

GRC Membership Meeting

Oct. 26, 2021

Karen Wilson called the meeting to order at 8:39 a.m. She called for a motion to approve 2020 Annual Membership Meeting minutes. Chris Witherspoon made the motion and Scott Terrell seconded. The motion passed.

Chris Witherspoon gave the treasurer's report:

Expenses through September 2021	-136,149
Revenues through September 2021	112,473
Total Budgeted Revenue for 2021	193,360

The SBA Emergency Disaster loan is part of the current balance. The shortfall is due to non-renewals. Membership is GRC's largest source of revenue. A motion to file the report was made by Jeff Lipscomb and seconded by Mason Towe. The motion passed.

Gloria Hardegree gave the executive director's report: GRC has a new tagline,

"Supporting the local, state, and regional supply chain for manufacturing feed stocks."

- 30th anniversary this year
- Accomplishments over last 18 months:
 - Past work educating elected officials paid off and as of November 2020, the SWTF is now constitutionally protected, and its funds are now dedicated for intent
 - GA HR recognized GRC (among others) as an essential part of the supply chain
 - GA HB511 passed 3-17-2021, officially finalizing the SWTF fund dedication
 - #RecycleRightGA campaign continues as a multimedia campaign to increase participation and decrease contamination
 - Developed Covid-19 resources and added them to the website
 - Held a "Recognition for Essential Workers" campaign from March-May 2020
 - #RecycleStrong in GA campaign for social media
 - Created "50 Ways to Celebrate Earth Day at Home," in 2021, co-branded with KGBF to recycle and reconsider litter
 - Developed ideas/resources at or near home for ICAW
 - Held a virtual membership/town hall meeting in August 2020
 - Held a virtual annual conference in October 2020
 - Sponsored a webinar series: organics recycling, textiles, and e scrap
 - Hosted a virtual glass recycling forum in May 2021
 - Recruited more governments to MMP to boost data collection
 - Created a 2022 GRC calendar as a fundraiser

Committee Reports:

Membership – Kimberly White: Thanks to those GRC members who have renewed and those who have brought in new members. Committee is looking for new recruitment options for young people; have surveys coming out regarding benefits from membership, such as CEUs. She listed the new members who have joined since the June meeting.

Program – Beyonca Warkentien: The committee is always looking for new ideas to bring to the conference to add value. She suggested hosting an in-person event after the first of the year.

Education – Stephanie Busch: The committee had several goals for this past year. 1. Education resources for adults (in addition to K-12 and university). We analyzed website data to determine what folks were most looking for on the website. Added EPS, tips for spooky and sustainable Halloween, content for both curbside and drop-off. 2. Special events – including countdown for Earth Day and how to celebrate at home, solid waste workers week content for 7 straight days, May content for ICAW – Stories for Soils for K-12. Received national publicity through the U.S. Composting Council. R4R launches today. 3. Promote how to expand local programs, including drop-off. 4. Increase opportunities to engage young professionals. Encouraging members to send a short video from their office about their profession, to send to university partners. Connie Burns scholarship was revised to provide scholarships for virtual conference. A Kennesaw State student will be attending.

Communications – Mason Towe: The committee facilitated and assisted with other committees, helping with content – adding, proofing, newsletters, emails, and social media (#RecycleStronginGA). Added a new committee member and working on a plan going forward.

Election of board positions for 2022-25 term.

Gloria: Kimberly White is running for a second term. New candidates are Denise Plemmons (ACC Recycling Division) and Fiona Bell (Novelis). Nick Mize and Laurene Hamilton are stepping down.

Karen asked for a motion to elect by acclamation. Mason Towe made the motion and Scott Terrell seconded. The motion passed and the new board members were elected.

Old Business:

- Gloria – The SBA emergency loan was \$80,000. In early 2021, the board decided to pay back half of the loan, leaving \$40K plus interest to pay back. We are developing a plan to pay it back over the next few months.
- Calendar – With the annual auction suspended, we looked for other ways to fundraise. Karen came up with the idea for a calendar, which is the primary fundraiser for this period.

New Business:

- The MMP is now open to counties and solid waste districts. We are hoping to have nonprofits be able to report eventually.
- New “No Markets” campaign proposed. GA has one of the most robust markets in the U.S. There are issues here, but not this one. How can we dispel this myth?
- DEI strategy. Started that discussion yesterday. It is part of our strategic plan for 2020-22 and will be included going forward.

Announcements:

- Chris Witherspoon will be attending WasteCon
- DEI virtual event Nov. 9
- Mason Towe took a new job at UGA

Karen adjourned the meeting at 9:43 a.m.

Respectfully submitted, Susan Wood, 2021 Secretary