that DEQ released the Statewide Recycling Rate report for calendar year 2016. Virginia's recycling rate is reported at 42.6% and out of the 17 Solid Waste Planning Units with a population of over 100,000, CVWMA has the highest recycling rate with a 58.9% rate for calendar year 2016.

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

Mr. Nolan directed the Board's attention to the graph showing the historic paper pricing by month over several years. The data for mixed paper prices started in 2012 and Mr. Nolan noted that over the last 5 years, prices averaged between \$55-\$60. In March of 2017 it went to \$100 per ton, however has since dropped and is holding at \$35 per ton because of China adding tougher restrictions on imports of mixed paper and other commodities. Mr. Nolan stated that OCC (Old Corrugated Cardboard) averaged \$111 over the last 5 years but in March of 2017 it was \$185. Mr. J. Clary (A – Henrico) asked for the average trendline to be included on the graph in the future.

#### ***eWaste update***

Mrs. Hynes provided an update on the eWaste situation. She reported that since the last Board meeting Mr. J. Snyder, CVWMA Attorney, responded to the attorney for the landlord of the tenant in Henrico County. She also indicated that Siteworks would be moving the materials from the warehouse, if not already moved. DEQ personnel, Mr. Nolan, and others from the jurisdictions visited the warehouse. In addition, the 5 localities and 2 school districts that received a claim for damages, like CVWMA, are all going through a process to hear the claim and take action on the claim. To date, 4 localities have brought the claim before the Board of Supervisors and allowed the claimant's attorney to speak. All 4 denied the claim. Goochland is the last one and it is on their agenda for January 3<sup>rd</sup>. Mrs. Hynes stated that she spoke with Mr. Wright, owner of eWaste Tech

and he remains committed to moving the materials as soon as the funds are available. Siteworks plans to recycle the material sometime in January Mrs. Hynes relayed.

Mr. S. Wyatt (M-Hanover) stated that Sitework's attorney referred to the materials as hazardous waste but what he saw in the pictures was TVs and monitors on pallets neatly stacked and already shrink wrapped. They are intact, packaged and ready for shipment. Mrs. Hynes indicated that CRT material is exempt from hazardous waste and solid waste regulations as long as it is not accumulated longer than one year. DEQ was notified in March of 2017. Mrs. M. Kelley (M- Henrico) asked who is ultimately financially responsible for handling the removal of this material? Technically eWaste Tech Systems first and then likely Siteworks will be financially responsible for removal Mrs. Hynes answered. Mrs. Kelley relayed the quotation from the lawyer's letter that stated, "I am doing it but I am still coming after the rest of you." Mrs. Hynes agreed that it may not be over yet. Mrs. Kelley asked how Mr. Wright still intends to remove the materials and that his company has not filed bankruptcy. He is trying to revitalize his company. Chairman Lane asked if there was a response from DEQ after the site tour. Mrs. Hynes relayed there was not.

Mr. S. Chidsey (M – Hanover) indicated the 12 month clock began in March when DEQ was notified. Mrs. Hynes relayed that DEQ has a process in place. They will first go to the generator and issue a fine to remove the material or pay. They then would go to the landlord who is trying to claim that anyone who ever had any contact with the material would be responsible under the CERCLA regulations. Mrs. Hynes indicated we have deemed this a landlord/tenant issue. The next step in the County process, since it was heard in front of Board of Supervisors, Siteworks has 30 days to file a notice that they are going to appeal, Mr. S. Chidsey stated. After initial notification, they have 6 months to file and the case will have to be heard in a circuit court.

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

Mr. Nolan reported the TAC met on December 7, 2017; the committee discussed the Solid Waste Management Plan which needs update in 2019. Starting in 2018, a portion of the plan will be brought up for discussion at each monthly TAC meeting so that the plan can be updated. He asked if the Board has specifics for TAC to discuss, reach out to Mr. Clary, chairman, or himself. Mr. Nolan relayed that CVWMA will be submitting a questionnaire to each of the jurisdictions to find out what their solid waste needs may be in the upcoming 20 years. The next TAC meeting will be January 4, 2018.

#### **Item No. 11: Public Information America Recycles Day Recap**

Mrs. N. Drumheller, Public Affairs Manager, brought to the Board's attention all the education and outreach that was completed during the month of November. She voiced her appreciation for being able to work with Jonathan Austin and his ability to reach students, teachers, and administrators. It would take CVWMA Public Information and Outreach staff a long time to coordinate programs to reach these audiences.

Mrs. Drumheller stated there were 14 educational Jonathan Austin shows which impacted 3,433 students and adults and 9,491 educational materials were distributed at local elementary schools throughout the curbside recycling program service area in the region. Post activities were also provided for the SOLs. A Colonial Height's Principal wants his students to be given this programming annually.

Mrs. Drumheller continued, CVWMA partnered with 12 public libraries in 4 of our member localities to provide young readers with 10,500 bookmarks as part of the regional Reading,

Recycling & America Recycles Day Partnership. CVWMA staff are currently working with Linda Gosnell, Pamunkey Regional Library to provide bookmarks at all of Hanover County Library branches as well as the Goochland County branches. Staff is also going to Charles City County and New Kent County to meet with library staff and provide bookmarks in January. Once we have done this, all the public libraries in the 13 member localities will have been given bookmarks to promote reading and recycling.

Mrs. Drumheller relayed there were 2 regional media stories in November on *Virginia This Morning*, 2 local events. 4,505 people entered the contest by answering a question about recycling and of those contestants 2,941 asked for more information about CVWMA. Mrs. Drumheller stated she had emailed all 2,941. The partnership with local media helps reinforce our messages as they communicate the same messages as CVWMA.

There were 34 education and outreach requests (17 presentations, 12 requests for educational materials, 2 events, 2 media interviews). Mrs. Drumheller continued that requests came from the following groups: Schools (20), Government in November (10), media (2), business (1), non-profit (1) and the CVWMA estimates reaching 3,830 people and distributed 22,840 educational materials. She and Ms. Carney processed requests from Colonial Heights (4), Chesterfield (2), Goochland (3), Hanover (2), Henrico (8), Hopewell (3), Petersburg (5), Richmond (3), Media (2), and regional (1).

#### ***December 2017 Waste Reduction News***

Mrs. Drumheller reported the December 2017 electronic newsletter included the following: Think. Shop. Buy. Local.; Christmas Day & New Year's Day will delay CVWMA Collections; CVWMA, Pinterest and the Holidays; 2018 CVWMA Recycling Collection Schedule. There are 1,320 email subscribers to the monthly newsletter.

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

Statistical data for the month of November shows that 14,039 unique visitors made 30,087 visits to over 74,000 pages. Mrs. Drumheller stated the average visit time was 3 minutes for all pages. The top web pages viewed included the homepage for CVWMA.com, Curbside Recycling What to Recycle, Curbside Recycling Collection Schedule, Electronics and Holiday Collection Schedule. Mrs. Drumheller continued stating the news feed had 632 views and the Event calendar had 753 views.

Mrs. Drumheller relayed that staff continues to post and tweet pictures and factoids on the new commodities as well as locality specific information, the customer service survey, carton recycling, America Recycles Day, etc. In addition, staff added 7 new "pins" (resources) to existing "boards" on Pinterest. Pinterest analytics report 2,070 impressions for the month of November with 127 new subscribers signed up for the email reminder in the month of November with total subscribers now at 29,007 as of November 30, 2017.

#### ***Thanksgiving Holiday Messaging***

Mrs. Drumheller added that the staff shared Thanksgiving Holiday impact to Thursday and Friday residential recycling and trash collections in a multitude of formats. Mrs. Drumheller thanked everyone for providing Christmas Tree recycling information. CVWMA posted the information on the website, sent a press release, and staff has been sharing on social media.

Mrs. Drumheller ended with welcoming all to introduce themselves to Ms. K. Carney, who has done such a great job of getting out and about in the area and it is only her second month at CVWMA.

#### **Item No. 12: Financial Reports for November 2017**

Mrs. T. Eckhout, CVWMA Accounting and Financial Manager reported that the monthly financial reports included in the Board packet were consistent with previous months. She informed the Board the Authority continues to remain within total budget, in all funds as of November 30, 2017. The Authority has a combined net income of \$409,007 year to date and Mrs. Eckhout reminded the Board that net income decreases as expenses are incurred throughout the fiscal year.

The Accounts Receivable schedule for November was included in the package, showing an outstanding balance more than 60 days old for Chesterfield, Mrs. Eckhout reported it was paid in full as of December 6th. Chairman Lane (M-Henrico) opened the floor for a motion to accept and file the Financial Reports for November 2017 as submitted. A motion was made by Mr. J. Burrell (A-New Kent), seconded by Mr. R. Dunn (M-Chesterfield), and carried that the Financial Reports for November 2017 be approved and filed as submitted.

**Item No. 13: Administrative**

Mrs. K. Hynes reminded the Board about the Financial Disclosure forms that each member is responsible for completing and submitting to their Clerk's Office and CVWMA which are due in January of 2018.

**Item No. 14: Recycling**

Mrs. Hynes introduced Jonathan Austin who has been a fabulous partner promoting recycling throughout the region, to 14 schools, performing magic. CVWMA has received so many positive comments and appreciation for this valuable partnership.

Mr. J. Austin performed his amazing and educational juggling comedy routine for the Board explaining how he talked about recycling and asked the students and faculty to think outside of the box. Mr. Austin relayed to the Board that he brought ideas of how to Reduce, Reuse, and Recycle to the students. Mr. Austin thanked the Board for the opportunity to work with the students and teach about recycling which is so near and dear to his heart. Mrs. Hynes thanked Mr. Austin for being an avid recycler and a great partner and relayed that it was a lot of fun.

Mr. S. Wyatt (M-Hanover) stated he would be grateful if Mr. Austin could go with him to some of his schools. Mr. Wyatt relayed that when a politician goes into a school things get real quiet and he would appreciate the fun that Mr. Austin would bring.

***Old/New Business***

Chairman Lane asked if there was any old or new business to come before the Board.

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 10:03 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Phillips (M-Chesterfield) and carried that the November 17, 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 December 15, 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., January 19, 2018. Given under my hand and seal of the CVWMA this 19<sup>th</sup> day of January 2018.



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**J. Allen Lane, Chairman**