

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
JUNE 15, 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
Lee Sloppy (M-Ashland)
Scott Zaremba (M-Chesterfield)
Jeffrey Howard (A-Chesterfield)
Dwayne Jones (A-Goochland)
Stephen Chidsey (M-Hanover)
Marcia E. Kelley (M-Henrico)
Robert Whiteman (M-Henrico)
Monique Robertson (M-Hopewell)
Cindy Odum Harris (M-Powhatan)
Michael Purvis (M-Prince George)
David McNeel (M-Richmond)
Miles Jones (M-Richmond)

Non-Voting:

Clay Bowles (A-Chesterfield)
Chip England (A-Henrico)
Jon Clary (A-Henrico)
Johnny Melis (A-Powhatan)

Staff:

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

MEMBERS/ALTERNATES NOT PRESENT

Patricia Paige (M-New Kent), Secretary
Jennifer Schontag (A-Ashland)
Ricky Hicks (M-Charles City)
Michelle Johnson (A-Charles City)
Robert L. Dunn (M-Chesterfield)
Al Pace (A-Chesterfield)
Doug Smith (M-Colonial Heights)
William E. Henley (A-Colonial Heights)
Leigh Dunn (M-Goochland)
Scott A. Wyatt (M-Hanover)
Randy Hardman (A-Hanover)
Michael Flagg (A-Hanover)
Bentley P. Chan (A-Henrico)
James H. Burrell (A-New Kent)
Tangela Innis (M-Petersburg)
William Riggelman (A-Petersburg)
Rod Compton (A-Prince George)

Guests:

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 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 May 18, 2018

Chairman Lane opened the floor for a motion to approve the minutes of the regular meeting of May 18, 2018 as submitted. A motion was made by Mr. M. Kukoski (M-Richmond), Treasurer seconded by Mr. R. Whiteman (M-Henrico), and carried that the minutes of the May 18, 2018 Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

Item No. 3: Chairman's Report

Chairman Lane had nothing to report.

Item No. 4: Nominating Committee Report

Election of Officers for Fiscal Year 2018-2019

Mr. M. Kukoski (M-Richmond), Nominating Committee Chair thanked the committee and CVWMA staff for their efforts and he introduced the recommended slate of officers for fiscal year 2018-2019: Mrs. Marcia Phillips (M-Chesterfield), Chairman; Mr. Scott Wyatt (M-Hanover), Vice Chairman; Ms. Patricia Page (M-New Kent), Secretary; Mr. Mark Kukoski (M-Richmond), Treasurer; Mr. Robert Dunn (M-Chesterfield), Director, and Mr. Allen Lane (M-Henrico), past Chairman.

Chairman Lane opened the floor for nominations from the floor. With no nominations from the floor, Mrs. M. Kelley (M-Henrico) motioned to close nominations, Mr. S. Chidsey (M-Hanover) seconded and it was carried to close nominations.

Chairman Lane asked if there was a motion to approve the slate of officers as presented by the nominating committee and it was moved by Mr. S. Chidsey (M-Hanover), seconded by Mrs. M. Kelley (M-Henrico) and the slate of officers was approved as presented.

STAFF AGENDA

Item No. 5: Strategic Plan – 2 Year Update

Mrs. K. Hynes, CVWMA Executive Directory presented the bi-annual Strategic Plan Implementation report. 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 provided details on each goal, objective and initiative and the progress being made toward each. Mrs. K. Hynes mentioned that each goal defines which committee has the lead to ensure that it happens.

Ms. C. Harris (M-Powhatan) suggested contacting Virginia Master Naturalist, Citizen Scientist, and the Friends of the River groups to assist with being a voice to educate the public. Mrs. Hynes agreed that was a good idea and she asked Mrs. Harris for contact names.

Item No. 6: Residential Recycling Program

Mr. R. Nolan, CVWMA Director of Operations, reported that year to date through May 31, 2018, 33,981 tons of recyclable materials were collected in the Residential Recycling Program versus 34,626 for the same period last year, a difference of 645 tons. He reported 3,250 tons were collected in May 2018 vs. 3,301 in May 2017.

Mrs. K. Hynes updated the Board on several meetings with the Executive and Technical Advisory Committees discussing the recycling markets and CVWMA recycling contracts. She also informed the Board that she presented at the Ashland Town Council meeting and the Henrico County Board of Supervisors meeting briefing both on the impact China's recycling restrictions and bans are having on the regional recycling programs and she offered to address other Boards and Councils.

Mrs. M. Kelley (M-Henrico) asked if there was a need for the Board to meet before the next Board meeting in August. Mrs. Hynes reminded her that at the last Board meeting the Board authorized staff to negotiate an amendment to the contract so there would not be a need for the Board to meet before August. Mr. J. Clary (A-Henrico) asked if Mrs. Hynes had interviewed with the Richmond Times Dispatch reporter and Mrs. Hynes stated she had spoken to him briefly and they wanted to know how the China bans and restrictions are affecting the CVWMA programs. Mrs. Hynes stated that the interviewer had already spoken to Mr. M. Benedetto, President and Owner of TFC, and the interviewer planned to tour the Materials Recycling Facility (MRF).

Mr. R. Whiteman (M-Henrico) asked if we planned to check up on contractors to make sure they were handling the material in accordance with the contracts. Mrs. Hynes responded staff is in continuous contact with the vendors and are following up to ensure recycling of the material.

Mr. J. Clary (A-Henrico) asked if we should put out information to reassure the citizens that we are on top of this and that the materials are not getting landfilled. Mrs. Hynes stated she was working on an article to provide reassurance to the public that the materials are still being recycled and inform the public what they can do to help. Mrs. Hynes noted that the contractors are rejecting materials and with the greater call volume about the rejections there is more one on one conversation to educate the public. The annual collection schedule maintains information in big bold print and the drop off containers also have information on the bins on what's accepted and what is not. Mr. J. Clary (A-Henrico) asked if we could put a bin at the drop off sites for the plastic bags. Mrs. Hynes responded that someone would need to monitor the bins and ensure clean bags for recycling. It may be better to put a trash container at the unstaffed Drop Off sites to reduce the temptation of putting unaccepted items in the bins. Mrs. M. Phillips (M-Chesterfield) suggested putting out a barrel to collect clean plastic bags and mentioned how Kroger bins are always overflowing with plastic bags at the front of the stores. Mrs. M. Kelley (M-Henrico) asked if Trex would be able to handle the additional volume if we did collect plastic bags for them. Mrs. Hynes stated she could contact Trex and would reach out to them. Mrs. Hynes stated not only Trex uses the collected bags, giving Walmart as an example of a company that backhauls cardboard and plastic bags to their distribution centers to be recycled. Mrs. N. Drumheller noted that Wegmans recycles their bags to create new bags. Mr. D. Jones (A-Goochland) noted that Food Lion sells to Trex. Mr. C. Bowles (A-Chesterfield) asked what Mrs. Hynes expectation is after she receives feedback regarding the contractor. Mrs. Hynes stated she would circulate a draft negotiation and communication to the work group as negotiations proceed.

Item No. 7: Municipal Solid Waste (MSW) Program

Mr. R. Thompson, CVWMA Operations Technician reported that in the month of May there were 34 misses reported in Ashland, and 24 in Chesterfield for County Waste. In addition, 93 misses were recorded in Hopewell, 40 in Colonial Heights, and 125 in Petersburg for Container First Services (CFS). CFS ran out of trash carts for the City of Hopewell and delivered temporary carts instead and was assessed a penalty of \$14,975 for failure to deliver trash cars as outlined in the contract, Mr. Thompson stated.

Item No. 8: Operations and Program Statistics

Mr. R. Nolan stated that May 2018 program revenues were \$114,738, a new record for a single month. So far this year, the CVWMA has reached \$946,498 in program revenue and all of this revenue is returned to the jurisdictions based on volume. Mr. Nolan noted last year was a record high and that we are on track to break that record this year despite not collecting as much revenue for paper the past few months. Mr. Nolan also noted the following drop off fines were assessed to CFS in May: \$150 Hopewell, \$400 Powhatan, and \$400 Henrico.

Mr. Nolan noted the following recycling events went very well: June 2, 2018 eWaste collection and hard drive shredding event in Chesterfield County; and June 9, 2018 Goochland house hold hazardous waste and a waste oil collection event.

Item No. 9: Technical Advisory Committee (TAC) Report

Mr. Nolan reported that the TAC met on June 5th and the discussion was mostly about the residential recycling contracts. The next meeting is scheduled for July 5, 2018, but may be moved because of the holiday.

Item No. 10: Public Information

Carton Council Webinar with Maryland Recycling Network

Mrs. N. Drumheller, CVWMA Public Affairs Manager, reported that CVWMA staff participated on a panel of speakers with the Carton Council on a webinar hosted by the Maryland Recycling Network. Mrs. Drumheller spoke about Carton Recycling Community Education and how CVWMA used the \$5,000 education grant from the Carton Council.

Promotion and Education Outreach (May)

Mrs. N. Drumheller stated that CVWMA staff responded to 41 requests for the month of May and 30 were presentations, 10 for educational materials, and 1 was a local event with our Mascot R3. Ms. K. Carney, Recycling Education and Outreach Specialist, responded to the 30 requests for presentations resulting in 56 different educational programs. CVWMA staff impacted 1,578 people and oversaw the distribution of 5,407 educational materials. Mrs. Drumheller spoke about the direct correlation between the CVWMA outreach programs and children taking the messaging home to their families. She shared the story of the Hopkins Elementary School Virginia Preschool Initiative (VPI) Program mom who called 340-0900 to sign up for recycling after her 4-year-old came home and told her “we need to recycle.”

Memorial Day Holiday Messaging

Staff provided holiday delay messages for CVWMA residential recycling and trash collections via many formats which included a press release, website scrolling ticker tape and multiple social platforms as well as the Curbside Email Reminder.

CVWMA May Waste Reduction News, Website, Social Media and Collection Day Email Reminder

Mrs. Drumheller stated the CVWMA staff continues to use the monthly electronic newsletter, CVWMA website, CVWMA social media platforms and the Curbside Email Reminder for ongoing education to the public. These platforms serve as important education and outreach tools. Staff continues to post and tweet pictures of accepted items, collection information, unaccepted items, contamination such as plastic bags, holiday delays in service as well as locality specific information. Mr. J. Melis (A-Powhatan) discussed Facebook coverage for education and feedback. Mr. Melis (A-Powhatan) attested to the ease of using Facebook to get the educational messages out but the response is not always pleasant.

Contamination Impacting CVWMA Programs

Mrs. Drumheller stated the CVWMA Customer Service Team and the Public Information staff continue to provide consistent education to local recyclers on recycling contamination (unaccepted items). Our Customer Service Team repeatedly educates callers about unaccepted items and accepted items. Total inbound calls for May were 4,450 which is up from 3,979 calls recorded for the month of April. Anyone who calls to report a missed collection is asked about contamination items which include plastic bags, food contaminated items, pizza boxes, etc.

CVWMA outreach and education efforts for the month of May impacted over 1,500 people of all ages and the staff's educational messages always address contamination and unaccepted items and its impact on the CVWMA Residential and Drop Off Recycling programs. The Curbside Email Reminder has an ongoing education message which links to our Plastic Bags Public Service Announcement and goes out to over 31,000 email subscribers every two weeks.

Rejection letters are also being sent out as educational messages, Mrs. Drumheller stated. Goochland sent out a utility bill insert with their special collection information as well as the impact of plastic bags on their recycling programs and Dwayne Jones (A-Goochland) is working on additional signage messages. Mrs. Drumheller went on to thank Powhatan staff for all of the social media posts and shares. Mr. Melis (A-Powhatan) stated they have put up temporary signage and switched signs around at their convenience center in hopes the public will see them. Mr. J. Melis (A-Powhatan) relayed that Powhatan has used additional signage, moving signs around, adding stickers to the dumpsters. In addition, Hanover County shared the Public Service Announcement on Facebook. Mrs. Drumheller recommends reaching out to local home owners associations and neighborhood newsletters to share educational messages about contamination and she mentioned Mrs. M. Phillips (M-Chesterfield), Vice Chairman has been asked to write a short article for the Oxford Civic Association newsletter to explain what is and isn't recyclable. Mrs. Phillips (M-Chesterfield) also relayed that there was a reaction from a peer group as she mentioned possible contaminants people may be trying to recycle, with pizza boxes getting the biggest reaction and discussion.

Mrs. Drumheller stated that she would like to see all CVWMA recycling contractors develop and use a uniform rejection sticker and to not go back and collect from residents that have placed the wrong items in the container.

Curbside Education and Advisory Committee Quarterly Meeting

The next quarterly Curbside Education and Advisory Committee meeting will be held on Thursday, June 28, 2018 at 10 am in the Town of Ashland Council Chambers. Ashland will be our Member Focus. The major focus of this meeting will be to develop a regional communication and education strategy for proper recycling. With current market conditions our participating localities will be paying

more for recycling services as well as processing and disposal. Because member localities are being impacted financially, Mrs. Drumheller invited locality public relations staff to attend the meeting as help is needed from everyone on ways to re-educate local recyclers that have been putting the wrong items in their containers for years.

Item No. 11: Financial Reports for May 2018

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 May 31, 2018. The CVWMA has a combined Net Income of \$104,827 year to date. The Net Income will continue to decrease as we incur additional expenses in the last month of the fiscal year. The accounts receivable schedule reflects that all jurisdictions are current.

CVWMA staff met with Brown & Edwards on May 23rd and discussed the audit plan for the FY18 audit. Brown & Edwards will be onsite the week of July 30th to perform the audit and once fieldwork is completed, the auditors will meet with staff and the audit committee to present any findings and discuss the overall audit and the Comprehensive Annual Financial Report (CAFR). The 2018 CAFR will be presented to the Board at the September 2018 Board meeting for consideration and approval before submitting to the Virginia Auditor of Public Accounts by the deadline of September 30th.

Chairman Lane opened the floor for a motion to accept and file the Financial Reports for May 2018 as submitted. A motion was made by Mrs. M. Phillips (M-Chesterfield), Vice Chairman and seconded by Mr. R. Whiteman (M-Henrico), and carried that the Financial Reports for May 2018 be approved and filed as submitted.

Item No. 12: Administrative

Mrs. K. Hynes relayed the passing of Mr. John Fountain who was a religious CVWMA TAC member through the years. Mr. Fountain worked for the City of Hopewell and he was a dedicated colleague and Mrs. Hynes asked the Board to keep his family in their thoughts.

Mrs. K. Hynes offered Board members thermal cups which were donated by our contractor, DRC Emergency Services, who sponsored the annual Regional Debris Management Training held on June 7th at Deep Run Park in Henrico County.

Mrs. Hynes thanked Mr. A. Lane (M-Henrico), Chairman, for all of his support and for all that he has done for CVWMA over the past 2 years and she noted she looked forward to continuing to work with him in the future as past Chairman on the Executive Committee.

Mrs. K. Hynes reminded the Board of the upcoming Curbside Education Advisory Committee Meeting on June 28, 2018 at 10:00 a.m. in Ashland, Technical Advisory Committee meeting, Thursday, July 5, 2018 at 9:00 a.m. which may be changed due to the July 4th Holiday, the Executive Committee meeting, Tuesday, July 24, 2018 at 2:00 p.m., the Technical Advisory Committee meeting, Thursday August 2, 2018, and the next Board of Directors Meeting is in Richmond on Friday, August 17, 2018 at 9:00 a.m.

Old/New Business

Chairman Lane asked if there was any old or new business to come before the Board and Mr. J. Clary (A-Henrico) reminded the Board of the previous discussions about a regional anti-litter message. He asked for ideas about a regional anti-litter tagline stating he plans to reach out to Virginia Tourism and the Economic Development Authority. Mrs. Hynes suggested Keep Virginia Beautiful as a source to create a synergy. Mrs. M. Phillips (M-Chesterfield), Vice Chairman, mentioned RVA branding and

Mr. Clary stated it may not work as well with some jurisdictions. Mr. Clary referred to gum wrapper and cigarette butt litter and Mrs. Phillips stated she worked with the Division of Litter Control and Recycling and she noted the biggest offenders were the 18 to 25 year olds who drive pickup trucks and so the Texas recycling tagline "Don't Mess with Texas" appealed to that age group but not the gardening ladies. Mrs. Drumheller mentioned Hanover's Sheriff's Department used the hash tag #EveryLitterBitHurts during their litter enforcement campaign and they gave tickets for littering. Mr. Clary noted that there is an additional cost involved with giving tickets including court costs and over time and Mr. S. Chidsey (M-Hanover) stated that Hanover paid overtime via the Department of Public Works in Hanover but they did see a difference for the four weeks they were writing tickets. Mr. D. McNeel (M-Richmond) mentioned that when starting a new public utility, they were advised by an advertising agency to not use RVA in the name because it was spread so far and wide already.

Chairman Lane thanked the Board for their contributions to CVWMA in the past two years and he opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 10:18 a.m. The motion was made by Mr. R. Whiteman (M-Henrico), seconded by Mr. D. McNeel (M-Richmond) and carried that the May 18, 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 June 15, 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. August 17, 2018. Given under my hand and seal of the CVWMA this 17th day of August 2018.



Marcia Phillips, Chairman

