

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 19, 2018**

**CRATER PLANNING DISTRICT COMMISSION  
PETERSBURG, 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)  
Robert L. Dunn (M-Chesterfield)  
Clay Bowles (A-Chesterfield)  
Doug Smith (M-Colonial Heights)  
Dwayne Jones (A-Goochland)  
Michael Flagg (A-Hanover)  
Robert Whiteman (M-Henrico)  
Bentley Chan (A-Henrico)  
William Riggleman (A-Petersburg)  
Cindy Odum Harris (M-Powhatan)

**MEMBERS/ALTERNATES NOT PRESENT**

Patricia Paige (M-New Kent), Secretary  
Jennifer Schontag (A-Ashland)  
Zach Trogden (A-Charles City)  
Scott Zaremba (M-Chesterfield)  
Al Pace (A-Chesterfield)  
Jeffrey T "Jeff" Howard (A-Chesterfield)  
William E. Henley (A-Colonial Heights)  
Leigh Dunn (M-Goochland)  
Scott A. Wyatt (M-Hanover)  
Stephen Chidsey (M-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)  
Michael Purvis (M-Prince George)

**Non-Voting:**

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

**Guests:**

Valerie Brockett, Prince George County





Mrs. M. Phillips (M-Chesterfield), Vice-Chairman opened the meeting for Chairman Lane (M-Henrico) who was in route. With a quorum in attendance, Mrs. M. Phillips (M-Chesterfield), Vice-Chairman called the meeting to order at 9:03 a.m.

## **CHAIRMAN'S AGENDA**

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

Vice-Chairman M. Phillips (M-Chesterfield), opened the public comment period and with no requests to address the Board, she closed the public comment period.

### **Item No. 2: Minutes of the Regular Meeting of December 15, 2017**

Vice-Chairman M. Phillips (M-Chesterfield), opened the floor for a motion to accept the minutes of the regular meeting of December 15, 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 December 15, 2017 Central Virginia Waste Management Authority Board of Directors meeting be approved as submitted.

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

Vice-Chairman Phillips (M-Chesterfield), introduced Cindy Odum Harris the newest Board Member from Powhatan County.

### **Item No. 4: Treasurer's Report - Financial Reports for December 2017**

Mr. M. Kukoski (M-Richmond) Treasurer, noted Petersburg remains up to date and all the accounts were current and thanked the staff for their effort as he turned the floor over to Mrs. T. Eckhout, Accounting and Financial Manager to present the monthly 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, 2017. The Authority has a combined net income of about \$299,621 year to date. Mrs. Eckhout noted that during the month of December, the Authority spent \$61,000 on the printing and mailing of the annual collection schedule. The accounts receivable schedule is included and reflects the details of the total amounts due to the Authority and all accounts are current.

Mrs. Eckhout stated staff will be working on drafting a Request for Proposals (RFP) for audit services by the end of this month.

Vice-Chairman M. Phillips (M-Chesterfield) opened the floor for a motion to accept the Treasurer's Report. A motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the Treasurer's Report for December 31, 2017 be approved and filed as submitted.

Vice-Chairman M. Phillips (M-Chesterfield), turned the meeting over to Chairman J. Allen Lane upon his arrival.

## **Item No. 5: Strategic Plan Update and Customer Service Survey Results**

Mrs. K. Hynes, CVWMA Executive Director, gave the year 2, second quarter update of the implementation of the Strategic Plan. Mrs. Hynes stated we are moving through the goals of the Strategic Plan, switching from bins to carts. Currently 37.5% of eligible households in the residential recycling program have carts for recycling, which is a 3% increase over last year. We are working with Goochland and Henrico Counties currently to convert their residents to carts, Mrs. Hynes stated.

Continuing, Mrs. Hynes informed the Board another initiative CVWMA has implemented is to better manage the contracts and contractors. Goal 1: Protection of Environmental Resources includes Staff and Technical Advisory Committee (TAC) creating a Facility Audit Form, to record what the vendors are recycling and where material collected in CVWMA programs is going downstream. The first round of forms has been sent to contractors asking for flow charts, documentation, R2 certifications, and audit results to verify they are meeting the national standards and the terms of the contracts, Mrs. Hynes stated.

Continuing, Mrs. Hynes informed the Board of another initiative of Goal 1 is to visit and educate elected officials. She stated that she had been visiting with chief elected officials and administrators. Most recently she visited the Charles City Board of Supervisors for their Budget meeting, and Goochland's Board of Supervisors.

Mrs. Hynes relayed that Goal 3 of the Strategic Plan is Educational Resources. CVWMA is increasing capacity and grass root efforts through Mrs. K. Carney, new Recycling Education and Outreach Specialist. She came to CVWMA with a lot of environmental and educational experience and has done a great job in the community. Our partnership with Jonathan Austin was another huge educational success. In December, CVWMA reported to the National Carton Council the efforts to promote recycling cartons through the grant. Staff has also established more consistent curbside education advisory committee meetings.

Mrs. Hynes reminded the Board that Goal 4 of the Strategic Plan is financial stewardship through a well-run organization. Mrs. Hynes relayed that reviewing and updating policies and procedures for both employees and Board members will be implemented in the next several months to a year. A business case has been developed showing the long-term value of cart program for residential recycling.

Mrs. Hynes reminded all attendees that the Customer Service Survey was sent out to assess how we are doing on service and public information. The Survey ran from September 15 through November 15, "America Recycles Day". CVWMA received 475 responses and at least one person participated from each of the 13 jurisdictions. 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. The majority that do not recycle were from Powhatan and Mrs. Hynes noted they do not offer curbside recycling. Of the respondents that do recycle; 379 recycle at the curb and some indicated using both curbside and drop off recycling programs.

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. Results will be shared individually with the jurisdictions if requested.

To highlight some of the jurisdiction results, Mrs. K. Hynes shared slides showing Powhatan had 40 respondents participating at drop offs and one had curbside pickup through another company.

Interestingly, respondents reported they are not recycling traditional materials but appliances, scrap metals, electronics, and paints. In Henrico, where there is both curbside and drop off recycling programs, of the 26 respondents, 24 utilize both curbside and drop off facilities for traditional recyclable materials. Goochland had 12 responses with no overlap of traditional items recycled at the curb and at the drop off locations.

The overwhelming response to the question, what people would like to recycle, was plastic bags and Styrofoam. Residents want curbside recycling in Powhatan and in Henrico County respondents want carts for recycling.

Mrs. Hynes continued to explain how respondents contacted customer service in the last 6 months; phones were listed as the most popular way to contact us with email as a second. When asked if their concerns were resolved with the first contact, 33% of the respondents said no. The issues listed were mostly operational, such as missed collections and bin/cart issues. Mr. E. Watson (M-Hopewell), Director, asked of the complaints that Mrs. Hynes had looked into, what her findings were. Mrs. Hynes responded that most of the time, the issue was operational and we could not always resolve their problem timely. Sometimes we have to tell the customer things they don't want to hear, but we have to explain with empathy.

There were lots of positive comments, Mrs. Hynes stated and she shared several. In addition, Mrs. Hynes noted that the survey asked 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 and Social Media the next most popular platform to get information about recycling. Text messaging was another response for preferred way to get information but the cost effectiveness is an issue for CVWMA Mrs. Hynes relayed.

Mr. J. Clary (A-Henrico) asked if the messaging about why we cannot recycle Styrofoam is on the CVWMA website. There is Mrs. Hynes stated. Mrs. M. Phillips (M-Chesterfield), Vice-Chairman mentioned she sees neighbors who put their recycling in plastic bags and continue to do so even after being told that bags damage the machinery. Mr. R. Whiteman (M-Henrico) asked if we could put the results of the survey on the CVWMA website, stating the questions and our response, and what we can do to improve and cannot do and why. Mrs. Hynes stated that would be done.

## **STAFF AGENDA**

### **Item No. 6: 2018 General Assembly**

Mrs. Hynes noted that the General Assembly convened on January 10 and adjourns March 9 with cross over day being February 14. As of January 18<sup>th</sup>, 2,644 bills were introduced. Senate Bill 139 which would implement a 5-cent tax on plastic bags for localities in the Chesapeake Bay Watershed has already failed in committee. SB193 would give localities the option to prohibit the use of plastic bags within the locality. This bill is in the Local Government Committee. SB218 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. This bill has passed the full Senate. Mr. M. Flagg (A-Hanover), asked about the concern of the supply chain of recycled commodities, to which Mrs. Hynes indicated she didn't know the issues and concerns.

Mrs. Hynes also mentioned HB257 which clarifies the definition of responsible bidder or offeror under the Public Procurement Act will allow determination of whether a bidder is responsive based on previous experience. Lastly, Mrs. Hynes stated HB851 would remove the requirement of newspaper publication notification of procurement.

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

Mr. R. Nolan, CVWMA Director of Operations, reported that for this year to date through December 31, 2017, 18,630 tons of recyclable materials were collected versus 19,030 for the same period last year, a difference of 400 tons. He reported 3,214 tons were collected in December 2017 vs. 3,442 in December 2016. There were 2 less collection days this year, Mr. Nolan reported.

CVWMA has received rebates and provided \$362,325 back to the participating jurisdictions from the residential recycling program compared to \$355,227 for the same period last year, up \$7,098. Mr. Nolan mentioned misses in December were 365 compared to a year ago of 365. In addition, two snow storms hit January Red Week recyclers.

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

Mr. Reginald Thompson, CVWMA Operations Technician, reported that in the month of December there were 28 misses in Ashland, and 37 in Chesterfield recorded for County Waste. Leaf vacuuming scheduled for the week of January 8<sup>th</sup> through 12<sup>th</sup> was rescheduled until the week of the 19<sup>th</sup> because of weather.

Mr. Thompson stated that in December CFS reported 24 misses in Colonial Heights, 50 in Hopewell, and 94 in Petersburg. On January 10<sup>th</sup>, CVWMA met with the City of Petersburg for preliminary discussion 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 commodity pricing has stayed level since November for Mixed Paper at \$35 per ton, and Old Corrugated Cardboard (OCC) at \$115 per ton. The eWaste event held by the city of Richmond on January 6<sup>th</sup>, collected over 11,000 pounds of electronics, despite record cold temperatures. Localities hosting events coming up in the Spring include Prince George, Powhatan, Henrico, and Hanover, so far.

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

Mrs. Hynes provided an update on the eWaste Tech Systems situation stating the 5 localities that received the same claim for damages as CVWMA, have all denied the claim formally and notified Siteworks attorney. Siteworks has 30 days to appeal and have not as of this date. The Siteworks warehouse has been emptied as well as the warehouse in Eastern Henrico.

Mr. M. Kukoski (M-Richmond), Treasurer, asked for clarification on how many loads were sent to Novotec to which Mrs. Hynes responded, to CVWMA's knowledge 12 loads were sent to Novotec. Mr. J. Clary (A-Henrico), asked what portion of the 12 loads was CRT material. Mrs. Hynes stated we don't know for certain, but Novotec recycles only CRT materials. She added the 12 loads could also include materials from other locations. Mr. E. Watson (M-Hopewell), Director, asked Mrs. Hynes if closure was needed before we can move forward and she agreed to discuss with Mr. Snyder, CVWMA's legal counsel and the Executive Committee.

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

Mr. Nolan reported the TAC met on January 11, 2018. The committee discussed the Environmental Facility Audit form which will be sent out to each Contracted vendor of the CVWMA. The purpose of the Audit is to document that any material collected by the vendor via the Contract are managed properly.

The Central Virginia Solid Waste Management Plan is required to be updated in 2019 and TAC has begun the process. Letters have been drafted to each locality requesting their input. Mr. Nolan relayed that CVWMA will be requesting each jurisdiction to complete a survey, providing input on their anticipated growth and estimated solid waste needs in the upcoming 20 years. The next TAC meeting will be February 1, 2018.

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

### ***New Year's Day, Inclement Weather Messaging***

Mrs. N. Drumheller, Public Affairs Manager, shared with the Board that staff used various platforms, including press releases, scrolling ticker tape on the CVWMA website, queue message, and social media to update our internal and external customers with holiday and collection day delays due to the holiday and snow. The Customer Service team received 10,000 inbound calls since January 1 and most calls have been collection related.

### ***2018 CVWMA Recycling Collection Schedule Calendar***

Mrs. Drumheller relayed the 2018 collection schedule, our biggest education piece, the calendars, were bulk mailed on December 26, 2017. Results of the calendar mailing will be shared in February. She went on to share that Andrew Freiden, local meteorologist with NBC12, posted a picture of himself and our 2018 calendar on several social media platforms. Mrs. Drumheller stated this is great free publicity due to our partnership with Andrew.

### ***Education and Outreach (December)***

Mrs. N. Drumheller reported that there were 20 requests for education and outreach during the month of December. These requests included 10 presentations, 6 requests for educational materials 3 events and one media story. Mrs. Drumheller went on to report that requests came from the following groups: Business (9), Gov't (6), School (3), Scout (1), Media (1) and CVWMA reaching 1,119 people and distributing 3,521 educational materials. She and Ms. Kate Carney processed requests from Chesterfield (4), Col. Heights (1), Goochland (1), Hanover (1), Henrico (5), Hopewell (1), Petersburg (1), Prince George (2), Richmond (2), Media (2), regional (1).

Mrs. Drumheller stated that she and Ms. K. Carney will be going to Charles City and New Kent County Public Libraries later in February with bookmarks. This staff outreach will culminate in providing bookmarks to every library of the 13-member governments, promoting our regional message on the importance of reading and recycling.

Finally, Mrs. N. Drumheller went on to share a social media post by a Chesterfield County Public School teacher complementing Ms. K. Carney and her awesome recycling lesson. This month is typically one where staff receives fewer requests for programs, as schools get out early for the holidays. Ms. K Carney spent time training and shadowing our Customer Service Team members. This staff development opportunity provided Ms. Carney valuable information and resources as well as the idiosyncrasies of our programs in each of our member localities. She even took calls all day for several days.



### ***January 2018 Waste Reduction News***

Mrs. Drumheller reported the January 2018 Waste Reduction News was distributed to 1,322 email subscribers and had a click rate of 28.5% which continues to be over industry standards. Messaging in the January Newsletter included the New Year's Holiday Will Delay CVWMA Collections, Christmas Tree Recycling, CVWMA Collections on Regular Schedule for Upcoming Holidays, and CVWMA Customer Service Survey

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

Statistical data for the month of December shows that 16,218 unique visitors made 33,052 visits to over 96,556 pages. On the CVWMA website the top web pages viewed were the Homepage of cvwma.com, Curbside Recycling What to Recycle, Curbside Recycling Collection Schedule page, and 2018 CVWMA Recycling Collection Schedule. The News Feed had 568 views and the Event calendar had 552 views.

Staff continues to post and tweet pictures with holiday and inclement weather collection delays, collection for MLK holiday and locality specific information. In addition, staff added 23 new pins (resources) to existing boards on Pinterest. Pinterest analytics report showed 2,387 average impressions for the month of December. There were 324 new subscribers signed up for the email reminder in the month of December with total subscribers now at 29,331 as of December 31, 2017. Mr. R. Dunn (M-Chesterfield) commented on the phone call he made to CVWMA's Customer Service and was very happy with the pleasant response he received including providing alternative drop off sites for his recycling.

### ***Hanover County Sheriff's Office Litter Campaign***

Mrs. Drumheller shared information from Hanover Sheriff's Office regarding their Public Information and educational litter enforcement campaign is in partnership with Hanover County Public Works Department. They are working to raise awareness about litter abatement. The campaign launched December 27<sup>th</sup> and runs through the month of January 2018. In addition to the educational posts and images, officers will write tickets for litter violations. WRIV TV 8 News correspondent, Kerri O'Brien, did a media story on the litter bug problem and the costs of picking it up on January 10, 2018.

### **Item No. 12: Administrative**

Mrs. K. Hynes relayed to the Board that the Customer Service team received over 10,000 calls from January 1 through January 19 and they are doing an outstanding job. Mrs. Hynes reminded the Board of the upcoming meetings: February 1, TAC; February 6 is the Executive Committee meeting; and February 16 is the next Board meeting.

### ***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 10:13 a.m. The motion was made by Mr. R. Dunn (M-Chesterfield), seconded by Mr. R. Whiteman (M-Henrico) and carried that the January 19, 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 January 19, 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., February 16, 2018. Given under my hand and seal of the CVWMA this 16<sup>th</sup> day of February 2018.

  
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**J. Allen Lane, Chairman**