

NEW RIVER SOLID WASTE ASSOCIATION  
REGULAR BOARD MEETING MINUTES  
December 10, 2015

The New River Solid Waste Association Board of Directors met in regular session on December 10, 2015 with the following members present:

Commissioner Mark Hartley, Chairman  
Commissioner Karen Cossey, Vice-Chairman  
Commissioner Eddie Lewis  
Commissioner Gordon Crews  
Commissioner Woody Kitler  
Commissioner Kenny Thompson

Others present were: Darrell O'Neal, Executive Director  
Perry Kent, Assistant Director  
Melissa Waters, Chief Finance Officer  
Lydia Greene, Office Manager/Admin. Asst.  
Russell Wade, Attorney

Chairman Hartley called the meeting to order which was followed in prayer led by Commissioner Crews and the Pledge of Allegiance.

Chairman Hartley passed the gavel to Mr. Wade, Board Attorney, for Agenda Item #2, Election of NRSWA Board Officers for 2016. Mr. Wade called for nominations for Board Chair. Commissioner Lewis made a motion to leave the officers as they currently are for 2016. Commissioner Cossey seconded the motion. Mr. Wade called for any further nominations. There were none. Mr. Wade called for a vote on the motion to leave the board officers for 2016 the same as they are now. The motion carried unanimously. Mr. Wade turned the meeting back over to Chairman Hartley.

Chairman Hartley called for a motion on agenda item #3, Approval of Expenditures for November 2015. Commissioner Lewis made a motion to approve the expenditures for November 2015. Commissioner Kitler seconded the motion. The motion carried unanimously.

Chairman Hartley called for a motion on agenda item #4, Approval of Regular Board Minutes for November 12, 2015. Commissioner Kitler made a motion to approve the minutes for the Regular Board Meeting Minutes for

November 12, 2015. Commissioner Cossey seconded the motion. The motion carried unanimously.

Chairman Hartley asked if there were any questions or comments from the public. There were none.

Chairman Hartley called for discussion of agenda item #6, Engineering Updates. Mr. Joel Woolsey, Jones Edmunds, said item A is Work Order #68, Cell 7 Design and Permitting, in the amount of \$245,000. This work order will cover all engineering expenses for the design and permitting of the new landfill cell, Cell 7, which will be permitted and may even be completed next year. Commissioner Lewis asked if this was in the budget. Mr. O'Neal said that \$300,000 had been budgeted for this engineering project.

Chairman Hartley called for a motion to approve engineering work order #68, Cell 7 Design and Permitting, in the amount of \$245,000. Commissioner Lewis made a motion to approve Work Order #68 as presented. Commissioner Thompson seconded the motion. The motion carried unanimously.

Mr. Woolsey said agenda item 6B is Work Order #69, Landfill Gas to Energy Project Development, in the amount of \$50,000. This work order will cover the engineering tasks including continuing to work with New River staff and FEP on review of design documents, which are at 100% design right now, assisting with procurement of construction contracts and continuing the LGTE project through development including some modifications to New River's gas collection system which is needed to get all of the gas production possible from the landfill for the gas to energy plant.

Chairman Hartley asked for a motion to approve Work Order #69, Landfill Gas to Energy Project Development in the amount of \$50,000. Commissioner Cossey made a motion to approve Work Order #69 as presented. Commissioner Crews seconded the motion. The motion carried unanimously.

Mr. Woolsey added that he would like to thank the board for the opportunity to partner with New River and to work with New River's staff who is considered some of the best in the industry. Mr. Woolsey said he considers it a privilege and together a lot of firsts have been accomplished including using EGC for cover, developing the first LGTE plant in this area for Seminole Electric, and organics processing with UF. Mr. Woolsey added that he appreciates New River's trust in partnering with Jones

Edmunds to accomplish these things. The board thanked Mr. Woolsey and Jones Edmunds for working with New River and all they do.

Chairman Hartley called for discussion of Agenda Item #7, LGTE Project - Update Alan Beer, FEP. Mr. Beer said that as Mr. Woolsey mentioned, the 100% design drawings have been completed and are under review by New River and Jones Edmunds. The pricing exercise will be started now which will show the exact cost of the project. It is hoped this will be ready by the January board meeting. Mr. O'Neal added that we received an email from Seminole Electric indicating that the feasibility study completion date has been extended to December 31 instead of December 11. Mr. Beer said that this is actually a component that is needed for the pricing model. Mr. Beer said that everything right now is moving along well and all systems are go. Mr. Beer added that the site drawings are here and showed these to the board. Clay Electric has added lines for our project and the conduit was added before the landfill road was paved. Commissioner Crews asked about the square footage of the building. Mr. Beer said it will be about 3500 square foot in size. Mr. O'Neal said that the building will be built to accommodate adding a 3rd engine at a later time when needed. Mr. O'Neal said we will plan a formal ground breaking ceremony for the site along with a grand opening for the new LGTE plant at the appropriate times. This will be discussed further in connection with the next agenda item.

Chairman Hartley asked for discussion of agenda item #8, Discuss RFP Responses for RFP#15-02, Marketing and Communication Services and Presentations by Proposers. Mr. O'Neal said that an RFP had been published with a deadline for proposals to be submitted by Tuesday, December 8th at 4:00 p.m. Three proposals were submitted before the deadline, a fourth was received after the deadline. If the board would like to consider the late submission, a motion is needed to suspend normal procedures.

Chairman Hartley called for a motion on considering the late proposal. Commissioner Lewis made a motion not to consider the proposal submitted after the deadline. Commissioner Thompson seconded the motion. Chairman Hartley called for a vote on the motion to not consider the late proposal. The motion carried unanimously.

Mr. O'Neal said that all three of the proposals had excellent submittals and were complete and contained all of the specified qualifications; background information, organizational structure, experience, references and fee schedule. Mr. O'Neal said that the proposers had been given an

opportunity to speak to the board and all three were here tonight. Mr. O'Neal added in addition to a copy of the proposals, a selection sheet had been given to all board members in order to specify their choice as to which company they prefer and in what order. After the presentations the selection sheets will be collected and a tally will be taken to determine the company selected. The companies have been listed in the order the proposals were received and presentations will be given in that order. First will be Sachs Media Group, second Professional Marketing Solutions, followed by Frankel Media Group. Mr. O'Neal stated the companies not presenting would leave the room while the presentations were given.

Mr. O'Neal said the first company to present was Sachs Media Group. He had contacted the references provided by Sachs Media Group and had gotten excellent feedback from the companies he had spoken with. Mr. O'Neal introduced Vicki Johnson, Senior Vice President, to present their proposal to the board. Ms. Johnson said the company had just celebrated their 20th anniversary and has been working with Jones Edmunds for several years now, so they know about landfills. Ms. Johnson added that Florida League of Cities was their first client and is still with Sachs.

Mr. O'Neal said the next presentation is by Professional Marketing Solutions who come very highly recommended by the references he contacted. He reported that one reference commented that you would not find a better team with more energy. Mr. O'Neal introduced Michelle Harris, President, to present their proposal to the board. Ms. Harris said their company was founded in 1998, is based in Central Florida, but they have worked with companies across the country. Bridget Porto-Venturelli, Director of Client Relations, and Dan Carro, Creative Director, was also in attendance tonight.

Mr. O'Neal said the final presentation is by Frankel Media Group who also comes very highly recommended by the references he contacted. Mr. O'Neal introduced Ryan Frankel, President, Frankel Media Group, to present their proposal to the board. Mr. Frankel said their company is based in Gainesville, which is right down the road. Channing Casey, Vice President, and Ember Patterson, Assistant Account Executive, was also in attendance tonight. Mr. Frankel said they represent the Alachua County Office of Waste Alternatives which is a long term client of theirs and have done a lot of work targeting county commissioners and decision makers.

Mr. O'Neal asked all the attendees to come back into the room and collected the selection sheets from the board. Commissioner Hartley asked about the rates for Frankel Media Group. Mr. O'Neal said that Frankel doesn't have monthly fees, they have rates and what he recommends is that if

selected, to come up with a specific scope and budget for approval by the board.

Mr. O'Neal said the board selections are: first choice is Frankel, the second is Sachs and the third is Professional Marketing Solutions. Mr. O'Neal said the first step would be to meet with Frankel to come up with a budget and if not acceptable by the board, to then negotiate with the second company, etc.

Chairman Hartley called for a motion to enter into contract negotiations with Frankel Media Group. Commissioner Lewis made a motion to negotiate to contract with Frankel Media Group based on an approved budget. Commissioner Thompson seconded the motion. Commissioner Crews asked how this would work. Mr. O'Neal said staff will meet with Frankel Media Group to come up with a scope and a budget for the board's approval. If not approved, we would then move in a different direction. The motion carried unanimously.

Mr. O'Neal thanked everyone for coming and complemented all on the very professional presentations heard here tonight.

Chairman Hartley called for discussion for agenda item #9, Discuss Increase of Employee Contribution for Health Insurance Premiums. Mr. O'Neal stated that New River has received an increase in NRSWA's employee health insurance rates by 12%. With this increase, current employee health insurance allocations provided by NRSWA does not fully cover the cost of the employees' health premium much less any family coverage. Our small group of 18 employees work against us for health insurance premium rates and we have lost several younger employees due to cost of family health coverage. Mr. O'Neal said a copy of the rates that were obtained for other insurance plans has also been provided and all were higher than renewing the plan we currently have. Mr. O'Neal said that he would like the board to consider increasing the monthly employee insurance contribution amount by \$75.00 which will be a total of \$16,200 increase annually. The extra expense will come out of the Operating Account and will not require a budget amendment. Chairman Hartley said that he would like for the agent of record to provide some form of notification or explanation for the board for the rate increases. Chairman Hartley added that we may need to look at other insurance agents who will offer incentives to keep our business.

Chairman Hartley called for a motion to increase the monthly employee insurance contribution amount by \$75.00. Commissioner Lewis made a motion to approve the increase for the employee insurance

contribution amount by \$75.00. Commissioner Thompson seconded the motion. Commissioner Cossey abstained from the vote due to a conflict of interest. The motion carried unanimously.

Chairman Hartley asked for discussion for agenda item #10, Discuss Status of RFP for Banking Services and Fees. Mr. O'Neal said he had a few questions for the board regarding wording for the RFP to be issued. Mr. O'Neal asked if the banks should be located in our member counties or be broadened to include larger non-local banks. The board felt it should be local banks. Commissioner Crews said Baker offers percentage incentives for local vendors. Mr. O'Neal said our local vendor policy offers vendors an opportunity to match the low bid received. Commissioner Crews asked how much money would be saved by changing banks. Mr. O'Neal stated that before the increase by Capital City Bank, we were paying \$45.00 a month in service charges. After the increase for service, charges for October were \$574.00. Mr. O'Neal added that a local retired banker has offered his services to develop an RFP and do an independent evaluation of responses received. His charges for these services were included in the board meeting information. Commissioner Cossey said that she feels Mr. O'Neal could do the same thing and just as well. The board was in agreement.

Chairman Hartley called for discussion of agenda item #11, Discuss Need for Additional House Cleaning Services. Mr. O'Neal said we currently have a contract for office cleaning and would like to add the public restroom across from the scale house to the weekly office cleaning for an additional \$10.00 per week. An amendment to the contract will be necessary.

Chairman Hartley asked for motion to include cleaning the public restroom for an additional \$10.00 per week under the current office cleaning contract. Commissioner Crews made a motion to approve the additional cleaning. Commissioner Cossey seconded the motion. The motion carried unanimously.

Chairman Hartley asked for any discussion under agenda item #12, Alachua County Issues/Items. Ms. Palmi said that she feels New River made a great decision selecting Frankel Media Group for Marketing and Communication Services as they do wonderful work for Alachua County. Mr. O'Neal asked about the workshop held in Alachua County on December 1st and the direction from the board. Ms. Palmi said that at the direction of the county manager she did a presentation to the board of an overview of the different types of solid waste systems in operation in Florida. Ms. Palmi

said this is the start of the process that must be followed in connection with the solid waste disposal contract with New River that expires in 2018. Her presentation was an overview about the difference in landfills that are public and private, terminology about what an authority is, what an association is, and what a waste to energy plant is. Ms. Palmi said she has been tasked with looking at everything option available and reporting back to the board in 90 days. She will be requesting surveys soon from every facility including New River in order to compile all the information for presentation to their board. Mr. O'Neal asked if pricing will be part of her report. Ms. Palmi said not yet, this will show everything that's available. Ms. Palmi added that there had been some discussion previously about looking into developing a mixed waste materials recovery facility which she has recommended not to move forward on due to current poor market conditions.

Chairman Hartley asked for any discussion under agenda item #13, Attorney Issues/Items. Mr. Wade said he did not have anything for discussion.

Chairman Hartley called for discussion under agenda item #14, Executive Director Issues/Items. Mr. O'Neal said he did not have anything further for discussion.

Chairman Hartley asked for discussion under agenda item #15, Board/Chairman Issues/Items. The board did not have anything for discussion.

Chairman Hartley called for a motion to adjourn. Commissioner Cossey made a motion to adjourn which was seconded by Commissioner Thompson. The meeting was adjourned.