

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
MARCH 16, 2018  
2104 WEST 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  
Patricia Paige (M-New Kent), Secretary  
Edward Watson (M-Hopewell), Director  
Lee Sloppy (M-Ashland)  
Robert L. Dunn (M-Chesterfield)  
Clay Bowles (A-Chesterfield)  
William E. Henley (A-Colonial Heights)  
Leigh Dunn (M-Goochland)  
Stephen Chidsey (M-Hanover)  
Marcia E. Kelley (M-Henrico)  
Jon Clary (A-Henrico)  
Johnny Melis (A-Powhatan)  
Michael Purvis (M-Prince George)  
David McNeel (M-Richmond)

**MEMBERS/ALTERNATES NOT PRESENT**

Jennifer Schontag (A-Ashland)  
Zach Trogden (A-Charles City)  
Jeffrey Howard (A-Chesterfield)  
Scott Zaremba (M-Chesterfield)  
Al Pace (A-Chesterfield)  
Doug Smith (M-Colonial Heights)  
Dwayne Jones (A-Goochland)  
Scott A. Wyatt (M-Hanover)  
Michael Flagg (A-Hanover)  
Randy Hardman (A-Hanover)  
Chip England (A-Henrico)  
Robert Whiteman (M-Henrico)  
Monique Robertson (A-Hopewell)  
James H. Burrell (A-New Kent)  
Daniel Harrison (M-Petersburg)  
William Riggleman (A-Petersburg)  
Cindy Odum Harris (M-Powhatan)  
Rod Compton (A-Prince George)

**Non-Voting:**

Bentley Chan (A-Henrico)

**Staff:**

Kimberly A. Hynes, Executive Director  
Nancy Drumheller, Public Affairs Manager  
Teresa Eckhout, Accounting and Financial Manager  
Reginald D. Thompson, Operations Technician  
Mary Beth Mains, Part-time Administrative Assistant

**Guests:**

Darlene Mallory, City of Richmond  
Miles M. Jones, City of Richmond

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 February 16, 2018**

Chairman Lane opened the floor for a motion to approve the minutes of the regular meeting of February 16, 2018 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Phillips (M-Chesterfield) Vice Chairman, and carried that the minutes of the February 16, 2018 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

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

Chairman Lane identified, and welcomed Mr. Miles Jones from the City of Richmond, a potential future Board member.

#### ***Resolution of Appreciation for Nancy Drumheller***

Mrs. Nancy Drumheller, Public Affairs Manager, was awarded a Resolution of Appreciation for her 10 years of service with CVWMA. Mrs. T. Eckhout, Accounting and Financial Manager, read the resolution recognizing, thanking, and commending Mrs. Drumheller for her years of service. Chairman Lane congratulated Mrs. Drumheller and commended her for her energy in working for the Authority and educating others about recycling. Mrs. K. Hynes, Executive Director, echoed Chairman Lane's comments and thanked her for being a valuable member of the staff, of the Board, and CVWMA as a whole. She runs circles around all of us. She lives, eats, breathes CVWMA and she has truly been a blessing. Mrs. Hynes thanked Mrs. Drumheller for her experience in public administration, recycling education, enthusiasm, confidence, and her ability to share her joy with staff and the community. Mrs. M. Kelley (M-Henrico) relayed her appreciation for Mrs. Drumheller's outstanding work and enthusiasm and thanked her for finding ways we can educate and work with communities. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mrs. M. Kelley (M-Henrico) and carried recognizing, thanking and commending Mrs. Drumheller on her 10 years of service.

## **STAFF AGENDA**

### **Item No. 4: 2018 General Assembly Update**

Mrs. Hynes gave a wrap up on the General Assembly which convened on January 10 and adjourned March 9. They will reconvene in the next few weeks for a special session to develop the budget Mrs. Hynes stated.

SB218, signed by both Houses, will define "Beneficial Use" and provides that recycling facilities should be considered a manufacturing center for the sake of any state or local economic development grant. The bill also directs the Department of Environmental Quality (DEQ) to provide to the General Assembly by November 1, 2019, an evaluation of Virginia's solid waste recycling rates and

a set of recommendations for improving the reliability of the supply of recycled materials during the next 10 years in order to provide for beneficial use. Mrs. Hynes stated she learned this bill came from Virginia Manufacturers Association so that we have a good, clean, reliable supply of recyclable materials particularly glass over the next 10 years. The bill is awaiting the Governor's signature.

All other relevant legislation the staff was tracking did not pass.

#### **Item No. 5: Residential Recycling Program**

Mrs. K. Hynes, CVWMA Director of Operations, filling in for Mr. R. Nolan, Director of Operations, reported that year to date through February 28, 2018, 24,837 tons of recyclable materials were collected in the Residential program versus 25,213 for the same period last year, a difference of 376 tons. She reported 2,788 tons were collected in February 2018 vs. 2,744 in February 2017.

Mrs. K. Hynes stated that County Waste provided the tonnage collected in their Curbside Recycling program in February: Hanover (85 tons) and Henrico (33 tons) in addition to Chesterfield (248 tons). Mrs. Hynes mentioned misses in February were 359 compared to a year ago of 268.

CVWMA has received rebates year to date of \$478,940 for participating jurisdictions in the Residential Recycling Program. This is up \$9,140 compared to \$469,800 for the same period last year.

Mrs. K. Hynes reported that CVWMA responded to TFC regarding the rebate as directed by the Board last month. TFC will likely come back to CVWMA in the future.

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

Mr. R. Thompson, CVWMA Operations Technician, reported that in the month of February there were 16 misses in Ashland and 32 misses in Chesterfield recorded for County Waste. He reported 39 misses were recorded in Colonial Heights, 63 in Hopewell, and 69 in Petersburg. CVWMA met with CFS and the City of Petersburg on February 9 for discussion of the renewal of the Residential Municipal Solid Waste (MSW) and Recycling collection contract which expires on June 30, 2019. Another meeting has been scheduled with Petersburg for Wednesday March 21.

#### **Item No. 7: Operations and Program Statistics**

Mr. R. Thompson stated that requests for information were sent out to various recycling processors to gather data for the Recycling Rate Report for calendar year 2017. Mr. R. Thompson will present the report to the Board in April and submit to the Department of Environmental Quality (DEQ) by April 30.

Mrs. K. Hynes, referring to the February 2018 Program Statistics, stated CVWMA is ahead of revenues from last year by \$67,773. Mrs. K. Hynes reported that commodity pricing of mixed paper is down \$5 per ton to \$25 and OCC prices are down \$10 per ton to \$95. Mrs. K. Hynes relayed that the official new restrictions by the Chinese government on imports began March 1, 2018. Chinese inspectors have already visited TFC and County Waste to inspect for contamination. Contamination has not reached the .5% standard but they are striving to meet those restrictions. Also, material recovery facilities are diverting materials to Korea, India, Vietnam and some domestic mills.

Mrs. Hynes stated she was contacted by Richmond Free Press to comment on how CVWMA is being affected by the increased restrictions from China. Virginia Public Radio also had questions regarding

van der Linde, a mixed waste facility in Charlottesville who closed their recycling business. Mr. S. Chidsey (M-Hanover) stated that van der Linde was acquired by County Waste who is converting the facility to a transfer station.

Mrs. Hynes relayed CVWMA set a meeting for March 27<sup>th</sup> with all 3 vendors that collect recycling. TFC, CFS, and County Waste will discuss ways to help reduce contamination at the curb. Suggestions on education against plastic bag use and the use of rejection stickers is a way we can work together to reduce contamination at the curb and at the drop off locations.

Mrs. Hynes reminded the Board of upcoming events: April 21<sup>st</sup> - Hanover and Prince George will hold Household Hazardous Waste collections and Powhatan will hold a Tire Recycling collection event; Electronics Recycling in New Kent on April 28<sup>th</sup> and May 5<sup>th</sup> in Henrico and the City of Richmond; and June 2<sup>nd</sup> Chesterfield will host an Electronic Recycling and Shredding event.

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

Mrs. K. Hynes reported that the TAC meeting was held March 1. The Crater Planning District Commission and the Richmond Regional Planning Commission have been invited to attend upcoming TAC meetings to help update Solid Waste Planning process. Mrs. Hynes relayed the Commissions have GIS capabilities, and research of economic trends expected over the next 20 years. Each locality was sent a survey requesting input on their anticipated growth and estimated solid waste needs in the upcoming 20 years. The same will be done for landfills in our plan.

Mrs. Hynes reported the TAC is looking for an outlet to recycle fluorescent light bulbs. CVWMA is working with AERC who has contracted with VCU which allows other governments to participate on that contract.

Mrs. Hynes stated CVWMA has contracts that expire June 30, 2019: Petersburg MSW & Recycling, Ashland MSW, Hopewell MSW & Recycling, Drop Off Hauling, FEL Recycling and FEL MSW. CVWMA has solicited renewal proposals for current contracts and are working on RFPs for contracts that expire.

Mrs. Hynes relayed that Mr. Chip Hall of Natural Organic Process Enterprises (NOPE) will attend the next TAC meeting to talk about composting. Mr. Hall helped CVWMA by recycling compost at the CVWMA courtyard event in 2015. All are welcome to attend the meeting on April 5 at 9:00 a.m.

### **Item No. 9: Earth Day 2018**

Mrs. N. Drumheller, Public Affairs Manager stated that staff is getting geared up for the month of April and Earth Day. Regional education focus will be on plastic bags and plastic bagged recyclables. Member localities are encouraged to create short educational videos explaining why we do not accept plastic bags and bagged recyclables and how the contaminates impact costs of their programs. Staff will promote locality educational messages and videos. Educational ads and social media will also provide education on plastic bags and the damage or costs at local material recovery facilities. CVWMA staff is working with Mr. Matt McClain, Creative Director at CBS 6, to create a public service announcement from the plastic bags with Jonathan Austin portion of the Journey to the Material Recovery Facility (MRF) video.

A great example of local education are the brochures created by the City of Colonial Heights and the Powhatan County Anti-Litter Council Mrs. Drumheller continued. She held up samples and indicated adding the information about plastic bags to the existing documents and/or utilizing local committees

to educate Localities can count as MS4 education credits as well as statistics for the VA DEQ litter and recycling accounting reporting. Mrs. Drumheller indicated that staff would be using regional messaging to educate residents and help them understand how plastic bags impact locality programs. In addition, the CVWMA Earth Day webpage will be featured on the CVWMA website and staff will promote all locality special collection events and programs.

#### **Item No. 10: Public Information**

Mrs. N. Drumheller brought to the Board's attention that through the outreach efforts and presentations, educational materials, events and serving on judging panels, CVWMA impacted 720 people and distributed over 1,700 educational materials to localities in February.

CVWMA is all about partnerships and extending our reach in the region Mrs. Drumheller continued. Ms. K. Carney, Recycling Education & Outreach Specialist, spoke to the Faithful Followers Home School Group on February 27, 2018. Mrs. Drumheller noted this was being reported as a regional event because Ms. Carney provided recycling education to children and adults from Chesterfield, Goochland, Hanover and Henrico during her presentation.

Ms. K. Carney was a guest presenter at the Girl Scouts World Thinking Day on February 16, 2018 in Henrico County. The audience was very excited about many environmental topics but particularly the 3R's – Reduce, Reuse, Recycle. The scouts planned a series of activities and Ms. K. Carney presented the CVWMA Journey to the Material Recovery Facility (MRF) video. Many of the girls and leaders were avid recyclers that had questions about recycling and want to recycle better. that want to recycle better. Ms. K. Carney included educational information about plastic bags and Styrofoam. About 50 scouts and leaders representing Ashland, Goochland, Hanover, and Henrico attended this event and 45 Girls Scouts earned the CVWMA Special Reduce, Reuse, Recycle Scout Patch.

Mrs. N. Drumheller reported that she served on the judging panel for Virginia LifeSmart's Statewide Consumer Education program for middle and high school students on February 16, 2018. As part of Virginia Life Smarts Statewide Competition, CVWMA worked with staff representing the Office of the Attorney General of Virginia, Virginia Credit Union, Virginia Cooperative Extension, Virginia Housing and Development Authority, Virginia Lottery and others. This event provided great visibility for CVWMA, Mrs. Drumheller stated.

Ms. K. Carney and Mrs. N. Drumheller participated in a Science, Technology, Engineering and Math (STEM) event for Middle Schoolers at Maggie Walker Governor's School on February 24, 2018. This event was organized and coordinate by students. Staff used the VA DEQ's model landfill as it was perfect for this type of event. The landfill model sparked many conversations about waste, how long it will sit in a landfill, and the different pollutants it will make over time. Participants talked about alternative materials, how to deal with waste, and how to increase recycling. Participants were from Goochland, Hanover, Henrico and Richmond. CVWMA staff shared pictures from the event with the DEQ staff who offered to create a recycling center model to go with the landfill model.

Ms. K. Carney created a recycled craft that was featured on page 56 of the 100<sup>th</sup> issue of the Richmond Family Magazine (March 2018). All of Ms. Carney's time creating and coloring the various steps for the craft as well as coordinating logistics for the photoshoot, model, etc. resulted in such a professional look in this publication. This was an excellent example of CVWMA as a community partner. Kudos to Ms. Carney for a job well done, Mrs. Drumheller stated. Ms. K. Carney has another craft that will be featured in the April Richmond Family Magazine publication.

Richmond Family Magazine distributes 45,000 magazines each month at over 850 locations from Ashland to Petersburg and 8,000 families receive their e-news.

Ms. K. Carney will have a recycled art table top exhibit at the Hopewell Fine Arts Festival tomorrow. Her exhibit features artists who use recycled items to create their art. Local, national and international artists gave Ms. Carney permission to use pictures of their art for this educational exhibit. Mrs. Drumheller thanked Chairman Lane, as he worked with Ms. Carney so that we could feature his grandson Stephen's art work as part of this exhibit.

### ***March 2018 Waste Reduction News***

The March 2018 electronic newsletter included CVWMA Residential Recycling: Dos and Don'ts, Recycling and Litter Prevention, Only Rain Down the Drain, and Stay Connected with CVWMA. This was distributed to 1,328 email subscribers with monthly statistics showing that the open click rate was at 32.8 % which is above the industry standard of 20.8%. The top links clicked included the Journey to the MRF video, What to Recycle and the Storm Water Resource Page.

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

Mrs. Drumheller reported the statistical data for the month of February shows that 15,214 unique visitors made 34,222 visits to over 45,353 pages on the CVWMA website. The average visit time was 3 minutes for all pages. The top web pages viewed were the Homepage at cvwma.com, Curbside Recycling What to Recycle, 2017 CVWMA Recycling Collection Schedule.pdf, 2018 CVWMA Recycling Collection Schedule pdf., and the Curbside Recycling Collection Schedule page. Electronics News Feed had 498 views and the Event calendar had 4,079 views which shows how the public looks to us for events happening in the area.

Mrs. Drumheller relayed that staff continues to post and tweet pictures with collection information and education as well as locality specific information. In addition, staff added 21 new "pins" (resources) to existing boards on Pinterest. Pinterest analytics report 11,988 average impressions for the month of February. Mrs. Drumheller reports there were 178 new subscribers signed up for the email reminder in the month of February bringing total subscribers to 30,247 as of February 28, 2018.

Mrs. Drumheller shared Mrs. K. Hynes was interviewed by Jeremy Lazarus of Richmond Free Press, and that she is working on getting an op-ed article in the Richmond Times Dispatch.

### **Item No. 11: Curbside Education Advisory Committee Report**

Mrs. Drumheller reported Curbside Education Advisory Committee met on February 27, 2018 with a Colonial Heights member focus. She thanked Chuck Henley on behalf of the City of Colonial Heights for hosting. The Customer Service Survey Executive Summary, residential recycling contamination and the use of rejection stickers, and plastic bag education were the key topics of discussion. CVWMA staff posted the Executive Summary to the website and sent out a Press Release regarding the survey.

Continuing, Mrs. Drumheller reported that outreach staff and the customer service team provided ongoing education regarding contamination issues especially plastic bags and Styrofoam. Our outreach numbers reflect this every month and according to Mrs. S. Breaker, Call Center Supervisor, CVWMA averages 900 calls per month educating the callers on unaccepted items. The consensus of the group was for the contactors to use uniform rejection stickers. A meeting is scheduled for March 27th with the contactors.

## **Item No. 12: Financial Report for February 2018**

Mrs. T. Eckhout relayed that the financial activity for February is consistent with previous months and the Authority continues to remain within total budget in all funds as of February 28, 2018. CVWMA has a combined Net Income of \$218,311 year to date. The net income will continue to decrease as we continue to incur additional expenses throughout the fiscal year. The accounts receivable schedule reflects the details of the amounts due to the Authority. All accounts are current.

Mrs. Eckhout continued and informed the Board that CVWMA has been awarded the Certificate of Achievement for Excellence in Financial Reporting by the Government Finance Officers Association (GFOA) for fiscal year 2017. Mrs. N. Drumheller will be sending out a press release sharing this prestigious award later today.

Chairman J. Lane (M-Henrico), opened the floor for a motion to accept the Financial Report for February. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. J. Clary (A-Henrico) and carried that the Financial Report for February 28, 2018 be approved and filed as submitted.

## **Item No. 13: Administrative**

Mrs. K. Hynes reminded the Board of the upcoming meetings: April 5, the TAC will meet at 9:00 a.m., the Audit Committee Meeting will meet on April 9, and the Executive Committee meets at 2 p.m. on April 10. April 20 is the next Board meeting in Petersburg.

### ***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 9:49 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. J. Clary (A-Henrico) and carried that the March 16, 2018 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 March 16, 2018 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 20, 2018. Given under my hand and seal of the CVWMA this 20<sup>th</sup> day of April 2018.

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**J. Allen Lane, Chairman**