

RAM Board Agenda
January 15, 2015 11:30 a.m. – 2:00 p.m.

Rock Tenn Facility
 (Recycling Association of MN - Offices)
 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 Minutes Dec 18, 2014	<i>Reed</i>	Approval	11:35-11:40
Treasurer's Report, Dashboard	<i>Wollschlager/ Mattacola</i>	Approval	11:40-11:50
MIB Update (TC and Greater MN)	<i>Mattacola/Sailer</i>	Discussion	11:50-12:00
Work plan for RAM staff 2015 – communications plan, maternity leave plan, etc.	<i>Mattacola/Sailer</i>	Discussion	12:00-12:15
Break for Dishing up Lunch			12:15-12:25
2015 Conference Update	<i>Mattacola</i>	Discussion	12:25-12:35
Employee Manual Changes Update	<i>Mattacola</i>	Discussion	12:35-12:45
SWANA MOU	<i>Mattacola</i>	Approval	12:45 – 1:55
Brita's Program Updates	<i>Sailer</i>	Discussion	12:55-1:10
Maggie's Program Updates-990/Reviewed Financial statement	<i>Mattacola</i>	Discussion	1:10-1:25
Other Business:			1:25-1:30
Adjourn	<i>Zbinden</i>	Approval	1:30

Next board meeting February 19, 2015

Recycling Association of Minnesota

Minutes of the Board of Director's Meeting – December 18, 2014

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

Board Members Present:

Marcus Zbinden, Jean Lundquist, Tim Goodman, Mike Whitt, Michael Reed By *phone*: Doug Lien, Mike Larson, Lorilee Blais, Mary Chamberlain, Amy Ulbricht, Greg Nelson, Spencer Best

Board Members Excused: Jim Wollschlager, Anne Ludvik, John Crudo, Julie Mooney, Bill Keegan, Sandy Gunderson, Mark Rust

Board Members Unexcused:

Staff Present: Maggie Mattacola and Brita Sailer

Others Present: Marissa Mahoney, Carver County Intern

Call to order

Board Chair, Marcus Zbinden, called the meeting to order at 11:35 a.m.

Agenda and Minutes

Reviewed the December meeting agenda and minutes and there was no discussion. Tim Goodman made a motion to approve the agenda and minutes and Lori Blais seconded the motion. The motion was approved. Maggie presented the highlights of the December dashboard. The expenses related to communications include paying the Nerdery, our new website contractor, the website is receiving over 1,000 hits/day, revenue from RAM's agreement with the Carton Council was added mid-year and currently Recycle Your Holidays is bringing in about \$500/day. The ongoing situation with the ReSeat Program was updated as it relates to payments and income as well. Board Chair Zbinden inquired about the basis for the current "Days Cash on Hand Actual" given three current staff FTEs. Maggie stated that she would recalculate these figures with the new budget. 183 day goal was adopted historically to assure cash on hand to track RAM's ongoing liquidity in assuring 6 months of staff salaries.

Treasurer's Report/Dashboard (and previous Board Minutes/Agendas)

The meeting agenda's, minutes and dashboards were not approved from the last two board meetings due to lack of quorum present. Regarding today's dashboard, Maggie stated that staff had broken out activities by hours and that she felt staff was being efficient with time. The spreadsheet provided only shows hours but Maggie could prepare a more comprehensive report including other costs, (i.e. gas, maintenance, etc. on truck), if requested.

Mark Rust made a motion to approve today's dashboard, the previous two dashboards, agendas and minutes and Amy Ulbricht seconded the motion. There was no discussion and the board approved the motion.

MIB Update

Brita stated that the Bremer Grant has been very instrumental in the current expansion of MIB in greater MN. The MIB Moorhead launch will be serviced by Heartland Industries located in Moorhead/Clay County which is in a good location to provide these services. Brita also visited Advanced Opportunities, the DAC in Marshall, which will consider providing services to the C-Stores in their region. The additional C-Store locations being brought on line are a mix of franchises and corporate stores.

Maggie discussed expansion efforts in the Metro Area. Bins and bin wraps are on-site and ready for pickup. January 5, the pick-up of bins will commence. The agreed price for each new SA Metro location will be \$5/store/pick up which will be billed by the DACs. Phase I includes 56 SAs in Dakota County, Minneapolis, Saint Paul with MN Beverage Association Grant support. Maggie then brought forward a previous board request to task a subcommittee to develop a RAM MIB marketing plan in preparation for the 2016 recycling mandate and bring recommendations back to the Board. The

following Board members will participate in this subcommittee: Mark Rust, Mary Chamberlain, Jim Wollschlager and Michael Reed. This effort will include looking at RAM's and the DAC's current costs to provide the current service as well as revenues from the sale of recyclables. This effort will also include input from selected DACs in the second phase of this marketing plan.

SWMCB Recycling Bin Sign Update

Amy Ulbricht just came from the SWMCB meeting discussing this. There will be 2 types of signs offered. The first is a pre-formatted sign, similar to what RAM currently offers (no changes can be made), 4 sizes available, color the same as RAM signs, 8.5" x 11", 3" x 3", 11" x 5.5" (Slim Jim size) and 5" x 14". The purpose of the SWMCB's meeting today was to review images, content, and offering more generic containers on labels (vs. using name brand product containers). Additions include Organics for composting, Food to Animals. Donation signage will follow. Ramsey and Washington Counties are also utilizing Hennepin County's images. Regarding the sign maker function, SWMCB is looking at entering into a MOU with the City of San Francisco to share their code as they already offer a sign maker function via web.

Signage offerings will also reflect front of house/back of house needs. RAM capabilities will remain the same. SWMCB will share specifications with RAM. RAM will still be able to offer an option for site users to order decals/stickers from our designated printer for a charge. ARM is also working on promoting access to consistent signage. There is a general agreement between SWMCB, RAM and ARM to work toward consistency. However, the use of logos/icons will still be an ongoing challenge. Regarding RAM offering printable signs at cost, we are still waiting on SWMCB to finalize their details. Hennepin, Ramsey and Washington County offer stickers/decals but they are not customizable. SWMCB will not be offering printed stickers/decals.

Award Presentation to Outgoing Board Chair

RAM's Vice- Chair Michael Reed presented Marcus Zbinden with a plaque made from recycled glass commemorating Zbinden's years of service on the RAM board and expressed RAM's deep appreciation for his commitment and dedication to the organization and to recycling throughout the state. Marcus was elected Board Chair in November 2009 and started in this role in January 2010 to present.

2015 Conference Venue

Quotes for conference 2015 venues were received from the Doubletree, Bloomington and the Earl Brown Center in Brooklyn Center. While the RAM/SWANA Conference utilized the Earl Brown Center in past years, Maggie and Brita confirmed, following a site visit there, that the facility would not meet our current conference venue needs. The Board agreed that the Doubletree, although more expensive than the Earl Brown Center, has served RAM and SWANA well in terms of good flow, space, location, availability during our preferred conference dates of October 7 and 8. Further, by pursuing multiple quotes, Maggie was able to negotiate down some costs at the Doubletree. The Doubletree increased our conference minimums for food but Maggie was confident, based on past conferences, that we would have no trouble meeting it. Maggie informed the Board that we entered into a contract with the Doubletree for the 2015 Conference which needed to be signed by December 22, 2014. Maggie will also communicate the RAM Board endorsement with MN SWANA.

Employee Manual Changes

On page 4 of the RAM Employee Manual, Maggie explained the need to add additional classes of employees. She reviewed employee manuals from Anoka, Carver, Ramsey Counties as well as the State of Minnesota as references in making these recommended changes. The motivation behind the need to add additional employee classes was prompted by the transition of Graham going from full time to part time in 2014 (he subsequently returned to full time). Maggie also explained her recommendations for additions and/or clarifications regarding W4 submittal, paid holidays. The discussion then turned to exempt/nonexempt employees. Maggie/Brita, exempt, Graham, nonexempt. Marcus Zbinden recommended that overtime eligibility vs. comp hours, and at what rate, be clarified and brought back to the Executive Committee. Mark Rust recommended having a HR or Attorney review of employee manual before changes are adopted by Board. Lori Blais inquired about a cap on sick leave. Lori agreed to send Maggie a copy of a related Statute that she thought applies to this item. On page 10, it needs to be clear about when an employee is driving for work and address consumption of alcohol (i.e. at networking events) when driving is involved.

Brita's Program Updates

See Brita's program updates. Brita discussed that RAM will be providing additional webinars to fulfill our commitment to Carton Council. Brita was not able to attend, but arranged for a wider group of stakeholders to attend a meeting on December 10th where Carton Council was proposing a landfill ban on recyclables. (RAM has not taken a stand on this proposal). There was also a meeting in August 2014. Jean Lundquist and Mark Rust were also in attendance at the December 10th meeting. There was a discussion that followed on bans and alternatives in general. One question that came up was why this was coming up now in Minnesota. Ameripen and Carton Council were key stakeholders in attendance that supported the initiative. There was also a vocal anti ban voice in the meeting. Mark Rust stated that Wisconsin and North Carolina have bans in place. The discussion included what will be the impact given a mature recycling program is already in place? What about mandates vs. bans? One challenge with commercial ban is it increases the amount of collected material but what happens when markets get soft and how is it enforced?

Maggie's Program Updates

See Maggie's Program Updates. In addition to the updates, Maggie stated that RAM will be offering 10 scheduled rain barrel/compost bin events in 2015. She is also pursuing AM 950 with their liberal Cause marketing approach to market these events. They will provide commercials for 13 weeks, each commercial will be 30 seconds. RAM will receive a \$1,250 sponsorship and RAM will pay \$2,000. Marcus Zbinden recommended requiring the vendor to pay a specified dollar amount for advertising and marketing as has been done in the past by the Metro Counties. Jean Lundquist also stated that Blue Earth County will pay for marketing costs for the Mankato event. Maggie also attended a recent Semrex meeting where RAM will partner to offer MRF training. The 1st venue will be in Southeast MN. Maggie discussed speakers that she will be lining up for the training event. Maggie also attended the most recent CISRR Meeting. The main topic of discussion there was the upcoming commercial recycling mandate, Maggie promoted the RAM programs as a possibility of helping businesses meet those new requirements.

Other Business

Mark Rust inquired about whether the Board had followed up with the Minnesota Timberwolves about recycling at the Target Center which dates back to the Timberwolves recognizing RAM earlier in 2014. The answer was not yet. Mark then asked for this to be added to the January 2015 Board agenda for discussion.

Adjourn

The meeting was adjourned at approximately 1:45 p.m. No motion for approval due to no quorum present at this point in the meeting.