

**RMDAC Meeting Minutes  
July 14, 2015**

Held at 1201 Main Street Suite 1600  
Columbia, SC 29201

**ATTENDEES**

**RMDAC**

Norman Chandler, Republic Services  
Vic Carpenter, Kershaw County  
Glenn Odom, Wellman Plastics  
Ronnie Grant, Sonoco  
Kristen Brown, MYECO  
Lauren Cox, Century Aluminum  
Wes Westbrooks, BMW  
Esther Murphy, HCSWA  
Angel Lara, Southeast Recycling Resources  
Chuck LaGrange, GGSC  
Brad Dutton, FiberQuest  
Donna London, Clemson University

**ABSENT**

Dan Chuy, Michelin  
Roger Player, Dilmar Oil

**COMMERCE STAFF**

Chantal Fryer, SC Department of Commerce  
Anna Lange, SC Department of Commerce

**GUESTS**

Amanda St. John, SCDHEC  
Kent Coleman, SCDHEC  
Jane Hiller, SCDHEC  
Stacey Washington, SCDHEC  
Richard Chesley, SCDHEC  
Ki-Ga Pride, SC Department of Commerce  
Aaron McFarland, HCSWA

**CALL TO ORDER**

Ronnie Grant, RMDAC Chair, welcomed members and guests.

## **MINUTES**

The May 19, 2015 minutes were reviewed and adopted.

Chantal gave brief overview from last meeting and recent RMDAC projects.

- 2 to 3 minute short economic development videos on recycling.
- Recycling recovery coalition.
- Composting.
- Plastics Recycling Council.

Chantal gave an overview of the SWOT (Strengths, Weaknesses, Opportunities, Threats) process. A SWOT analysis was conducted.

### **Strengths**

- Diversity of group (unity); open-mindedness
  - Ability to promote recycling as a whole (enlightened self interest)
  - Proactive
  - High degree of energy and lots of good ideas
  - Built-in network, council is easily accessible to one another
  - Knowledge in the group
- Legislative recognition- strength that the industry has promoted through 8 consecutive legislative days
  - Economic development sheet/folders
  - Legislative day: Relationships with legislators
- Accomplishments, actual successes, finishing projects, ability to close the loop on projects. Could be a national model.
  - Carpet coalition group has been successful: Illinois is looking at us. For the Carolinas Plastics Recycling Council, New England states have seen the Your Bottle Means Jobs website.
- RMDAC credibility with Department of Commerce
  - Access Commerce provides is a plus
  - Access to new business and existing businesses
  - DHEC access
- Speakers invited to meetings are knowledgeable; and add to overall building of knowledge and awareness of the recycling industry

### **Weaknesses**

- Perceived weakness is advisory nature of council: DHEC can regulate, they have the direct ability to influence the market.

### **Branding and Awareness**

- People don't know RMDAC: Lack of self-promotion, lack of specific identity. Get name on marketing materials.
- More legislative recognition: How often do we communicate outside of legislative day? Legislative initiatives need to be brought forth.
- Nikki Haley has never spoken to the group
- Put together a mechanism to engage broader audience; bring various recycling organizations together

- Example: Recyclonomics and CRA are discussing bringing their 2 groups together

### **Resources**

- Additional staff to get more work done, how can we leverage resources, get additional funding?
  - Tap into resources within Commerce more

### **Internal Board Functions**

- How do we engage board members who have transitioned off the board? ex officio? Nonvoting board member can be board member emeritus.
- Bring in fresh blood: Textiles, electronics industry, leaders who are not designated by law to be at the table should be invited
- Time frames on appointments: Creating a job description for the board that would include deliverables.
  - Term limits

### **Opportunities**

#### **Education/awareness**

##### **Video**

- Use video – 3 minute ones as intro at meetings, conferences, etc.

##### **Communications**

- Educate: Newsletter increase subscribers list
  - Partners: trade magazines such as Recycling Today, Scrap Metal Magazine,
  - Legislators - Engaging legislators throughout the year (targeted social media campaign)
    - Recognition for policymakers
  - League of women voters, policy matters to them.
  - CEO's.
  - Rotary Clubs – projects that have a unique component would be interesting to them; need to get on the rotary circuit.
- Collegiate Council of CRA – what can we learn from them (meet at a higher education facility)
- Communication needs to differ from regular campaigns; we are all inundated with newsletters in our inboxes.
- Reach out to a wider audience: Targeting environmental agencies, targeting recycling industry, CARE, ISRI
- Brand growth: Proactive education policy. Work with universities to show recycling as a career path. How do we bring in young leaders, target universities to offer partnerships, with faculty, new technologies and R&D?
- Educate on cost of landfilling and that recycling is better than landfilling life-cycle
- Develop an economic impact/market development summit to bring in leaders from all over the nation and brand the fact that Commerce is at the forefront of recycling industry across the nation
- SC is the largest tire producer; we have two of the largest plastics producers, polyester. Industry means homegrown jobs.
- Give council fact cards for presentations
  - SWANA: Display at summer and winter conference
  - Municipal Association South Carolina, SCMA, CRA, SCAC
  - Trade organizations – ISRI, SERDC, CARE, NRC, NERC
  - Hospitality Association
  - Food and beverage
  - Agribusiness: Agriculture Expo Florence, South Carolina
  - Textiles Conference: Lee County fibers
  - Video: Agribusiness, carpet council, food and beverage

- Washington Post: Letter to the editor or opinion editorial.
- Show SC as a national leader in recycling, with a Nikki Haley video clip or voice over.
- Demonstrate difference in a dollar that is spent on to pay to recycle in the future vs landfill or waste to energy.

### **Speakers Bureau**

- Offer speakers bureau, webinars, video using access to colleges and universities
- Provide tools to measure success

### **Industry coordination, communication and cooperation**

- Obstacles in recycling need to be reported back to industry associations
- Example: CARE/CRI – carpet identifier; film pouches, etc
  - Help to increase recycled content in manufacturing: Millikan carpet, Sage

### **Internal Board Functions**

- Recycling relationships
- Define focus areas, goals and objectives
- Prioritize time effectively
- Develop posters for on-the-go, event recycling

### **Threats**

- International markets
- Low oil prices
- Legislative apathy: Unintended consequences, legislator lack of understanding
- Cheap tipping fees
- Light weighted; one time use materials
- Single use items
- Being lumped into other environmental causes/global warming
- Different types of plastics: PET low melt vs PET regular
- Disruptive technologies; WTE Incineration: Targeting same market share
- Economic viability and cost ie glass pros and cons

### **Presentation**

Amanda St. John gave presentation on DHEC annual report. Recycling is at 29.2% from 31.5%. There was a drop in commercial recycling. The issue is inconsistent data from companies. Down 108,000 tons, recycled 1,200,000 tons amount disposed increased. Want to reach 40% recycling goal.

Residential went up: Counties and towns are doing better

Estimate lost revenue based on EPA report using average tipping fees over 600,000 tons

\$23 million in lost revenue from tipping fees

\$74 million in potential revenue of recycled materials lost

Need to tell that story: Economic impact of recycling industry

RecycleMore South Carolina: Provides one consistent message across the state

Awarded 13 grants to local governments for billboards

Trash Can Do More

City of Columbia is rolling out 94 gallon bins

They have added an app reminder that reminds residents the night before to put out recycling or yard waste bin, offers info on what is recyclable

DHEC has updated the recycle here application on the website, wants to educate tourists along the coast about recycling facilities especially in Myrtle Beach

Richard Chesley presented an award to Ronnie Grant as the ninth Recycling Guy to honor his work

Chantal discussed Recycling Market Development activities:

- CPRC: Your Bottle Means Jobs Campaign. She presented the radio ads for review  
28 entities have contributed so far  
ACC \$5,000  
SPI. \$5,000  
CRA \$5,000  
Three markets for radio ads Raleigh Greenville/Asheville Charlotte. Launch Q2 of 2016 for radio. Clear channel is matching dollar for dollar, there will also be billboards.  
On the go recycling access was mentioned: How do we provide better access for on the go?  
Posters and a tool kit for recycling coordinators part of the \$150,000.
- Carpet recovery meeting: Planned for October 13. Tour Richland County carpet recycling.  
Carpet recovery facilities map
- May 8 hosted food recovery networking at SC Archives; next will be in Greenville County. Atlas Organics in August/September
  - Food recovery summit November 16 - 18th
  - Completed data for users of compost
  - Santee Cooper test viability of Charleston County's composting facility, biomass potential. Tests will look for temperature (must be hot), has to be turned, and must be free of contaminants
- DHEC approved video project

## Markets Update

Ronnie: **Paper** went up \$10 a ton, went up another five dollars in July. July is normally a low output month. Domestic is strong exports are OK.

Glenn: **Plastics** PET decreased, oil prices at \$51 a barrel. Virgin dropped, in September there may be a market delay. Business is good but margins are tight.

Esther: **Glass** is the same. There was a glass industry meeting June 22 for agencies that had interest in directing revenue or interest in recycled glass in asphalt. Productive meeting. Chuck: Clemson arts is using recycled glass and testing it for different applications

Angel: **Ferris scrap** was a wash, **aluminum** is down. Scrap yards are shutting down commodity prices are weak Greek prices are affecting metal.

Bobby Hitt presented to the group. He highlighted the service of Donna London, Glenn Odom and Ronnie Grant. He acknowledged that someone had the foresight back in 1991 to build the recycling industry that has grown to \$13 billion, close to tourism impact, the military's economic impact, and BMW's economic impact in South Carolina. Foreign companies are expecting us to stay ahead of the curve with the green sector. Bobby presented awards to all retirees and thanked them for their service individually.

## NEW BUSINESS

Kristen voted in as Vice Chair. Wes voted in as Chair.

CMC Recycling tour will need close toed shoes and long sleeves to visit the automobile shredder facility.  
Retirement party will be held for Ronnie Grant on July 28<sup>th</sup>, 2015 5:00pm – 7:00pm Lawton Park 716  
Prestwood Drive Hartsville, SC 29550.

Pictures were taken for the website

**ADJOURN**