

**Wisconsin Badger State Chapter  
Solid Waste Association of North America  
Teleconference  
Conference Call #: (605) 313-4159 / Access Code: 260738  
June 18, 2020 at 11:00 a.m.  
MINUTES**

**Call to Order** – 11:03 am

**Roll Call** –

BOD: Dave Hagenbucher, George Shereda, Meleesa Johnson, Ali Rathsack, John Welch, Lindsey Carlson, Chad Doverspike, Phil Gearing, Erik Lietz

BOD Not Present: Chris Anderson

Also Present: Susan Schuller (SWANA Admin Assistant), Pat O'Brien, Valerie Parker, Krystal Clark, Kate Strom Hiorns (WDNR)

**Minutes of Previous Meetings** [May 2020](#)

Motion by George to approve May 2020 – no edits.

Seconded by Meleesa

Approved – Motion Carries with 1 Abstention

**Treasurer's Report** [Meleesa](#)

No Report

Checking \$5,553.35

Savings \$30,334.95

We did not receive a membership share from SWANA yet. Not sure if there were just no new members.

**Committee Reports**

- DNR Report [Kate Strom Hiorns](#)
  - Bounce back phase I starts 6/19/20. Most still working from home if they can. Some trainings scheduled to understand procedures to stay safe during COVID. They can get back in the field if they have proper PPE and some survey of the site to ensure safety. Still not completely open.
  - Hiring freeze continues.
  - Waste Characterization Study moving forward with anticipated start in August.
  - No report on the recycling audit from the legislator audit bureau
  - PFAS document is still internal and will hopefully be available by the end of July.
- Safety Ambassador Report [Erik \(absent\)](#)
  - No meeting this past month.
  - June is National Safety Month – Waste and Recycling Workers Week this week. SWANA has done daily safety posts. (Susan is posting them on our Facebook page)
- Membership Report [Phil](#)
  - There is a dip in the number of new members this month.
  - The committee has reached out to expired members and people have appreciated it. They said they plan to renew.
  - An email has gone out to some. A response will be sent on to the YP group regarding one response.
  - Idea – podcast to be created.
- International [John](#)
  - Virtual SWANApalooza
    - Some of the sessions will be pre-record 30 minute presentation then live Q&A the week of the event

- They are trying to create a very interactive experience.
  - WASTECon is still planned to be in-person in Dallas, TX – expecting 70% attendance rate. If we get a second wave of COVID, we could see a worse situation.
  - SWANA has healthy reserves so far. Not drawing from this. They are taking a line-of credit to cover shortfalls if something comes up.
  - Strategic plan pushed off.
  - Question from Pat – If that WasteCon falls short, what happens if SWANA National goes into the red on the budget? How is it replenished?
    - John reported they have secured a line of credit for this that they will use first, then dip into the reserves. They probably have reserve for a year to cover. Some cut backs may be needed if that happens since there would be less work for planning events. Some salary adjustments have happened. No layoffs reported.
- YP Report *Dave--/Lindsey*
  - Call yesterday with ~10 people. Every Third Wed.
  - Postponed waste camp indefinitely.
  - They want to do the river clean-up in Sept/Oct with 10 members or less to do this. Lindsey asked if people feel comfortable about this?
    - One comment—Meleesa offered a comment: be sure people are following CDC Guidelines of social distancing and masks. Otherwise, go for it!
  - They encouraged YP members to vote on bylaws
  - Brainstormed budget items to be presented at the September meeting
  - YP's asked to submit a short blurb and image to share on social media.
- Social Media Report *Chris*
  - Metrics Reported –
    - Facebook Reach—123 likes, 135 followers (Up from February when we had 99 likes and 107 followers – a 20% increase in 4 months)
    - Safety Mondays consistently reach ~30 people
    - YP Newsletter always performs well. Earth Day posted 2x reaching 430 and 317.
    - Board Highlights so far reach higher to ~50.
    - Linked In page has 4 new followers since last month, 37 total, 18 reactions total, which is up 800% in 30 days
  - Currently highlighting BOD members and sharing individual articles from Newsletter - please respond to Susan's email so we can highlight you.
  - Next initiative will be to highlight YPs by having YPs submit a bio and candid picture about “a day in the life of their work”
- Legislative Advocacy Report *Meleesa*
  - No report
  - Susan just added that 6 legislators expressed interest in the upcoming PFAS Info Session in late July. The actual date/time will be sent to the board when confirmed.
- Scholarship Report *George*
  - Received thank yous for the board. Working on getting payment to the recipients.
  - Will get social media and website highlights

### **Timeline Reviewed**

- John reviewed the timeline. No discussion

### **Unfinished Business**

- Voting of By-laws Changes

- Bylaws passed – 26 votes received, 23 approved, 3 rejected, 0 abstention. (Please note: Two votes were not included when reported live at the meeting. Susan’s error. This was added to the total count, but it does not change the results).
- Pat O’Brien expressed his concern with the vote and hopes it doesn’t dilute our representation at the National level.
- Meleesa expressed the same issues.

Motion presented by Eric to accept the results of the vote on bylaw changes.

Lindsey Seconds.

Approved – Motion Carries (Unanimously)

- WIRMC 2021 – Discussion of In-Person, Virtual, or Cancel 2021.
  - Susan summarized the email from Karin Sieg sent to the Board Presidents of AROW, SWANA BC, and WCSWMA. The email was forwarded to the BOD just before the meeting.
  - The question on the table. What recommendation would the SWANA BC BOD like to present regarding WIRMC 2021? In Person Event, Virtual Event, or Cancel Entirely.
  - Discussion on this topic:
    - Erik expressed concern with technology difficulties. Asked how IN Conference handled this.
      - Susan responded that they did a lot of sessions before their virtual event to have attendees test their system and get comfortable with the online tools.
    - John isn’t sure we can get 200 people to a virtual event in order to “break even”
      - Susan mentioned the costs would be less than half of what was requested for an on-site event and no travel required.
    - Meleesa shared Karin’s thoughts in a previous conversation she had with her. Karin was very excited about the virtual platform for 2012. She really liked it and feels it offers the best approach for 2021 to keep people safe but still deliver an opportunity for connecting.
    - Pat O’Brien offered comments on the cancelation fee that Chula is charging. He feels it is too high and should/could be negotiated. It is bad publicity for Chula for them to charge this much to non-profits and associations.
    - Chad agreed. Suggested to see if we can push the conference out to the following year and adjust the contracts with Hyatt. Or can we commit to future conferences at Chula in exchange for them to cancel their fee. (or at least reduce it).
      - Susan mentioned that negotiating legal contracts might require some advice or involvement from lawyers.
      - Meleesa feels negotiating contracts could be just as expensive if we need to involve lawyers. She doesn’t think there will be bad publicity on Chula. Hospitality industries are hurting badly during COVID 19. They need to operate.
      - Meleesa further mentions that if we cancel the conference, AROW might need to file for bankruptcy.
        - Pat offered that perhaps WCSWMA could float AROW for the year. We could cancel the whole event for the year, and give AROW the money to cover the loss.
      - George didn’t think we should cancel the event. He feels it is our responsibility to provide these services to members. Our members will be understanding to the change in delivery. There may be fewer sponsors and maybe some presenters will not be interested. But still good for offering something to our members.
      - Erik built off this comment in agreement. Also, SWANA BC is lucky to have some savings.

- Pause in the discussion to ask the board – Which BOD would attend a face-to-face conference? 7 would not or could not because of company policy. 1 would be willing, but does not think the organization should do this.
    - Agreement that the WIRMC 2021 should not be held in-person.
  - Chad made a motion:
    - Recommendation from SWANA BC is to cancel the in-person option (cancel with Chula), but negotiate the cancellation fee. Check to see if Chula Vista was willing to have us sign a 1 or 2 year commitment in 2024/25 to remove cancellation fees (or even reduce their rate). Then move forward with plans for a virtual conference in 2021.
    - Meleesa Seconded
    - Approved – Motion Carries (Unanimously)
  - Susan will share with the recommendations with the other board presidents and include Pat O'Brien
  - Erik requests continued communication as this decision moves forward.
  - Chad mentions that if AROW has concerns or feels they need to step back for a year to build financial security, that may need to be considered.
  - Meleesa thanks the board for all the support on behalf of AROW. She reiterated the hard work and difficult decisions the AROW board has gone through in the past year. They are making progress and she appreciates peoples' expressed concerns and understanding.
- MOU for Student Board Member position
  - Board members received the information on this. Lindsey summarized this for the board.
    - Some highlights from the document she wanted to point out:
      - Recommend that the Badger Chapter covers the lodging and registration to conference. (John mentioned that SWANA BC has the ability to cover any board member who does not have financial support from their employer to attend conference. John reminded us of this.)
      - There will be a two-week application period and a one-week review period for the selection committee. Then at the September meeting, the student board member can be confirmed based on committee selection.
      - Students are expected to commit 3-5 hours a month as a student board member.
  - Lindsey summarized the application questions. Questions were reviewed by Dr. Rob Michitsch and two current students.
  - Erik recommends a signature line and approved by the board date.

Erik made the motion to approve this MOU and process for electing a Student Board Member with the suggested changes.

Seconded by George.

Approved – Motion Carries (Unanimously)

- Chad mentioned that in the past we also try to get this approved in the spring? Lindsey mentioned that we considered it, but for this MOU we just wanted to fit the timeline this year. Next year we discussed YP members trying to recruit and get some applications in during the spring. We can adjust the timeline next year to fit the needs.
- Continuity of Operations Planning in event of COVID19 -- Moved to future Meeting
- Chapter Wide Strategic Planning – Moved to future Meeting
- September Meeting – Moved to future Meeting

The BOD was asked to hold July 16, 2020 for a possible July meeting reporting on the WIRMC Planning Committee results and next steps.

Erik moved to adjourn

Chad seconded

Adjourn - 12:35pm

---

Minutes recorded by Susan Schuller, SWANA BC Administrative Assistant