

**Randolph County Solid Waste Authority**  
**Monthly Board Meeting Minutes**  
**October 9, 2018 5:00 pm**  
**Courthouse Annex, Elkins, WV**

**Present** – Clark Martin, Spinner O’Flaherty, Chris See, Jack Tribble, Angie Lipscomb

**Absent** – Tim Hornick, Joe Gumm

Meeting began at 5:01 pm.

**Public Comment**

- Clark stated that Joe Gumm’s wife, Vonda, gave him the bill for what we’re paying. A check will be written tonight for that amount and given to them tomorrow.

**Old Business**

- Due to not having August’s minutes available at September’s meeting, we voted and approved radio advertising two months in a row. This was to inform citizens who could not differentiate between the 11<sup>th</sup> Street Recycling Station and the glass drop off point. That advertising ran the full length and ended last week.
- Picked up the topic of billboard advertising. Angie reported to the group about her phone call to Joe Swecker for pricing options. One month is \$300. Three months is \$425, which is regularly \$1200. A generous discount was given to RCSWA because we are a public service group. Mr. Swecker uses his own graphic designer, and the creation of our first ad is included in the price. Changing the ad thereafter will cost \$75 for each new ad. If we change back to a previously used ad, the cost is \$15. This is the Beverly 5 Lane billboard on the left almost across from Crazy Harry’s Greenhouse if you’re going away from Elkins. Joe advises using less words and more pictures in a billboard ad so as not to confuse drivers.
- Spinner inquired about cinema advertising. Angie reported to the group about her research into movie theater advertising at Elkins with 1Better. The company is not local, offers three types of commercials (motion, video and still), and has 5 different voices from which to choose. Angie gave the company’s website address ([www.1better.net](http://www.1better.net)) where members may review these choices. No package or pricing options are listed on the website, and a representative must be contacted directly. Angie passed around a written price quote from the 1Better representative she had been in touch with, showing 12 month and 6 month packages and pricing for a 15 second motion commercial, with and without utilization of the company’s videographer. Angie and Clark reported that there is no way to track the volume of patrons at Elkins theater. Angie reported going 3 times to speak with someone at the cinema regarding the average number of customers in a given time to gauge how many people we may reach if we advertise there. The theater has not been open before 3pm at any time on a weekday during her attempts, and thus this information could not be determined. Angie distributed a list of how many screens our ad would be shown on and how many times it would play per day/week. Members discussed pros and cons of billboard advertising verses movie theater advertising.
- Picked up the topic of possibly utilizing Facebook Yard Sale as free exposure. This project had been Jill’s idea. Current members do not utilize Facebook with expertise, and therefore little interest was expressed in pursuing this avenue due to inability to skillfully navigate the system.
- Clark brought up the idea of advertising with better known Elkins websites, for example D&E and Davis Medical Center. Find out how much it would cost to advertise on their homepages. For instance, “RCSWA reminds you not to litter!”. We would need to decide with which entities we want to advertise and contact them for pricing.
- Spinner asked if radio advertising would be AM, FM, or a combination of both. Clark stated that he did not want to spend money on all 3 stations, and would likely choose the country station of WDNE FM. Spinner inquired about the Trading Post. Clark stated this is likely the most listened to show, which airs on 1240 AM. Angie reminded the group that our radio ads will be matched since we are a nonprofit organization. Clark clarified that this is ad for ad, no matter how many ads we purchase. Additionally,

The Intermountain provides a 10% discount for nonprofits. Jack clarified that subscribers can see ads online, not just the printed version.

- Picked up the topic of advertising on wall televisions at Smoke on the Water. This option is via a salesman out of Tucker County that Chris had previously been in contact with, but has not seen in some time. This was \$30 per month about 3 months ago, but we are unsure if this opportunity still exists. We need to make contact with Smoke on the Water to see about this.
- Picked up the topic of hiring a videographer to create footage for various spots, including RCSWA's website. Lisa Armstrong created the page, and may also do video for us. She was only paid to set it up, but it is not being maintained and is in desperate need of update. Jack suggested contacting Lisa for pricing to update the site. Angie suggested contacting D&E to locate a tech savvy student in the sustainability program. Utilizing a D&E student will likely be much cheaper, yet still yield quality work. Rick Gage is our D&E contact with the Sustainability/Greenworks Program. Jack will provide Angie with Rick's contact information to discuss the possibility of a student updating RCSWA's site. If this does not work out, we can utilize Lisa Armstrong. If a D&E student successfully re-does our webpage, we can then inquire about the videographer project with them.
- Jack made a motion to approve \$425 for 3 months of electronic billboard advertising with Mr. Swecker, \$300 per month for 3 months of radio advertising (buy one get one free due to nonprofit status), and no to movie theater advertising. Clark clarified that each billboard ad is approximately 8-10 seconds long. Chris seconded the motion. All voted in favor with none being opposed. Motion was granted.
- Picked up issue of Bill Teter's junk yard. DEP is our contact. Clark had been there approximately 3 weeks ago, and Angie was there 2 weeks ago. There was nothing there, thus nothing to call about.
- Picked up the topic of updating the City of Elkins "Recycling in Elkins" webpage spot. Angie passed a copy of the current webpage to the group. Jack stated he can get necessary updates made by City of Elkins Recycling Committee. Updates needed are dates for tire and electronics clean ups. Other data is correct, yet incomplete (such as where can phone books be recycled, pressed packing board, brown paper bags, hard back book, etc.) These questions need clarified with Joe, and the information will be posted on RCSWA's website, not the City of Elkins' website.

#### **Treasurer's Report**

- Chris is present with the book. He reported that our balance was \$52,559.71 as of October 1, 2018.
- We wrote two checks last month. One to WV Radio Corporation for \$613.28, and one to Jill for \$150.
- Chris wrote Angie a check for \$100.

#### **New Business**

- Electronics Clean Up with PC Renewal is October 20, 2018 from 9am – 12 pm at Elkins Middle School. Another tire collection will have to wait until next year because there is no money. Clark stated that we never got a final count from the last one from Tim, but it was 7 tractor trailer loads. Jack stated that means we need to do it more often, as we have been doing it twice annually, and that we need to see if we can get grants for it. Spinner is trying to get people from AmeriCorps to assist us. Clark stated he spoke with PC Renewal's contact, who said they need D&E students to help, but that she would also need to bring her own crew members. She stated that any time they come back she will need to do this. Jack stated this is fine, as long as it's free. The representative asked Clark if we are interested in paper shredding services. Clark stated that we already do this. She also asked Clark about shredding hard drives. He was not sure of our need or interest in this service, and inquired about it with the group. Jack stated that if PC Renewal is providing this service for free, then we can talk to key people, such as the hospital and school system. However, Jack does not want to get into the business of servicing private companies.
- Clark will be in charge of coming up with an ad for our billboard spot.
- Angie will call Joe Swecker and confirm that we want 3 months for \$425 beginning October 22, 2018. (This date is scheduled for post Electronics Clean Up event to avoid needing an ad change straight away.)
- Jack gave an update on the City of Elkins Recycling Committee Meeting which he attended last week (October 2, 2018). They sponsored a kids' day at Mountain State Forest Festival. RCSWA has paid the City

of Elkins \$1,065 to date. We agreed to pay 75% of the cost of recycling. They have less costs in hourly wages and benefits coming up, but they probably have more costs in setting up than they estimated. They spent \$1,600 to date. 75% of that would be \$1,200, so we are about \$185 in arrears. They have sign costs, concrete barriers, railing, and fabrication of a second dumpster. When they come and get the special dumpster, they come down from Pennsylvania, get our dumpster, take it back to Pennsylvania, then drive it back here, then go back to Pennsylvania. That's four trips. They're fabricating a second one so that there's one there all the time. It's going to cut the cost from \$250 per trip to about \$180. Jack stated that we can have a roll off for each color of glass, but it will cost more. Ours will be petitioned internally and accept all colors. Jack estimates the City will have \$2,400 – 2,500 in costs for 2018, of which we are paying 75%. We committed to \$4,000 in 2018. We will likely spend around \$2,800. As glass picks up and we advertise it more, we may actually spend the full \$4,000. Jack does not feel it is worth re-doing the MOU (Memorandum of Understanding) with the City. It will cost us less money.

- We are due to pay the City of Elkins this month. We can either pay them the full quarterly amount of \$1,065 and be ahead, or we can pay them their true cost of \$200-300. Jack is uncertain of the exact amount. He suggests we pay the \$1,065.
- Spinner talked to Bob because someone had smashed the top of the yellow railing at the glass drop off. No one had told Bob. Jack said we need to sit down with the City if something outside of the MOU comes up. Right now we are doing all of the things we agreed to pay the 75% for: signs, concrete barriers, railing, fabrication of a new dumpster, and the hauling. If something beyond that comes up, we would have to sit down and agree to pay for that, but we are getting a deal right now because the City has absorbed the cost for labor, not us. It's going to be about \$2,800 this year instead of \$4,000. If it's \$4,000 next year, ok. \$2,800 is an estimate, as Jack does not know all the costs. However, it will be under \$4,000, as that is all we have agreed to.
- Spinner wanted to know if someone is at the glass drop site all the time when the place is open. Jack clarified no. The gate is opened, and some days an employee from an office must come by and lock the gate. The cost verses the savings is being accomplished by the City better than they thought they could. Spinner talked to Bob about his glass hopper.
- Jack made a motion to pay the City of Elkins \$1,065.00 for the full quarterly amount. Clark seconded the motion. All voted in favor, with none being opposed. Motion was granted.
- Jack stated that we should be ahead, and will find out what the cost of the concrete barriers next quarter will be.

#### Closing Statements

- Jack stated that we need an audit.

Meeting adjourned at 6:12 pm.

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