

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY
BOARD OF DIRECTORS MEETING MINUTES
FEBRUARY 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
Edward Watson (M-Hopewell), Director
Lee Sloppy (M-Ashland)
Scott Zaremba (M-Chesterfield)
Robert L. Dunn (M-Chesterfield)
Leigh Dunn (M-Goochland)
Stephen Chidsey (M-Hanover)
Scott A. Wyatt (M-Hanover)
Robert Whiteman (M-Henrico)
Bentley Chan (A-Henrico)
William Riggelman (A-Petersburg)
Cindy Odum Harris (M-Powhatan)
Michael Purvis (M-Prince George)
David McNeel (M-Richmond)

Non-Voting:

Clay Bowles (A-Chesterfield)
Jeffrey T "Jeff" Howard (A-Chesterfield)
Dwayne Jones (A-Goochland)
Jon Clary (A-Henrico)
Johnny Melis (A-Powhatan)

Staff:

Kimberly A. Hynes, Executive Director
Richard Nolan, Director of Operations
Teresa Eckhout, Accounting and Financial Manager
Mary Beth Mains, Part-time Administrative Assistant
James Snyder, CVWMA Legal Counsel

MEMBERS/ALTERNATES NOT PRESENT

Patricia Paige (M-New Kent), Secretary
Jennifer Schontag (A-Ashland)
Zach Trogden (A-Charles City)
Al Pace (A-Chesterfield)
Doug Smith (M-Colonial Heights)
William E. Henley (A-Colonial Heights)
Michael Flagg (A-Hanover)
Randy Hardman (A-Hanover)
Marcia E. Kelley (M-Henrico)
Chip England (A-Henrico)
Monique Robertson (A-Hopewell)
James H. Burrell (A-New Kent)
Daniel Harrison (M-Petersburg)
Rod Compton (A-Prince George)

Guests:

With a quorum in attendance Chairman J. Allen Lane (M-Henrico) called the meeting to order at 9:00 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 January 19, 2018

Chairman Lane opened the floor for a motion to approve the minutes of the regular meeting of January 19, 2018 as submitted. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. S. Chidsey (M-Hanover) and carried that the minutes of the January 19, 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.

STAFF AGENDA

Item No. 4: Closed Session

Mr. R. Dunn (M-Chesterfield) motioned and Mrs. M. Phillips (M-Chesterfield) seconded and it was carried to move into closed session pursuant to Virginia Code Section 2-2-3712 for the purpose of discussing specific legal matters regarding the provisions of legal advice, as authorized under Virginia Code Section 2.2-3711(A)(7) and further the presence of Kim Hynes, CVWMA Executive Director and Mr. Rich Nolan, CVWMA Director of Operations is required during the closed session as they are necessary to the discussion and will reasonably aid the Board in its consideration of the matters at issue. The doors were closed.

Mr. S. Chidsey (M-Hanover) motioned and Mrs. M. Phillips (M-Chesterfield) seconded, and it was carried to exit the closed session re-opening of the meeting to the public. The doors were opened.

Pursuant to Virginia Code Section 2.2-3712D the following certified to the best of their knowledge that only those matters identified in the motion to move into closed session were in fact discussed during the closed session, such matters being properly exempted from the open meeting requirement pursuant to Virginia Code Section 2.2-3711(A)(7) and 2.2-3712A: Mr. E. Watson, (M-Hopewell), Director, Mr. W. Riggelman (A-Petersburg), Mrs. C. Harris (M-Powhatan), Mr. J. Melis (A-Powhatan), Mr. M. Purvis (M-Prince George), Mr. M. Kukoski (M-Richmond), Treasurer, Mr. D. McNeel (M-Richmond), Mr. L. Sloppy (M-Ashland), Mr. S. Zaremba (M-Chesterfield), Mr. C. Bowles (A-Chesterfield), Mr. R. Dunn (M-Chesterfield), Mr. J. Howard (A-Chesterfield), Mrs. M. Phillips (M-Chesterfield), Vice Chairman, Mrs. L. Dunn (M-Goochland), Mr. D. Jones (A-Goochland), Mr. S. Chidsey (M-Hanover), Mr. S. Wyatt (M-Hanover), Mr. A. Lane (M-Henrico), Chairman, Mr. B. Chan (A-Henrico), Mr. R. Whiteman (M-Henrico), and Mr. J. Clary (A-Henrico).

Mr. R. Dunn (M-Chesterfield) motioned, and Mr. S. Chidsey (M-Hanover), seconded and it was carried directing staff to draft and submit a response as discussed in closed session.

Item No. 5: Consideration of Resolution: 18-11 Amending the Residential Recycling Drop Off Processing Contract

Mr. R. Nolan asked the Board to consider **Resolution 18-11** authorizing an addendum to the Residential Recycling & Drop-off Processing Services Contract between the Central Virginia Waste Management Authority and Tidewater Fibre Corporation (TFC). Mr. Nolan stated this would be the 8th addendum and it would require collection of recycling from homes in the Central Goochland area which is outside of the contiguous service area currently. The homes are 20-30 minutes away from the furthest pick up currently; therefore CVWMA is negotiating with TFC to provide a rate for collection of recycling to approximately 400 homes, including a cart for recycling. Chairman Lane asked for a motion to approve **Resolution 18-11**, it was moved by Mrs. M. Phillips (M-Chesterfield), Vice-Chairman and seconded by Mrs. L. Dunn (M-Goochland) and carried to provide service to approximately 400 homes in Goochland to include a recycling cart.

Item No. 6: 2018 General Assembly Update

Mrs. Hynes gave an update on the General Assembly which convened on January 10 and adjourns March 9 with cross over day being February 14. Some of the bills that did not make it include: SB 139 which would have implemented a 5-cent tax on plastic bags for localities in the Chesapeake Bay Watershed failed in committee and SB 193 which would have given localities the option to prohibit the use of plastic bags within the locality is continued until next year.

SB218 is still being considered and this would 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. Mrs. Hynes stated she planned to go to the General Assembly to hear more about this particular bill.

Mrs. Hynes stated there have been several bills regarding Coal Ash and SB708 refers to the closures in the Coal Combustion Residuals (CCR) or surface impoundments located in the Chesapeake Bay watershed with the requirement that all residual be moved to a permitted landfill. Dominion Energy is the biggest opponent of this legislation.

HB257 which would have clarified the definition of responsible bidder or offeror under the Public Procurement Act to allow determination of whether a bidder is responsive based on previous experience was left in Committee. Lastly, Mrs. Hynes stated HB851 which would have removed the requirement of newspaper publication notification of procurement, also did not pass.

Mrs. C. Harris (M-Powhatan) asked what is the opposition to the plastic bag bill, stating it seemed like a no-brainer way to collect more money. Mrs. K. Hynes explained that the 5 cent bill was an imposition on the retailers and seems to be a debate on what the money should be used for. The state would have to set up a fund for it.

Item No. 7: Residential Recycling Program

Mr. R. Nolan, CVWMA Director of Operations, reported that year to date through January 31, 2018, 22,049 tons of recyclable materials were collected versus 22,469 for the same period last year, a

difference of 400 tons. He reported 3,419 tons were collected in January 2018 vs. 3,424 in January 2017.

CVWMA has received rebates year to date of \$426,670 for participating jurisdictions in the Residential Recycling Program. This is up \$7,767 compared to \$418,903 for the same period last year. Two snow storms hit during both Red Weeks in January and each storm was after a holiday (New Years and Martin Luther King) which made for a high volume of calls.

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

Mr. R. Nolan, CVWMA Director of Operations, reported that in the month of January there were 30 misses in Ashland, and 78 in Chesterfield recorded for County Waste.

Mr. Nolan stated that in January, 43 misses were recorded in Colonial Heights, 91 in Hopewell, and 114 in Petersburg. CVWMA met with CFS and the City of Petersburg on February 9 for discussion of the renewal of the Residential Trash and Recycling collection contract which expires on June 30, 2019.

Item No. 9: Operations and Program Statistics

Mr. Nolan stated that requests for information were sent out to various recycling processors to gather data for the Recycling Rate Report for CY 2017. Mr. R. Thompson will present the report due to the Department of Environmental Quality (DEQ) by April 30 at the April Board meeting.

Mr. R. Nolan stated that commodity pricing on Mixed Paper and OCC are down \$5 per ton from last month; Mixed Paper at \$30 per ton, and Old Corrugated Cardboard (OCC) at \$110 per ton. Metal prices and Waste Oil are both seeing an uptick Mr. Nolan stated.

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

Mr. Nolan reported there were 3 TAC meeting this month. The group discussed the TFC contract and finding an outlet to recycle fluorescent light bulbs. Mr. Nolan is working with AERC who has a contract with VCU which may allow other governments to piggy back on contracts.

The next TAC meeting will be March 1, 2018 and the discussion will include the Solid Waste Management Plan 5-year update process. Representatives from the Crater Planning District Commission and Richmond Regional Planning District Commission have been invited to attend. Questionnaires will be sent out to City, County, and Town Chief Administrative Offices, and solid waste staff in the various jurisdictions. The Central Virginia Solid Waste Management Plan is required to be updated in 2019 and each locality will be sent a survey requesting input on their anticipated growth and estimated solid waste needs in the upcoming 20 years.

Item No. 11: Public Information

Martin Luther King Day, Snow, President's Day Messaging

Mrs. K. Hynes reported for Mrs. N. Drumheller who was participating in the Virginia Statewide Life Smart Competition. As reported previously, last month we had a big increase in call volume due to holidays and two snow storms. The Red Week recyclers, Wednesday through Friday, had delays on both collection cycles. In addition, CVWMA staff saw the usual confusion from our customers with the Martin Luther King holiday, as member localities are closed and the CVWMA office is open and collections are on regular schedule. CVWMA used a variety of platforms to get the messages out.

Call Center January Statistics

Mrs. Hynes shared with the Board the impact to the Call Center after the annual recycling collection schedule was mailed. The data included over 14,000 calls, 700 emails from the public, 1,000 information requests (which include extra container stickers, calendars, etc.) occurred this January compared to over 11,000 calls, 600 emails, 900 information requests for January 2017. The monthly average for calls this fiscal year is 5,500 and last fiscal year the monthly average was 5,600 for the entire year of reporting. In addition, 1,036 bins were requested (Henrico) and 72 bins and 304 carts were purchased this month which is up over 100% of the normal 150 per month. This compares to 870 bin requests (Henrico) and 50 bins and 295 carts being purchased in January 2017. Thank you, to our Customer Service Team members!

Education and Outreach (January)

Mrs. Hynes continued that there were 22 requests for education and outreach during the month of January. These requests included 15 presentations, 4 requests for educational materials and 3 events. The requests came from the following groups: Business (12), Gov't (5), School (4), Scout (1) and CVWMA staff reaching 1,220 people and distributing 2,961 educational materials. Staff processed requests from Ashland (3), Charles City (1), Chesterfield (7), Col. Heights (1), Hanover (2), Henrico (5), New Kent (1), and Richmond (1).

Mrs. Hynes spoke to members of the Ashland Citizen Academy and Mrs. N. Drumheller and Ms. K. Carney worked Kids Day in the Garden Event in Chesterfield. In addition, they went to Charles City County and New Kent County Public Libraries and met with library staff to talk about library programs, and distributed bookmarks.

Curbside Education Advisory Committee and Education Work Group

The next quarterly meeting of the Curbside Education Advisory Committee will be held on Tuesday, February 27, 2018 at 10 a.m. The meeting will be held at the Colonial Heights Public Library. Todd Flippen and the City of Colonial Heights Public Works Department will be hosting the meeting as Colonial Heights is the Member Focus. All are invited to attend.

February 2018 Waste Reduction News

Mrs. Hynes relayed the February electronic newsletter was distributed to 1,332 email subscribers and had a click rate of rate of 33.8 % which is above the industry standard of 20.8%. Messaging in the February Newsletter included articles on the Recycled Valentine's Day Board on Pinterest, CVWMA Collections on Regular Schedule for President's Day Holiday, Did You Know? and CVWMA Customer Service Survey final results. The top links clicked included the Strategic Plan, Recycling Wizard and Pinterest.

Website Statistics, Social Media, and Curbside Email Reminder

Statistical data for the month of January shows that 22,135 unique visitors made 45,353 visits to over 103,097 pages. The average visit time was 3 minutes for all pages. The top web pages viewed were the Homepage of cvwma.com, Curbside Recycling What to Recycle, 2017 CVWMA Recycling Collection Schedule.pdf, Curbside Recycling Collection Schedule page, 2018 CVWMA Recycling Collection Schedule.pdf. and the Henrico Location page. News feed had 724 views and the Event Calendar had 1,250 views.

Staff continues to post and tweet pictures with holiday and inclement weather collection delays as well as regular collection for MLK Day holiday and locality specific information. In addition, staff added 11 new "pins" (resources) to existing boards on Pinterest. Pinterest analytics report 1,457

average impressions for the month of January. There were 738 new subscribers signed up for the email reminder in the month of January with total subscribers now at 30,069 as of January 31, 2018.

Henrico County Department of Public Works- MS4 Education Video

Mrs. Hynes shared with the Board that Henrico County Public Works Department, in partnership with Henrico County Public Relations and Media Services created an educational video to raise awareness about protecting its storm water system. The 10-minute video addressing key pollutants to local waterways that end up in the Chesapeake Bay was shared by CVWMA staff.

Finally, Mrs. Hynes relayed that the recycling themed shows with Jonathan Austin count as MS4 education credits. An email with the number of students/adults attending each show, along with educational materials was shared by email to storm water contacts in eligible curbside recycling localities.

Item No. 12: Financial Report for January 2018

Mrs. T. Eckhout relayed that the financial activity for January is consistent with previous months and the Authority continues to remain within total budget in all funds as of January 31, 2018. CVWMA has a combined Net Income of \$252,640 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 that CVWMA has publicly posted a Request for Proposal (RFP) for audit services on February 2, 2018. Responses are due back by March 2, 2018 and the Audit Committee will review the proposals.

Chairman J. Lane (M-Henrico), opened the floor for a motion to accept the Financial Report for January. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. S. Wyatt (M-Hanover) and carried that the Financial Report for January 31, 2018 be approved and filed as submitted.

Item No. 13: Administrative

Mrs. K. Hynes reminded the Board of the upcoming meetings: Curbside Education Advisory Committee will meet in Colonial Heights, February 27, 2018 at 10 a.m.; on March 1, TAC will meet at 9:00 a.m., and the Executive Committee meeting has been moved to 2 p.m. on March 1. March 16 is the next Board meeting.

Mrs. K. Hynes relayed she will be on vacation the week of March 5 through the 9th and Mr. R. Nolan and the rest of the staff will be available to answer any questions that may come up.

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 10:02 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. S. Wyatt (M-Hanover) and carried that the February 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 February 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., March 16, 2018. Given under my hand and seal of the CVWMA this 16th day of March 2018.



J. Allen Lane, Chairman

