

**Recycling Coalition of West Virginia
Committee Meeting Minutes
April 2, 2015
WVDEP Headquarters**

Present: Paul Hayes, Greg Sayre, Kathy McKinley, Tom Aluise, Diana Haid, Sandy Rogers, Nicole Hunter, James Young, Carol Throckmorton, Mike Grunau.

The meeting was called to order at 10:35 a.m. by Chairman Paul Hayes.

Approval of Minutes:

Chairman Hayes asked for a motion to approve the minutes from the Dec. 4, 2014 meeting. Tom Aluise made a motion to approve the minutes. His motion was seconded by Diana Haid. The motion carried.

Financial Statement:

Treasurer Greg Sayre reported that the Coalition had an operating balance of \$9,147.04 as of Feb. 27, 2015. A reduced advertising rate from the State Journal business publication was mentioned as a contributing factor to an increase in the Coalition's balance, compared to last year. The rate was over \$200 cheaper than previous rates. Chairman Hayes asked for a motion to accept the financial report. Mike Grunau made a motion to accept. His motion was seconded by Sandy Rogers. The motion carried.

Committee Reports:

Recycling Champions -- Chairman Hayes reported that five Recycling Champions had been named. News releases were prepared to announce the winners. The Coalition works with county solid waste authorities to identify local businesses and organizations that are unsung heroes in their support of recycling. The Recycling Champions are presented a plaque and certificate. Mike Grunau asked if the Coalition had ever named a newspaper a Recycling Champion, based on the newspaper's commitment to covering recycling issues.

Carol Throckmorton reported that she and Chairman Hayes visited Brooke High School to present a \$200 check to a teacher at the school for her commitment to the Re-Fashion Show. Ms. Throckmorton said the teacher was "overwhelmed" by the gesture.

Re-Fashion Show -- Chairman Hayes reported that he received word from the Charleston Town Center that the Saturday before Thanksgiving would work well as a date for the 2015 Re-Fashion Show.

Youth Contest -- Chairman Hayes said he would like to move the deadline for Youth Contest entries from Nov. 15 to Nov. 30, in part for increased promotion time for the Contest, including through the Re-Fashion Show date. The Coalition was in favor of extending the deadline.

Chairman Hayes planned to discuss with DEP graphic artist Matt Thompson the possibility of Thompson re-designing the Youth Contest coloring sheets if the Putnam Career and Technical Center cannot do them again for this year.

Budget:

With additional funding available in the budget, Chairman Hayes asked how the Coalition could be more effective in spreading its message. One idea was to improve the Coalition's Web site. James Young said Go Daddy.com could possibly develop a new site for the Coalition and maintain the site for \$900 per year. Mr. Young said he would look further into the possibility. Diana Haid reminded the Coalition that the DEP social media coordinator, Brianna Hickman, is always willing to Tweet information and could do so for Coalition news. Other ideas for promotion included bill boards, radio ads and newspaper ads.

Next Meeting:

Chairman Hayes set the next meeting for June 25, 2015.

Adjournment:

Nicole Hunter made a motion to adjourn the meeting. It was seconded by Tom Aluise. Respectively submitted by Tom Aluise