

**RAM Board Agenda**  
**September 17<sup>th</sup> – 2015 11:30 a.m. – 2:00 p.m.**

WestRock Facility  
 (Recycling Association of MN - Office)  
 2250 Wabash Ave - Saint Paul - Board Room  
 Conference Call Details: 1-605-562-3000, Pass code: 591335#

Agenda item	Discussion lead	Action Requested	Time allotted
Call to Order/Roll Call	<i>Reed</i>		11:30-11:35
Approval of Agenda and July Minutes	<i>Reed</i>	Approval	11:35-11:40
Treasurer's Report, Dashboard	<i>Mattacola</i>	Approval	11:40-11:55
MIB – Program Updates	<i>Mattacola</i>	Discussion	11:55 - 12:05
Break for Dishing up Lunch			12:05- 12:15
Open Board Seats-Nominations	<i>Reed</i>	Discussion/ Approval	12:15 - 12:30
Conference Update <ul style="list-style-type: none"> <li>• Sponsors, exhibitors, registrants for each portion of event, volunteer sign up, pre-conference updates, annual meeting update, food selection</li> </ul>	<i>Mattacola</i>	Discussion	12:30-1:00
Brita's Program Updates	<i>Sailer</i>	Discussion	1:00 – 1:15
RAM Awards Update	<i>Sailer</i>	Discussion	1:15– 1:20
Other Business		Discussion	1:20 -1:30
Adjourn	<i>Reed</i>	Approval	1:30

**NO board meeting in October – due to RAM/SWANA Conference**

**Next board meeting is scheduled for November 19<sup>th</sup>, 2015**

*Remember to lower your chairs after the meeting to help make sure the room looks presentable.*

## Recycling Association of Minnesota

### Minutes of the Board of Director's Meeting – August 20, 2015

Meeting Location: Meeting Room at the WestRock Facility, St. Paul, MN

Board Members Present: Tim Goodman, Lori Blais, Amy Ulbricht, Michael Whitt, Bill Keegan, Rob Friend, Jean Lundquist, Michael Reed; *by phone:* Doug Lien, Spencer Best, Mary Chamberlain and Jim Wollschlager.

Board Members Excused: Nathan Reinbold, Mike Larson, Mark Rust, Julie Mooney

Board Members Unexcused:

Staff Present: Maggie Mattacola Yauk, Brita Sailer, Graham McCall

Staff Excused:

Others Present:

#### **Call to order**

Michael Reed called the meeting to order at 11:38 a.m.

#### **Agenda and Minutes**

Reviewed agenda. Jim Wollschlager asked that the MIB discussion be moved up to happen right after the treasurer's report. Motion to approve agenda by Tim Goodman, seconded by Rob Friend. Motion passed.

Reviewed July minutes. Discussion to strike middle sentence in last paragraph of MIB Update. Motion by Michael Whitt, seconded by Jim Wollschlager to approve July minutes with the Beverage Association sentence stricken. Motion passed.

#### **Treasurer's Report**

Jim Wollschlager discussed the treasurer's report. Conference is at \$26K compared to \$90K budget (some of this is a timing thing at this point). Concentrate on contributions, dues, MIB/IITB, RYH as these are of more concern than the conference. The #s for MIB especially reflect the market. The commodity market right now is the worst it's been and will likely get even worse. We have a lot of programs that rely on collection and handsorting – MIB/IITB/RYH. Unrestricted dollars are down but we're pushing MIB farther; what do we want to do as an organization about MIB (Lori notes after the meeting that there wasn't any motion to approve the treasurer's report, do this in September.)?

#### **MIB Discussion**

Jim Wollschlager directed the conversation. Haulers don't want to deal with MIB materials that get dumped into a gas station's 4yd container with the OCC (cardboard). The OCC ends up contaminated with the bottles & cans because of all the other 'stuff' that is put into the MIB receptacle. The MIB material is also not clean enough to recycle as it is. The issues for the haulers would become issues for the gas stations. The haulers don't really want to pick up the MIB materials. This is a niche, or hole, the MIB program can fill but it needs some help. Commodity markets alone cannot support MIB. Jim & Maggie are working on a business plan, also putting together a marketing plan. Board members & others to reach out for support for MIB to continue (the idea of silver or gold level annual support).

Nationwide restructure of billing for recycling service is/will happen because recycling is NOT free. The bill should show something (Jim's bill shows % upcharge to cover down commodities market).

Discussion:

This will require a model shift and take effort to get those sponsorships; we should formalize the business plan and share with the Board. The RAM marketing committee should step up and possibly expand to help, too. Jim Wollschlager stated Randy's marketing consultant (Tom Hartwell) will be available to help RAM with putting together a marketing plan (packet for potential sponsor, hoping to have 1<sup>st</sup> draft in a couple weeks).

Doug Lien suggested several St. Cloud area companies to talk to about sponsorships – Bernicks Pepsi, Viking Coca Cola, Holiday Stores. Consider regional sponsors like this and sponsor logo(s) on the MIB wraps in different regions.

One of the keys will be to tell the whole story about the people behind the scenes who make MIB work – ATHC, etc. Suggestion - think of this as a discussion/ppt for the annual mtg. Brita would like to see changes made to MIB so it is sustainable – also makes grant writing easier and more successful.

RAM needs to continue with the understanding that this (MIB) isn't taking away from a hauler's livelihood. However, do current MIB contractors (vocational centers) have the capacity to expand? Maggie discussed types of jobs that they could do and how levels of funding were structured around what the jobs were and where the jobs took place.

County SCORE \$\$ - can this be leveraged to help MIB? In individual cases, maybe, but not typically. Most counties cannot cover their existing program expenses with SCORE and would need more. A legislative push for more SCORE \$\$ would be better than a similar push to fund RAM directly, though (although MEI is funded directly – who and how?). Brita will also find out which of our current legislators have received RAM awards and may be able to help. Further discussion about partnering with MEI also.

Continuing in the Away from Home Recycling vein, MNCC would like to be involved with composting/recycling at the Rider Cup (PGA) in Fall 2016 (message from Marcus Zbinden, MNCC via Michael Reed). Would RAM be interested? Discussion – RAM previously worked with USGA for recycling at the Women's Open. Doing this again in 2016 could tie in with Away from Home Recycling. Rob Friend explained it would be about 30 golfers (4 teams at a time with clean-up happening behind the teams, Thurs-Sun event). He also helped at the Women's Open with his company. Break for lunch, definite interest in exploring the Rider Cup project further.

### **Board Vacancies**

Maggie reviewed. There are 2 board vacancies right now – Greg with US'Again (expiring this year) & Rachel with St. Paul Schools (expiring next year) – look to corporations, look to members who may become future leaders of the Board – some ideas are: Eco Lab, Beverage Association, Best Buy, Target, 3M, Medtronic, General Mills, a business that is in manufacturing.

Terms ending - Tim Goodman and Nathan Reinbold will be done when their terms are up this year. Lori Blais, Spencer Best, Amy Ulbricht, Bill Keegan, Doug Lien and Michael Whitt would still be interesting in serving. Other board members whose terms are up this year are Mike Larson and Julie Mooney (who were not present to ask). Notice for nominations will be going out. Bylaws were also reviewed regarding appointment for vacancies. Appointee must be a RAM member in good standing prior to accepting a board appointment.

### **GreenCorps volunteers at conference**

Tim Farnan has told Maggie that there would likely be 6 to 9 GreenCorps employees who want to attend the RAM/SWANA conference. Maggie stated the incremental cost to attend is about \$75 to cover meals. She also said a 2hr volunteer requirement was used before & that MN SWANA would be voting on the \$75 reduced rate in September. Motion by Michael Whitt, seconded by Bill Keegan to set the reduced rate for GreenCorps employees at \$75 with the requirement of 2 volunteer hours during the conference itself. Motion passed.

### **Golden Tickets**

Maggie discussed how Golden Tickets had been used in previous years and referenced Michael Reed, our current Board chair as an outstanding example of awesome Golden Ticket use. The proposal is for 6 golden tickets (3 for RAM & 3 for SWANA). Motion by Jean Lundquist, seconded by Tim Goodman to offer up to 6 golden tickets for strong prospective members or who many not have the means to attend otherwise with final decision to be made by the Executive Committee. Motion passed.

### **Conference Update**

Brita referred board members to her notes for more detail. RAM received a 15% discount with a new printer this year for the conference postcard. It turned out well (thanks to Lori Blais for helping). The complete agenda was on the website when the postcard went out except for just 1 speaker confirmation.

Exhibitor confirmations are still coming in. There are 30 spaces; 11 are confirmed, 6 more coming.

Sponsors – thanks to Michael Whitt and all who have helped, \$17K invoiced already – 5 silver, 8 gold and 1 platinum. An idea was discussed to contact a company that makes routing software for trucks. Maggie continues to call sponsors.

Pre-conference Hazardous Waste – the HW track has been missed since 2007-08, trying the topic as a pre-conference to see if it will be successful.

Maggie and Brita will send the board the list of confirmed exhibitors and sponsors.

20<sup>th</sup> anniversary committee moving forward.

Changing the raffle for exhibitor visits – 20 stamps on a sheet to get 1 ticket in the raffle drawing (sample sheet routed). The Executive Committees of both RAM & SWANA should confirm this change is ok.

Jean Lundquist requested that the MN Product Stewardship annual meeting notice be added to the RAM/SWANA conference information after discussion and subsequent confirmation of a time and place (Doubletree, in main level bar before the RAM/SWANA annual mtg(s) start. This may coincide with the Young Professionals going on upstairs.). The notice will be in later conference updates.

### **Brita's updates**

Carton Council is excited; the City of Fargo has started carton recycling. Read Brita's hand-out for further information. The Coca Cola tour was great, also had a conversation with Tim Wilkin from the MN Beverage Association. RAM will have an ag plastic booth at the Dairy Expo in December. Bin grants have been awarded. Rain barrels are still selling. Doing some RAM outreach – helped Bayer Woods recycled green strapping materials, helped sponsor referee water bottles for Schwans USA Cup (soccer). Looking at a new MIB/IITB program in Sibley Co pending business plan completion.

Maggie also stated that more nominations are needed for these annual RAM awards – Denise Kolar, Recycler of the Year, Elected Official & Green Project.

### **Adjourn**

Motion to adjourn meeting by Bill Keegan, seconded by Rob Friend. Motion passed. The meeting adjourned at 1:41 pm.

Respectfully submitted,

Lori Blais, acting secretary for August 2015 RAM Board meeting

### **Some interesting quotes heard at this meeting!**

*"You're so involved in fighting off the crocodiles that you forgot you wanted to drain the swamp."* Jim Wollschlager

*"This is the sausage making behind the scenes."* Michael Reed