

**CENTRAL VIRGINIA WASTE MANAGEMENT AUTHORITY  
BOARD OF DIRECTORS MEETING MINUTES  
JANUARY 15, 2021  
RICHMOND, VA & VIRTUAL**

**MEMBERS/ALTERNATES PRESENT**

**Voting:**

Patricia Paige (M-New Kent), Chairman  
Michael Purvis, (M-Prince George), Treasurer  
Miles Jones (M-Richmond), Secretary  
Tangela Innis (M-Petersburg), Director  
Jennifer Schontag (M-Ashland)  
Ricky Hicks (M-Charles City)  
Clay Bowles (M-Chesterfield)  
Cary Drane (M-Chesterfield)  
Jeffrey Howard (A-Chesterfield)  
Todd Flippen (A-Colonial Heights)  
Dwayne Jones (A-Goochland)  
Stephen Chidsey (M-Hanover)  
Michael Flagg (A-Hanover)  
J. Allen Lane (M-Henrico)  
Marcia E. Kelley (M-Henrico)  
Jon Clary (A-Henrico)  
Monique Robertson (M-Hopewell)  
Karin Carmack (M-Powhatan)  
Nathan Joyce (M-Richmond)

**Non-Voting:**

Chip England (A-Henrico)  
Jon Clary (A-Henrico)

**Staff:**

Kimberly A. Hynes, Executive Director  
Richard Nolan, Director of Operations  
Nancy Drumheller, Public Affairs Manager  
Kenna Shea, Accounting and Financial Manager  
Reginald D. Thompson, Operations Analyst  
Stephanie Breaker, Sr. Customer Service Supervisor  
Mary Beth Mains, Part-Time Administrative Assistant

**MEMBERS/ALTERNATES NOT PRESENT**

Robert Dunn (M-Chesterfield), Vice Chairman  
Lee Sloppy (A-Ashland)  
Michelle Johnson (A-Charles City)  
Scott Zaremba (A-Chesterfield)  
Al Pace (A-Chesterfield)  
Doug Smith (M-Colonial Heights)  
Wendy Grady (M-Goochland)  
Randy Hardman (A-Hanover)  
Susan Dibble (M-Hanover)  
Bentley Chan (A-Henrico)  
John Lockwood (A-New Kent)  
William Rigglesman (A-Petersburg)  
Rod Compton (A-Prince George)

**Guests:**

Addressing the Board, Mrs. K. Hynes, CVWMA Executive Director, welcomed the attendees and she reminded members on how to cast their votes using the meeting's electronic functions. Mrs. Hynes instructed members who would like to vote verbally could take themselves off of mute.

Mrs. K. Hynes introduced and welcomed the newest Board member, Mr. Cary Drane (M-Chesterfield).

Chairman Paige started the meeting by having all attendees recite the Pledge of Allegiance. She welcomed all to the meeting, and with a quorum in attendance she called the meeting to order at 9:00 a.m.

## **CHAIRMAN'S AGENDA**

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

Chairman Paige (M-New Kent) opened the floor for public comment. Without any requests to address the Board, she closed the public comment period.

### **Item No. 2: Minutes of the Regular Meeting of December 11, 2020**

Chairman Paige (M-New Kent) opened the floor for a motion to approve the minutes of the regular meeting of December 11, 2020, as submitted. A motion was made by Mr. S. Chidsey (M-Hanover), seconded by Mr. M. Jones (M-Richmond), Secretary and carried that the minutes of the December 11, 2020, Central Virginia Waste Management Authority (CVWMA) Board of Directors meeting be approved as submitted.

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

Chairman Paige welcomed everyone to the first meeting of the year and reminded the Board that the General Assembly is in session and that staff will be reporting on relevant legislation.

### **Item No. 4: Treasurer's Report**

#### ***Financial Report for December 2020***

Mr. M. Purvis (M-Prince George), Treasurer, deferred to Mrs. K. Shea, Accounting and Financial Manager to present the financial activity. Mrs. K. Shea reported the December financial activity is consistent. The Authority has a combined net income of \$251,133 and the net income will continue to decrease each month as expenses are incurred throughout the fiscal year.

Mrs. Shea stated that the budget for Professional Services in the General Services Fund was increased by \$81,000 for the Strategic Plan Special Project, approved at the December Board meeting. She also noted, the Curbside Fund has a \$6,223 loss as of December 31<sup>st</sup>, due to the costs of printing the Recycling Calendar. She noted the fund will even out over the rest of the year.

The accounts receivable schedule reflects the details of the amounts due to the Authority as of the end of the month and there were no accounts past due more than 60 days.

Chairman Paige opened the floor for a motion to accept and file the Financial Reports for December 2020 as submitted. A motion was made by Mr. M. Jones (M-Richmond), Secretary, seconded by Mr. S. Chidsey (M-Hanover), and carried that the Financial Reports for December 2020 be approved and filed as submitted.

## Item No. 5: 2021 Virginia General Assembly

Mrs. Hynes provided the Board with a summary of relevant legislation and their status:

Senate Bill 1164 and House Bill 2173 will define “advanced recycling” as a manufacturing process for the conversion of post-use polymers and recovered feedstocks into basic hydrocarbon raw materials. Mrs. Hynes noted that this will help define new technologies and opportunities for recycling commodities, particularly plastics. It is not clear how “advanced recycling” will be factored into the annual recycling rate calculation.

House Bill 1902 prohibits dispensing by a food vendor, prepared food in a single-use polystyrene container. Certain chain restaurants will be required to stop using by July 1, 2023. Senate Bill 1186 prohibits construction of a new MSW landfill within three miles of a designated historic district, building, structure, object, etc. and SB1200 will require certification of approval from a governing body within a five miles radius in order to obtain a solid waste permit. Senate Bill 1319 Waste control and recycling; permits prohibits DEQ and Waste Management Board from issuing a permit for new or expansion of a landfill that will accept 3,500 tons or more of MSW per day until the General Assembly enacts legislation from recommendations of the Waste Diversion and Recycling Task Force and expands the scope of the Task Force. Mrs. Hynes reminded the Board the 2020 General Assembly established the Waste Diversion and Recycling and Task Force. Senate Bill 1373 Environmental permits for community and environmental justice outreach. New permit applicants will be required to complete certain public notice requirements.

Senate Bill 1210 Environmental permit fees directs the Waste Management Board to adopt regulations to collect fees from solid waste facilities necessary to fund the costs of the program. Mrs. Hynes reminded the Board that Mr. Jeff Steers, Director of Central Operations, Department of Environmental Quality (DEQ), presented to the Board in December that the current fees were not covering the cost of the solid waste program. She also reminded the Board that are currently fees in place that were established and have not been updated since legislation in 2003 or 2004. The impact to CVWMA and our localities is potential increased costs for trash collection, hauling and disposal as Contractors costs increase. However, DEQ is not whole in its funding of the solid waste permitting and compliance program. Mrs. K. Carmack (M-Powhatan) stated she would be in favor of the bill. Chairman Paige noted the annual fee is based on volume and adjusted accordingly and we do not know how it will affect Central Virginia and our localities as it trickles down. Mrs. K. Hynes stated that our contracts allow for the contractors to petition the CVWMA for increased cost due to changes in laws and regulations. Mr. J. Clary (A-Henrico) noted that Mr. J. Steers stated the funding issues they are having at DEQ’s Waste Group and he noted the lack of funding is felt in daily interactions with DEQ and that he would be supportive, although he has some concerns that it does not mention maximums on the permit fees. Mr. J. Clary (A-Henrico) noted that in his discussion with a member of the Waste Management Board that is supportive of the bill. Mr. J. Clary noted that there is a need to be regulated and reminded the Board that we have seen operators that do not operate and comply with their permit. Mr. J. Clary (A-Henrico) stated we know that we need to be regulated and that the DEQ needs to be funded so that they can regulate. Mr. Clary stated that the fees would be reduced if you are in compliance but the reward for complying is that you do not get a violation notice and a fine. He asked if there are any more comments that they be sent to the Technical Advisory Committee (TAC) and the TAC would send something out to the Board. Mrs. Hynes asked if there were other concerns and stated that it is hard to determine costs because it gives authority to the Waste Management Board to set those fees. Mrs. M. Kelley (M-Henrico) noted that DEQ has been underfunded for personnel and other aspects and so it seems that it is happening year after year and the issues are not getting the attention needed in the state budget. Mrs. M. Kelley (M-Henrico) asked if more money should be funded at the state budget level since the waste management program at DEQ does not have enough money to do its regulatory job. Mrs. Hynes stated she believes there has been some request for more funds but it has been through program fees or tax dollars and so it may not be a priority. Mrs. M. Kelley (M-Henrico) stated it just gets passed down to facilities, operators, and localities to deal with. Chairman Paige stated it is like other mandatory requirements that the state does not put money towards. Chairman Paige stated that the Commonwealth just reported a surplus and then they ask organization’s and localities to additionally

fund programs for the good of the Commonwealth. Chairman Paige stated Board members should send comments to the TAC.

Continuing, Mrs. K. Hynes stated that House Bill 1801 is asking for an increase to the litter penalty from \$250-\$2,500 to \$500-\$5,000. Senate Bill 1141 is related to SPSA in Hampton Roads. Bill would relax some financial requirements. House Bill 2074 establishes an Interagency Environmental Justice Working Group in the executive branch to further environmental justice. House Bill 1836 would rename the Secretary of Natural Resources to the Secretary of Natural and Cultural Resources. Senate Bill 1271 is a Virginia Freedom of Information Act bill to make it formal in case of emergency when a public agency cannot meet in person, meetings can be held through electronic communication means. This allows public bodies to meet electronically, without a quorum physically present to conduct normal operations if a local state of emergency is declared and it is deemed unsafe to meet in-person. House Bill 1997 is another Virginia Freedom of Information Act that defines a 'meeting' to increase from 3 to 4 the number of members of a public body meeting as informal and not subject to FOIA. House Joint 521/Senate Joint 282 commends the Crater Planning District Commission on its 50<sup>th</sup> Anniversary.

Chairman Paige encouraged the Board to send any comments or questions to the TAC.

#### **Item No. 6: Residential Recycling Program**

Mr. R. Nolan, Director of Operations, reported that the total tonnage of residential recyclables collected in the CVWMA program for December 2020 was 3,753 tons, noting this was 402 more tons than December 2019. Mr. Nolan added that there was a total of 19,271 tons collected year to date December 2020, 1,519 tons more than the same period in 2019. He noted that Henrico County collected 219 more tons than last month, but they also had four additional collection days which contributed to the large increase in tons. Major increases in volume noted in all localities can be contributed to the pandemic.

Mr. Nolan stated there were 1,270 misses in December 2020 versus 1,273 misses in November 2020; 363 carts were sold in December 2020, 3 less than were sold in November 2020

Mr. Nolan informed the Board that in November, Meridian Waste, the City of Petersburg's recycling contractor, did not take the recycling they picked up to an approved Material Recycling Facility (MRF). A default letter was sent, and they were fined \$29,000. Meridian Waste has since responded with corrective actions to be taken and stated they now have procedures in place to prevent this from happening in future, including sending copies of the MRF tickets electronically, each week, to Mr. Nolan. Mr. J. Clary (A-Henrico) asked when the fine was due, and Mrs. K. Shea confirmed that the fine had already been deducted from their payment. Mrs. M. Kelley asked where they were taking the recycling, if not an approved facility. Mr. Nolan stated they had taken it to a transfer station and then to the Lunenburg landfill.

Mrs. Hynes gave an update on the status of the procurement of the Residential Recycling Collection, Processing and Marketing and Drop-Off Recycling Processing RFP that was issued in November 2020. Mrs. Hynes stated that nine companies attended the mandatory preproposal teleconference, and the Procurement Committee is in the process of responding to questions from a few of the potential offerors. The Procurement Committee continues to meet every few weeks to discuss questions that come up and to keep the planning moving forward.

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

Mr. R. Thompson, CVWMA Operations Analyst, reported 35 misses were recorded in Ashland for Meridian Waste (MW) and 52 misses in the Chesterfield tax relief program for County Waste in December. In the Tri-City area, 95 misses were recorded in Colonial Heights, 167 misses in Hopewell and 127 misses in Petersburg.

Mr. Thompson noted that December is down 71 misses from November and that the high number of misses by MW is a result of them not completing all routes on collection days. At the request of the City of Hopewell, Mr. Tim Webb has submitted a plan of action that includes all localities. The action plan should help them to complete all routes on collection day and reduce the number of misses in CVWMA programs. Continuing, Mr. Thompson stated the plan of action includes adding two management positions, one residential field supervisor and one operations manager. A new maintenance schedule has been completed which now includes a weekend shift for preventive maintenance and ordering more rear load trash trucks which will help with the bulk collection.

#### **Item No. 8: Operations and Program Statistics**

Mr. Thompson reported that staff is in the process of getting requests out to recycling processors to gather information for the 2020 recycling rate report. Mr. Thompson stated the information will go out by the end of the month and staff plans to present at the April Board meeting.

Mr. Thompson stated the volume collected in the Drop Off program for the month of December 2020 was 781.28 tons compared to December 2019 of 587.94. This was a 193 ton, or 32% increase Mr. Thompson noted. Mr. Nolan noted that December's 193 additional tons is a large increase and he noted that if you visit a MRF you will see that it is mostly cardboard covering the floor. Mr. Nolan stated the increase is related to people shopping online while working from home.

Mr. Nolan reported the December commodity pricing for Mixed Paper is \$35/ton; Old Corrugated Cardboard (OCC) increased to \$85/ton, and newsprint stayed at \$55/ton. Steel increased \$85/ton to \$275/ton. Oil prices increased to \$.05 per gallon. Mr. Nolan noted the Curbside Processing fee will be \$10 in January 2021.

Chairman Paige asked if the increase of trash and collection of recyclables at the refuse sites is resulting in more misses? Mr. Nolan stated that with our current contractor misses are a rarity and the biggest issue we have now is that they are overwhelmed because of the volume but have stayed on schedule. They rarely miss a day. Chairman Paige stated New Kent County has closed a number of their sites because of misses of garbage pickups. Mr. Nolan noted that the CVWMA has had some issues with Waste Management because they are using a subcontractor in New Kent and they have not been as reliable. Mr. Nolan noted that staff is monitoring and there could be some penalties in the future for Waste Management if service does not improve. Chairman Paige noted there have been bags recently along the roadside near the sites.

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

Mr. Nolan stated the TAC met on January 7th virtually and topics discussed included: strategic plan; DEQ Legislation update; and Invitation for Bids for Delivered Paper and Construction, Demolition and Debris. The next TAC meeting is scheduled for February 4<sup>th</sup> at 9 a.m. virtually.

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

Mrs. N. Drumheller, Public Affairs Manager, stated staff continues to promote resources that encourage reduce, reuse, repurpose, and then recycle (right) virtually on a regular basis. The educational videos made with Jonathan Austin for each member locality continue to be a great virtual educational tool. During December, the CVWMA website data shows the top videos viewed as Hopewell (59), Goochland (47), Chesterfield (44), New Kent (35), Richmond (36) and Henrico (8).

CVWMA is all about partnerships and broadening our reach in the region. For the month of December, staff is pleased to highlight several partnerships with the Authority. The first is one with Chris Woods, Daily STEM and Jeff Kirschner, Founder and CEO of Litterati. Many Board members have asked about litter education lesson

plans and curriculum as our recycling education programs focus on recycling. Chris Woods, the Daily STEM guru, reached out to staff via Twitter to let us know about these resources. CVWMA has permission to post K-12 lesson plans from the Litterati Education website ([edu.litterati.org](http://edu.litterati.org)). Litterati is a global initiative that uses an app to tag litter when doing a litter cleanup. The screenshot on the slide shows a sampling of the lessons available. Staff has added the information to the Educational Resources and Activities webpage on the CVWMA website.

Continuing, Mrs. Drumheller reported the next partnership was with RideFinders, our region's ridesharing resource that encourages the public to consider making "green" choices such as carpooling, vanpooling, bicycling, walking, etc. During December, they initiated a "Make a Greener (Holi)Days Pledge" to focus on making more sustainable holiday choices. Staff collaborated with messages on social media as CVWMA was sharing and offering tips and ways to reduce holiday waste by making more sustainable choices.

Richmond Family Magazine distributed CVWMA Celebrates 30 Years and A Message from Our Executive Director, to over 17,000 email subscribers to their RFM eNews blast.

Staff continues to cultivate and maintain valuable partnerships that share our messages and broaden our reach throughout all of our 13 member localities.

#### ***CVWMA Website, Social Media, Email Reminder***

Our website traffic saw an increase this month as the public continues to stay engaged as well as on all of our social media platforms. The top webpages included the Homepage (10,335), Collection Schedule (5,882), Holiday Collection (2,693), What to Recycle (2,278), and Electronics (1,427). Other pages included Events and the Recycling Wizard which are always popular at this time of year.

Pinterest is up by over 45% with over 7,600 views; Facebook participation is up 21% to over 8,000, with 39 new page followers, and 925 people engaged with one or more of our posts. There were 651 new curbside Email Reminder subscribers added for a total of over 42,000 subscribers.

#### ***2021 CVWMA Recycling Collection Schedule***

Mrs. Drumheller noted our annual collection schedule is our most popular educational resource with the longest shelf life. The 2021 schedule was bulk mailed starting December 26<sup>th</sup>. Even though we always include January of the new year on the collection schedule, people start asking for a copy ahead of time. Staff added the link to download on the CVWMA website, in the Curbside Email reminder, and sent the link to all participating member localities to post on their websites. From December 26<sup>th</sup> through December 31, the 2021 collection schedule was downloaded 783 times. CVWMA is already seeing the impact of the mailing with bin requests (Henrico), bin and cart purchases as well as extra container stickers from December 26, 2020 through January 8, 2021.

Referring to the slide, Mrs. Drumheller noted the increase in bin and cart purchases, as well as request for extra container stickers. Mrs. Drumheller went on to report that according to the Senior Customer Service Supervisor, over 2,400 inbound calls were processed by the Customer Service Representatives from December 26th through January 8th.

Continuing, Mrs. Drumheller noted staff continues to promote Christmas Tree Recycling as many member localities offer this to residents through January 31st. Mrs. Drumheller referred to Richmond's annual tree collection, Bring One for the Chipper event. Referring to the slide, Mrs. Drumheller noted a resident bringing two trees to that event on his bike as well as a picture of a full Roll Off container at one of the Henrico County drop-off sites.

Staff provided holiday messaging on a regular basis for the collection delays for Christmas Day as well as New Year's Day. In addition, CVWMA put out messaging that collections will be on regular schedule this coming Monday, Martin Luther King, Jr. Day Holiday.

The January 2021 Waste Reduction News went out the first of January and included most of the information staff has shared during this report.

Mrs. Drumheller gave kudos to the City of Petersburg as they have launched "Give Litter the Boot" - Keep Our City Clean campaign. On the first day, volunteers picked up 250 bags of litter. They also had electronic signage throughout the city. The Virginia Department of Transportation shared and tagged this city led campaign on its social media platforms. Way to go Petersburg!

Mrs. Drumheller stated the recruitment for the Recycling Education and Outreach Specialist has begun and staff has received a few cover letters and resumes. She asked Board members to let her know if they know of anyone for the full time Educator position.

Chairman Paige thanked Mrs. Drumheller for all her efforts and noted it is a lot for a "one woman" show.

#### **Item No. 11: Administrative**

Mrs. K. Hynes updated the Board on the Solid Waste Plan which was submitted in August of 2019 to DEQ. They have acknowledged it was received but noted it has not been approved yet. Mrs. Hynes stated it was submitted by the deadline along with the 2019 Recycling Rate. Mrs. Hynes noted that staff has already begun working on the 2020 Recycling Rate Report.

Mrs. Hynes reminded the Board that the CVWMA is also looking to fill the Customer Service position. She noted it is currently part time but the budget for full time begins in July.

Mrs. Hynes noted the half day Strategic Plan Kickoff meeting will be held on Wednesday, January 20th at 9:00 a.m. and she noted they will be going through the process but not developing the strategic plan. She asked that those interested in attending, email her and she would forward an agenda on Monday, January 18th.

Mrs. K. Hynes reminded the Board of the Financial Disclosure and Conflict of Interest forms that are due by February 1st to the Clerk's Office and asked that a copy be sent to CVWMA staff for the audit documentation.

#### **Old/New Business**

Chairman Paige thanked staff for their time and energy in delivering the 30<sup>th</sup> Anniversary celebration gift bags. She stated she truly enjoyed them and wished everyone a happy anniversary.

Mr. S. Chidsey (M-Hanover) stated that this was his last Board meeting as he is retiring from Hanover County. He thanked the Board for the opportunity to serve and he wished everyone well. Chairman Paige stated Mr. Chidsey caught the Board off guard and thanked him for his commitment and dedication to the Board. Chairman Paige stated she prays that he has an awesome retirement. She welcomed Mr. Chidsey to drop by any meeting, or to just tune in and to please know that all of his efforts and support are deeply appreciated. Other members offered their congratulations. Mrs. K. Hynes stated that the Board would certainly love to have him back to recognize him and she asked if he were willing to leave his personal email so staff could reach out. Mrs. K. Hynes thanked Mr. Chidsey for his service, and she reminded the Board that Mr. Chidsey had been on the board, or at least an alternate since 1999, and he was one of the first CVWMA employees in 1991.

With no further business to come before the Board, Chairman Paige opened the floor for a motion to adjourn the CVWMA Board of Directors meeting at 9:46 a.m. The motion was made by Mrs. J. Schontag (M-Ashland), seconded by Mr. S. Chidsey (M-Hanover), and carried that the January 15, 2021 Board of Directors' meeting be adjourned.



**CERTIFICATE**

I, Patricia Paige, Chairman of the CVWMA, certify that the foregoing minutes are a true and correct copy of the minutes of the January 15, 2021, 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 19, 2021. Given under my hand and seal of the CVWMA this 19th day of February 2021.

  
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Patricia Paige, Chairman